

Why You Need An Enterprise-wide Cloud Strategy?

Adam Fore

Director Cloud Computing &
Virtualization Solutions, NetApp

September 2011



- What Are IT Leaders Saying?
- Benefits of Public and Private Clouds
- Get Ready For the Future
- Summary
- Q&A

CIOs Rank Cloud as Top Tech Priorities

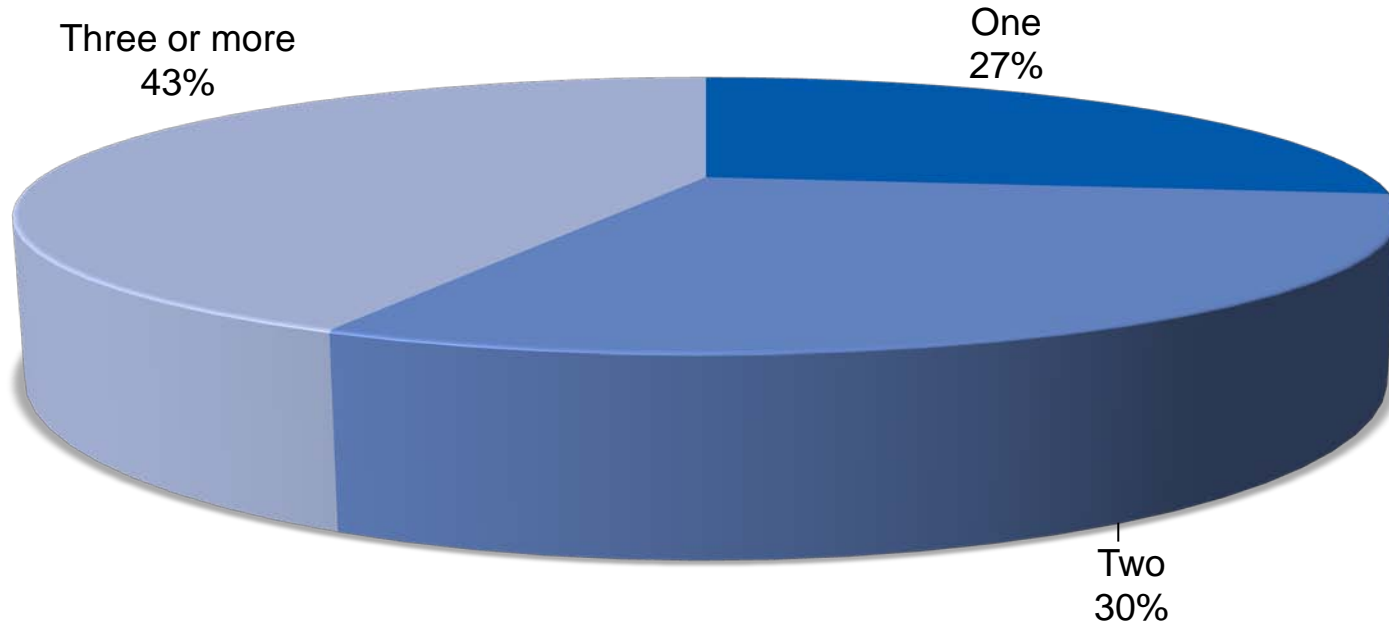
Perception has gone from vendor hype to IT priority

CIO technologies	Ranking of technologies CIOs selected as one of their top 3 priorities in 2011			
Ranking	2011	2010	2009	2008
Cloud computing	1	2	16	*
Virtualization	2	1	3	3
Mobile technologies	3	6	12	12
IT management	4	10	*	*
Business intelligence (BI)	5	5	1	1
Networking, voice and data communications	6	4	6	7
Enterprise applications	7	11	2	2
Collaboration technologies	8	10	5	8
Infrastructure	9	14	7	6
Web 2.0	10	3	15	15

*New response category

Source: Gartner - The 2011 CIO Agenda

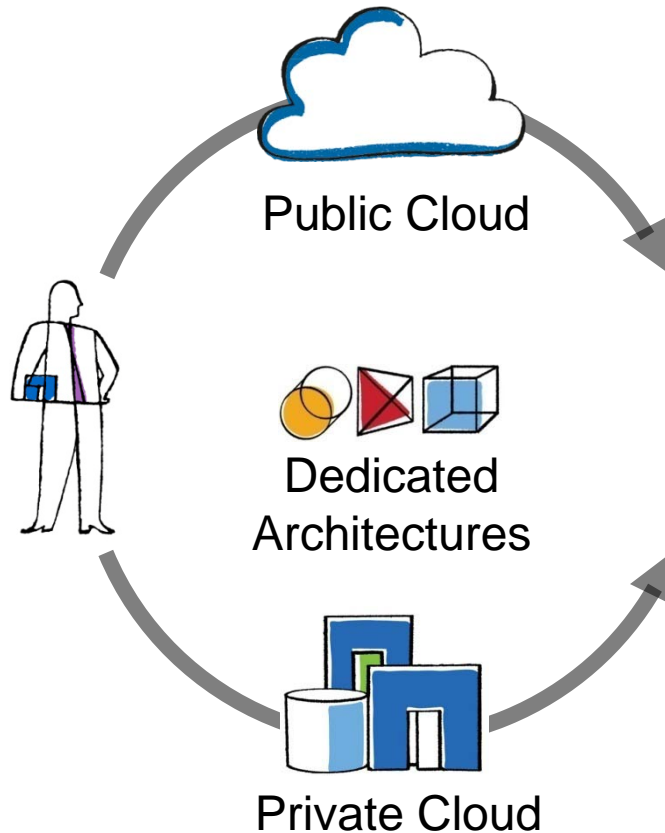
Number of cloud projects underway currently



Source: CIO Market Pulse Cloud Computing Study, May 2011

- **Private Cloud:** behind the firewall of an enterprise, closed to public
- **Public Cloud:** accessible via service providers for general purchase
- **Hybrid Cloud:** private clouds linked to public clouds

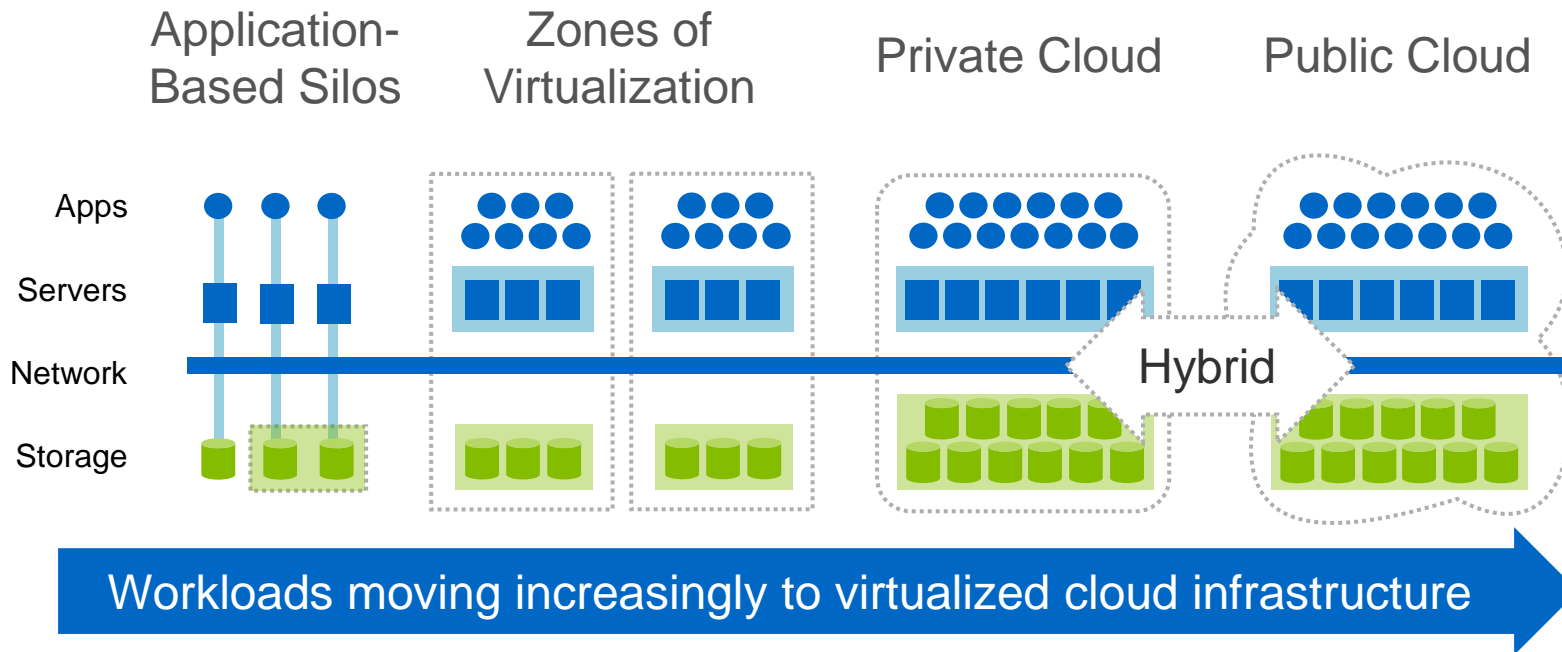
Build or Buy?



Embrace Service Providers?
Delivering new levels of cost efficiency and responsiveness

Build a Private Cloud?
Compete on cost and deliver business enablement

Transitioning from Virtualization to Cloud



- **Private Cloud:** behind the firewall of an enterprise, closed to public
- **Public Cloud:** accessible via service providers for general purchase
- **Hybrid Cloud:** private clouds linked to public clouds

Private & Public Cloud Benefits

		<i>Benefits of PUBLIC cloud computing</i>	<i>Benefits of PRIVATE cloud computing</i>		
Able to buy and use resources on a per-need basis	}				
				More strongly associated with <u>public</u> cloud	77%
Scale-up/scale-down to accommodate business needs			77%		65%
Reduction in provisioning times			72%	71%	
Increased IT efficiencies/lowered costs	}			52%	71%
Less downtime/planned outages				47%	59%
Improved SLAs				42%	70%
More reliable security				22%	57%

Source: CIO Market Pulse Cloud Computing Study, May 2011

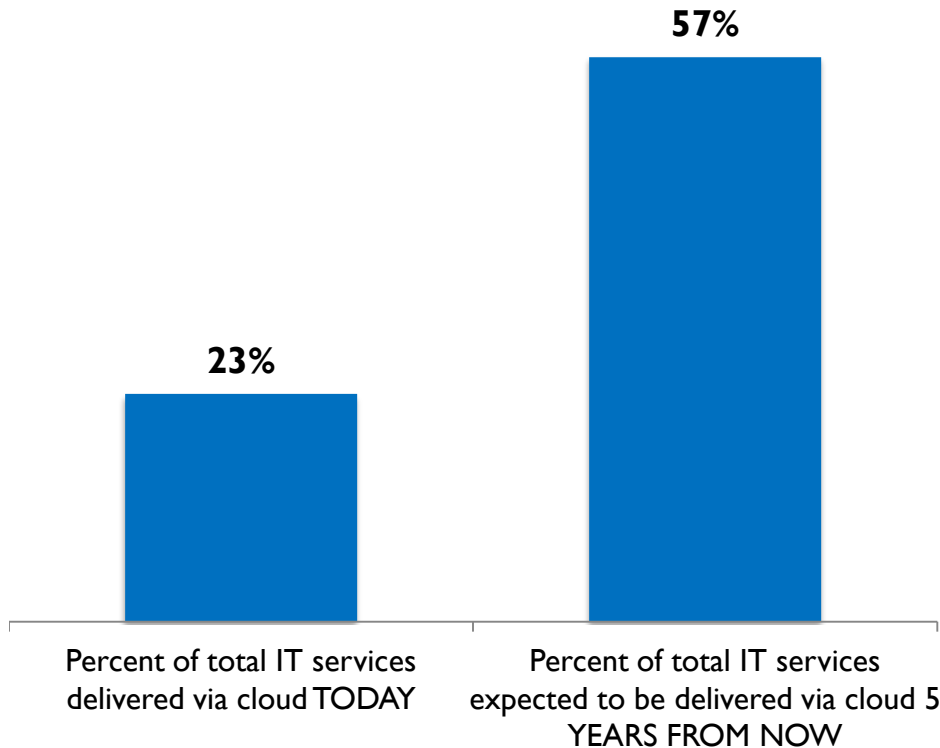
How Are Enterprises Using The Cloud?

	<i>Currently using/ Plan to deploy (net)</i>	<i>Currently using</i>	<i>Plan to deploy within a year</i>	<i>Plan to deploy within the next 1-3 years</i>	<i>No plans</i>	<i>Don't know</i>
Software-as-a-Service/SaaS (Email, Collaboration, CRM, etc.)	89%	58%	25%	7%	11%	-
Storage-as-a-Service/StaaS (Backup, archive, disaster recovery, etc.)	78%	27%	27%	25%	19%	3%
Infrastructure-as-a-Service/IaaS (A combination of CPU, Network, and storage as a resource pool)	75%	29%	27%	19%	21%	4%
Other 'as-a-Service'	54%	19%	14%	20%	26%	20%

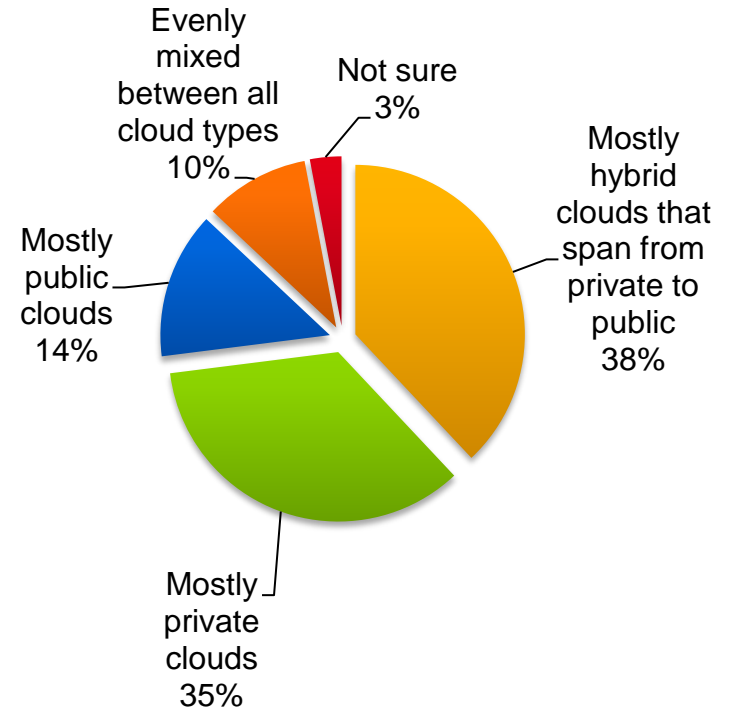
Source: CIO Market Pulse Cloud Computing Study, May 2011

Workloads Moving to the Cloud

Percent of IT Services in the Cloud over the Next 5 Years



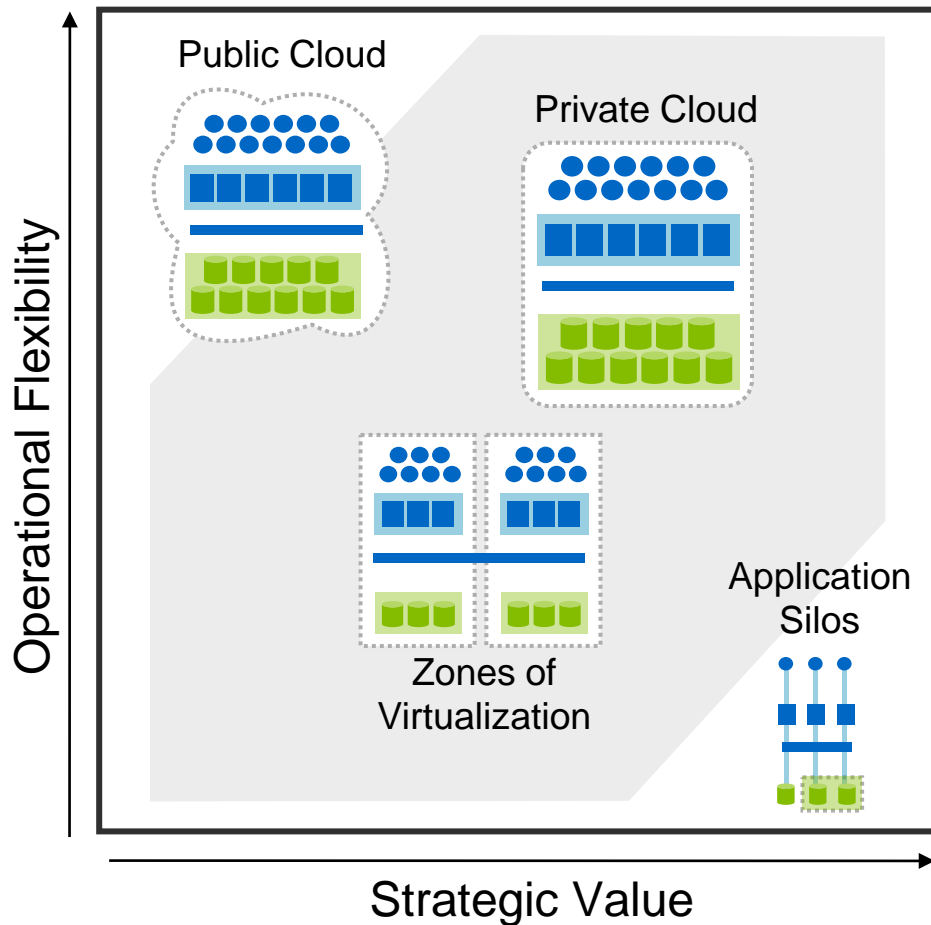
Cloud Model Accounting for the Majority of the IT Application Workload in 5 Years



Source: CIO Market Pulse Cloud Computing Study, May 2011

Your Strategy Starts With Applications

Categorize requirements based on business needs

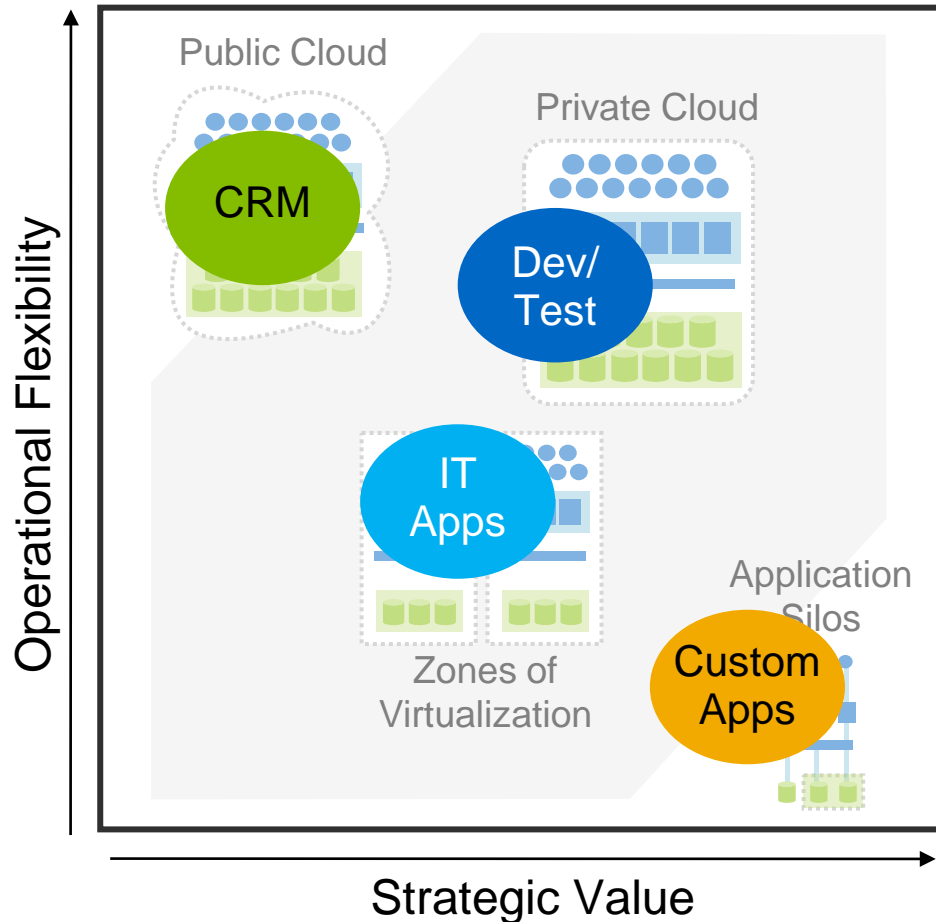


Example:

- Operational Flexibility
 - Responsive to changing business needs?
 - Adaptable to variable workloads?
- Strategic Value
 - Core to the business?
 - Key to business differentiation?

Your Strategy Starts With Applications

Categorize requirements based on business needs



Public Cloud

- Non-core applications
- Adapt to dynamic demands
- Self-service & pay-as-you-go
- Readily available cloud services

Private Cloud

- Core defined-services
- Highly dynamic
- Self-service & metering

Zones of Virtualization

- Core IT application consolidation
- Moderately dynamic
- No self-service requirements

Application Silos

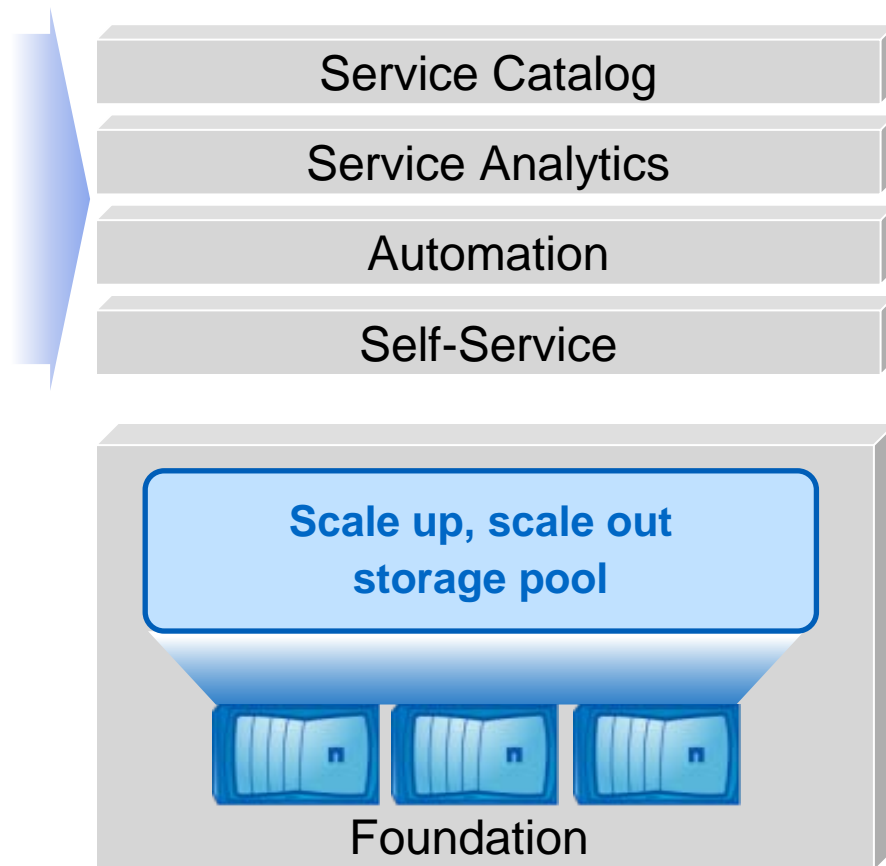
- App requirements unique to silo
- Dedicated & optimized hardware
- Static environment

Service Requirements

- Define your services
- Optimize your service delivery
- Rapidly deploy your services
- Empower IT and your end-users

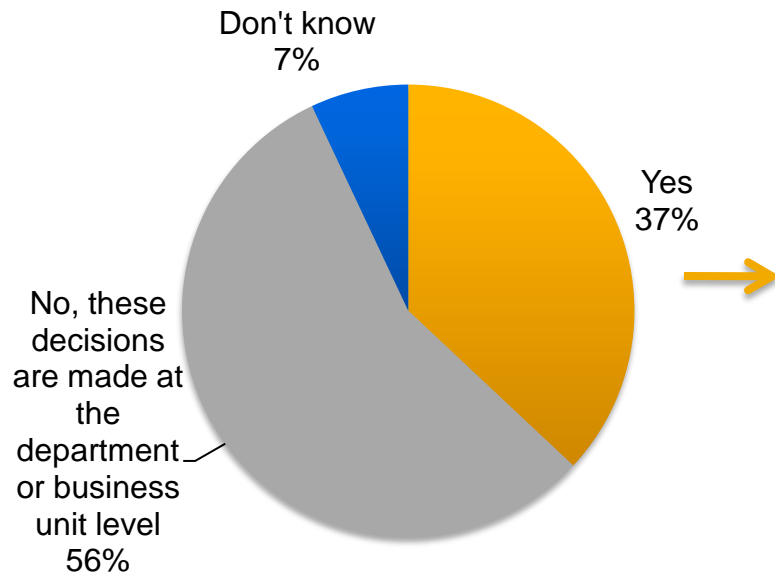


Fundamental Elements

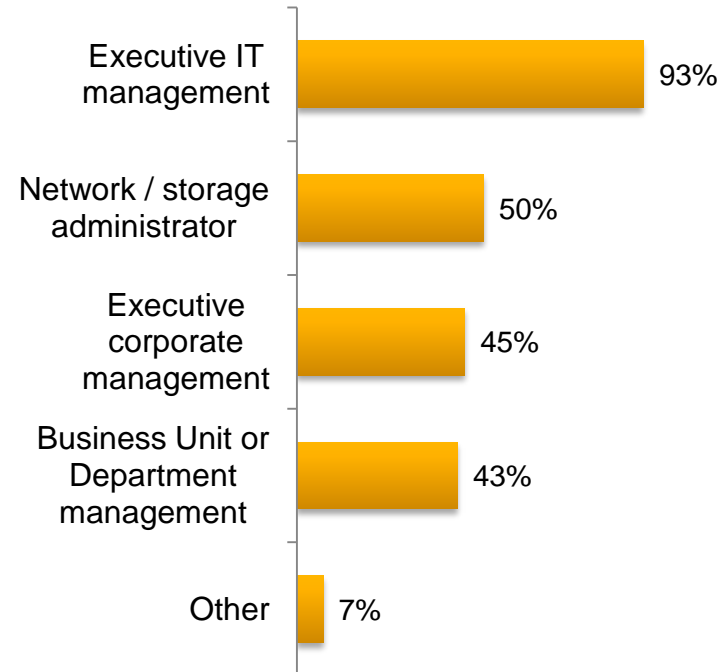


Create an Enterprise-wide Strategy

Enterprise-wide strategy for moving data to the cloud



Groups or individuals involved in developing enterprise-wide strategy (among those that have one)



Source: CIO Market Pulse Cloud Computing Study, May 2011

Clouds Delivering Business Results

CartikaCloud delivers 360° seamless scalability to their clients



Princeton Insurance provisions resources in minutes vs. weeks



Seven Corners slashes 3 months, \$200K off dev/test cycles



City of Melrose realizes 40% savings in total costs



Build Web servers in 5 minutes versus 3 months



Summary

- Cloud adoption continues to accelerate
- A private cloud deployment is a key milestone for most enterprises
- A smart cloud strategy includes both build and buy
- Adopt an enterprise-wide approach to the cloud



Thank you



- Survey: <http://www.netapp.com/us/media/cio-market-pulse-study-on-cloud.html>
- WP: <http://www.netapp.com/us/library/white-papers/wp-cio-enterprise-wide-cloud-strategy.html>
- Tech OnTap: The Four Fundamental Cloud Elements
<http://communities.netapp.com/docs/DOC-11524>