Why You Need An Enterprise-wide Cloud Strategy?

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Agenda

- 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

<table>
<thead>
<tr>
<th>CIO technologies</th>
<th>Ranking of technologies CIOs selected as one of their top 3 priorities in 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
</tr>
<tr>
<td>Cloud computing</td>
<td>1</td>
</tr>
<tr>
<td>Virtualization</td>
<td>2</td>
</tr>
<tr>
<td>Mobile technologies</td>
<td>3</td>
</tr>
<tr>
<td>IT management</td>
<td>4</td>
</tr>
<tr>
<td>Business intelligence (BI)</td>
<td>5</td>
</tr>
<tr>
<td>Networking, voice and data communications</td>
<td>6</td>
</tr>
<tr>
<td>Enterprise applications</td>
<td>7</td>
</tr>
<tr>
<td>Collaboration technologies</td>
<td>8</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>9</td>
</tr>
<tr>
<td>Web 2.0</td>
<td>10</td>
</tr>
</tbody>
</table>

*New response category

Source: Gartner - The 2011 CIO Agenda
What IT Leaders Are Saying

Number of cloud projects underway currently

- Three or more: 43%
- Two: 30%
- One: 27%


- **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

Workloads moving increasingly to virtualized cloud infrastructure
## Private & Public Cloud Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Public Cloud (%)</th>
<th>Private Cloud (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Able to buy and use resources on a per-need basis</td>
<td>77</td>
<td>59</td>
</tr>
<tr>
<td>Scale-up/scale-down to accommodate business needs</td>
<td>77</td>
<td>65</td>
</tr>
<tr>
<td>Reduction in provisioning times</td>
<td>72</td>
<td>71</td>
</tr>
<tr>
<td>Increased IT efficiencies/lowered costs</td>
<td>52</td>
<td>71</td>
</tr>
<tr>
<td>Less downtime/planned outages</td>
<td>47</td>
<td>59</td>
</tr>
<tr>
<td>Improved SLAs</td>
<td>42</td>
<td>70</td>
</tr>
<tr>
<td>More reliable security</td>
<td>22</td>
<td>57</td>
</tr>
</tbody>
</table>

## How Are Enterprises Using The Cloud?

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

Workloads Moving to the Cloud

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

- **Percent of total IT services delivered via cloud TODAY**: 23%
- **Percent of total IT services expected to be delivered via cloud 5 YEARS FROM NOW**: 57%


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

- Mostly hybrid clouds that span from private to public: 38%
- Mostly private clouds: 35%
- Mostly public clouds: 14%
- Evenly mixed between all cloud types: 10%
- Not sure: 3%
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?
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
Transitioning from Virtualization to Cloud

Service Requirements

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

Fundamental Elements

- Service Catalog
- Service Analytics
- Automation
- Self-Service

Scale up, scale out storage pool

Foundation
Create an Enterprise-wide Strategy

Enterprise-wide strategy for moving data to the cloud

- Yes: 37%
- No: 56%
- Don't know: 7%


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

- Executive IT management: 93%
- Network / storage administrator: 50%
- Executive corporate management: 45%
- Business Unit or Department management: 43%
- Other: 7%

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
Resources