

Public/private/hybrid Cloud – choosing horses for courses

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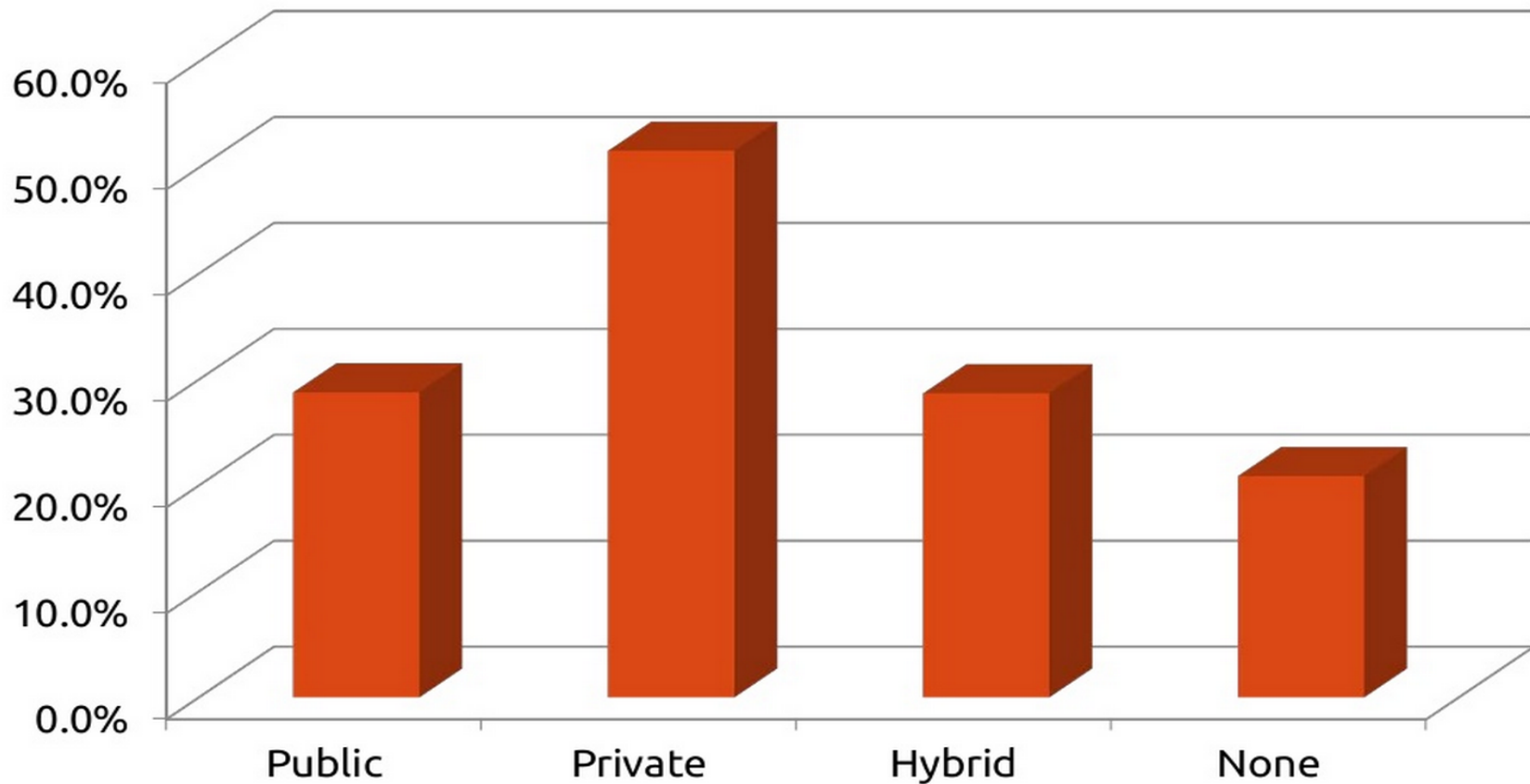
September 2013

Agenda

- Enterprise Cloud Computing plans for 2014
- Cloud evolution – multiple and hybrid clouds
- What is ‘hybrid cloud’?
- Some key questions for panel
- Introduction to panelists

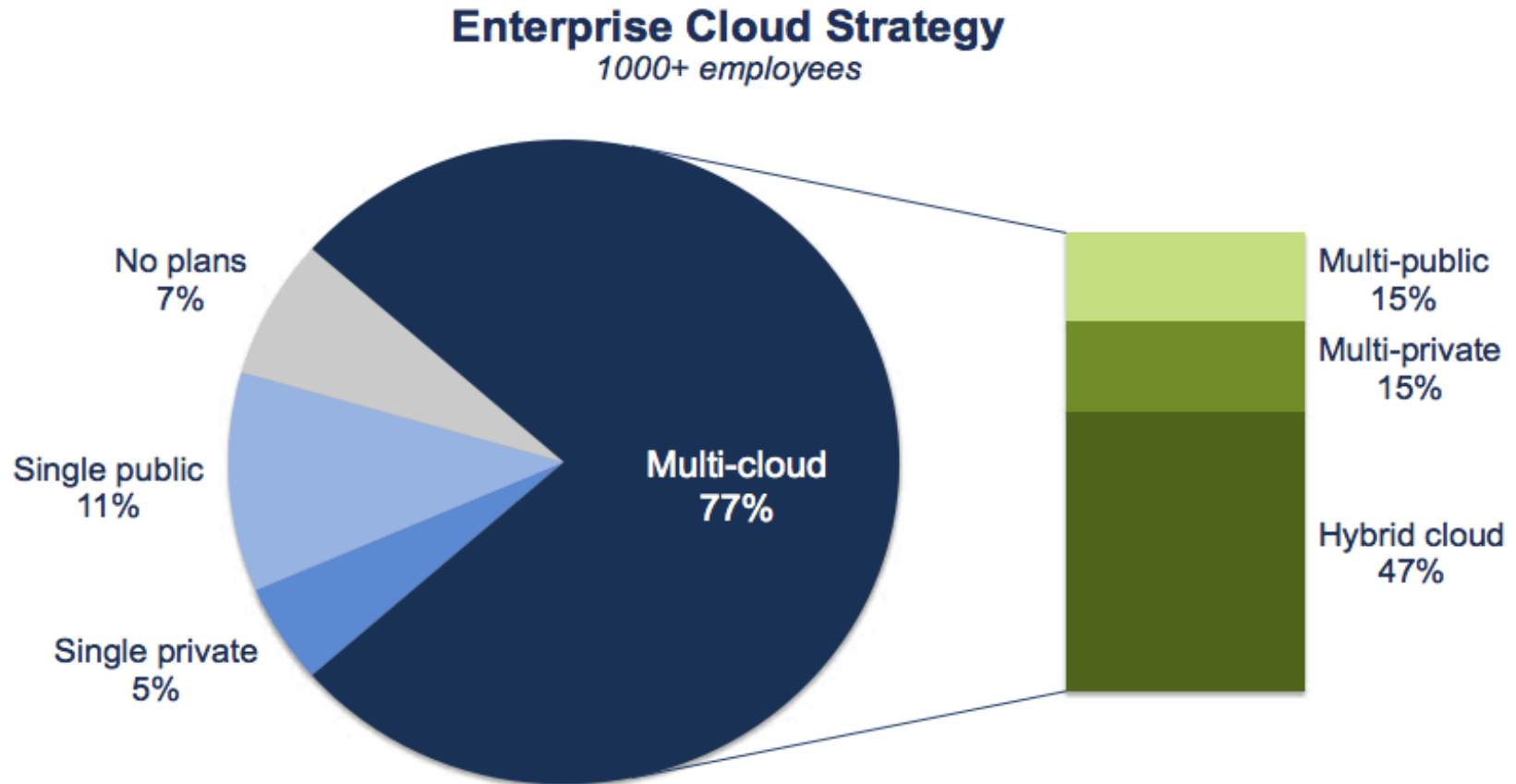
Enterprise cloud in 2014

Type of cloud infrastructure planned for the next 12 months



Source: Ubuntu Server and Cloud Survey Sep13 N:5,800

Cloud evolution - increasingly multiple and hybrid clouds



Source: RightScale, State of the Cloud Report March 2013, US, N:625

Hybrid cloud definitions

NIST

The cloud infrastructure is a composition of two or more distinct cloud infrastructures (private, community, or public) that remain unique entities, but are bound together by standardized or proprietary technology that enables data and application portability (e.g., cloud bursting for load balancing between clouds).

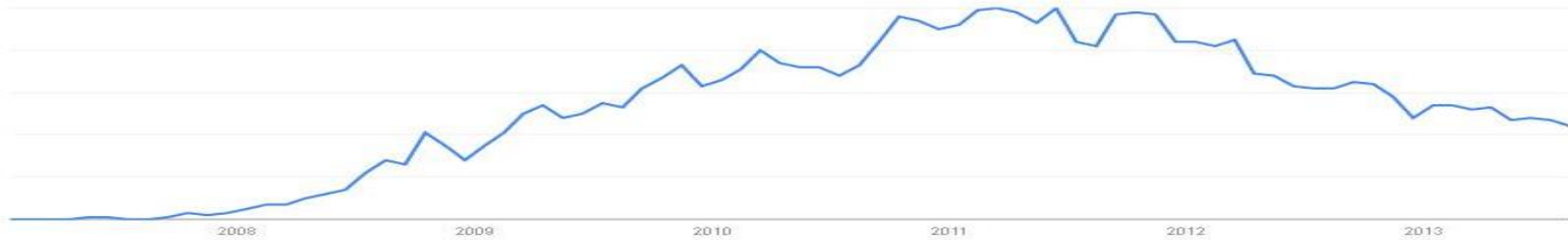
John Engates, CTO Rackspace

Hybrid Cloud is the ability to mix and match different resource form factors like bare metal dedicated servers, public cloud, and private cloud into a common architecture solution for your application. It allows you to match the infrastructure to the workload to optimize your security, performance, uptime, and total cost for your specific application.

Google Trends – growing interest in hybrid cloud

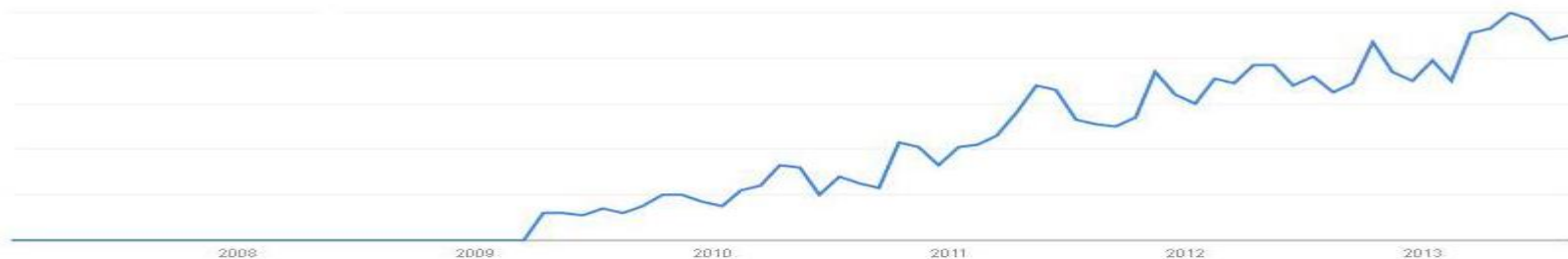
cloud computing
Search term

Interest over time



hybrid cloud
Search term

Interest over time



Some key questions

- What are you seeing in terms of dynamics between use of public vs. private cloud?
- Where do you see enterprises deploying a hybrid cloud model?
- How important is portability between public and private clouds?
- How does your company support the growing interest in hybrid cloud?

Today's panel

- James Walker, President, CloudEthernet Forum
 - james.walker@tatacommunications.com
- Khurram Ijaz, Head of Cloud Products – International, Rackspace
 - Via Annelie.Kniep@rackspace.co.uk
- Mario Bianchetti, MEF
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Thank you

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