

NETEVENTS

EMEA PRESS SPOTLIGHT ON 'THE CLOUD'

FINAL

Debate Session 2

'Musick hath charms ... to soothe the savage beast?'

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Panellists:

Phil Tilley	VP, Alcatel-Lucent
Tony Lucas	SVP Product and Co-founder, Flexiant
Ian Keene	VP, Gartner
Mike Banic	VP Global Marketing, HP
Jeff Schmitz	Chief Marketing Officer, Spirent Communications

As my panel is just getting themselves onto their seats I'll just introduce them quickly. So Phil Tilley, who we've already seen once today from Alcatel-Lucent, Tony Lucas from Flexiant, Ian Keene, another analyst from a terrible company called Gartner. Mike Banic from HP and Jeff Schmitz from Spirent but also the Chairman of the CEF, so hopefully all sorts of things that we can talk about here.

I apologise to anybody who knows their poetry, I have misquoted but I've misquoted on purpose, so William Congreve said 'Musick hath charms to soothe the savage breast.' I want to compare this against the IT technology platform and I think comparing an IT technology platform against a breast is probably not a good idea, so I stuck to the misquote that most people use that it's a beast rather than a breast.

For me, yes, let's orchestrate it, so let's pretend that the data centre is an orchestra and, if we look at it from a business point of view, who should drive what that data centre is there for? Should it be the CIO who is going 'Wow some nice sexy technology that we can bring in and this should help the business.' Should it be the COO 'Look we've got to do this, just make it happen.' The CEO 'Look, we've got a strategy we could do with something happening here.' Maybe the CFO, one which I haven't put up there

'Can you do this but don't spend any money.' Or is it the users saying 'Well we've got to actually get something done at an individual level.' Or is it all of them put together?

Ian, what's your view?

Ian Keene - Gartner

I've never thought about it to be honest.

Clive Longbottom

Anybody else?

Ian Keene - Gartner

No, the user is going to, I think, develop if allowed to to require the need of cloud services in their work and particularly as they become more mobile and they use more and devices. It's not going to be a matter of retaining all the data traffic within the local area network or fibre wide area network anymore. So the user is going to have a say. I think really all the other functions you list there, the C-functions should have a role because really it's a matter of developing the business and making the business more efficient and everyone knows how data centres clunk along at the moment, or at least used to clunk along a few years ago before this Cloud thing came along, the high costs involved in maintaining a private data centre. So yes, cost is going to come into it, providing information wherever anyone else comes into it. So everyone.

Clive Longbottom

Okay. Mike you come from a fairly broad stream company that provides all sorts of stuff, who do you think should be in charge?

Mike Banic - HP

You know I think it's going to change, it's going to differ based on what industry we look at. We're seeing an increased role that somebody not on that list has in orchestrating things in IT and that's the CMO. As we've actually really started to put our Autonomy acquisition to work and so we're trying to give you guys a headline other than the past headlines on Autonomy, we've actually got a Cloud service available on autonomy to make it easy for people to consume the value of that software so people can actually do a lot of rich mining of Big Data to better target customers and to mine the market for opportunities. So here we see somebody who's got a deep budget, who has usually gone to IT and said 'I need you to do something for me.' and now he's in a position to actually drive the decisions a lot more and actually put his people that are responsible for operations in charge and actually driving the steering for that.

Now that is a corner case, I actually do believe that the CIO is going to return to a pivotal position here and I think this is actually not just my opinion I do think that HP has this point of view. The reason is we've recently surveyed several hundred enterprises and what we learned, we did this in the second calendar quarter and we

released this information in June, and what we learned is that by 2016 65% of those people we surveyed expect to have a hybrid implementation, they expect to have a private Cloud on their own estate, they expect to use public Cloud services and what they're seeing is a need for a greater level of consistency, and the person who is really going to be tasked with driving that will be the CIO, because he is going to have to address those needs.

Clive Longbottom

Okay so, Phil I'll get on to you in a moment because I just want to look at the next thing. We've sort of got a bit of agreement from two people here that, yes, a lot of business people are going to be involved in this, but once we actually drill in to the data centre itself we get a lot of the power bases that are sitting within here. Down at the bottom we have percussion, the network itself, giving all of that base beat. Above that we have the enterprise applications sitting there given a nice bit of good base strings around the whole thing. You've got the storage guys who are sitting there blowing their horns all the time. You've got the rather strange Goth violinist, more a fiddler who thinks he should be the lead violinist, who is actually the new guy on the block who is doing free open source software, agile development using DevOps, trying to drive everything through on a singular basis. Then you've got all the nice little twiddle bits from the woodwind group up at the top, those are the departmental applications and each of these think that they should be driving everything.

So Phil, you come from a networking company, is it all percussion?

Phil Tilley - Alcatel-Lucent

No actually I like the pianist and I want to bring a pianist into play so please can I have my pianist?

Clive Longbottom

And what would they do?

Phil Tilley - Alcatel Lucent

So I think my view is, actually as a user I want my own thing in there and I want to actually drive, contrary to what Ian said, I believe the user wants to actually basically destroy any coordination and, or not destroy but certainly the user is the disrupting factor bringing his own tools and creating problems for the CIO who then has to try and bring this disparate sort of organisation together.

Clive Longbottom

So should the CIO be reining them in or embracing them and saying 'Here's some good stuff.' Any views?

Phil Tilley -Alcatel-Lucent

Personally, the user is driving things, the user is driving change, the user is driving the speed and causing the CIO a problem, it is no doubt the CIO within budget has to try and coordinate that.

Clive Longbottom

But if the user is going 'Great, I've brought in Dropbox it's really helping me to do some work here, I've found this nice little thing which allows me to look after my expenses and, yes, I've signed up to some little sales force automation tool that's being run out of Moscow at the moment.' Does the CIO shut everything down? First of all, how do they identify that it's happening? Tony, do you have any ideas on how we can actually see what's being used, how we can say some of this is good, some of it's bad and what do we do around it?

Tony Lucas - Flexiant

It's a really interesting problem and, as I said briefly at lunch, I think personally, here's a headline for you 'It's all Apple's fault.' because everyone has gone actually very used to having a bring-your-own device, instant delivery of applications, they can't understand why it takes IT so long to actually get things delivered and that's why they go and use Dropbox or whatever else, because it's just easier, even if they end up chucking it on their own credit card and actually paying for it themselves, even if they can't claim it back because it's not an approved channel, it's just easier for their job.

How you detect it? I don't know, that's a pretty tricky thing but I think the problem is that the CIOs actually need to embrace the understanding what applications their users are using because ultimately the only way that they will stop it is by persuading the end users they can actually deliver that application themselves or a suitable substitute so that they don't need to keep going around them, otherwise it's just going to keep on happening.

Clive Longbottom

So Jeff, if somebody's downloading their own native apps onto their own bring-your-own device and it's all running nice and fast, and IT is sort of going 'We need to centralise all of this, we need to make sure that people are using tools that we like.' With your Spirent hat on you can go 'Great, we can see that this is working with only 350 milliseconds lack of response' and all the rest of it, but how can you compare it against what they're getting from their native apps on their iOS devices, their Windows 8, their Androids, their BlackBerrys, as the BlackBerry dies.

Jeff Schmitz - Spirent

So being in the testing space what really drives our business is a fair bit of change in technology and a little bit of confusion doesn't hurt either. So as we move towards these Cloud applications and they create uncertainty, both from a security perspective and a performance perspective, that means you're going to have to measure those,

because ultimately I believe the CEO is the ultimate owner of this problem because he's trying to drive the business and all these systems and technologies they're really about fundamentally driving their business and supporting their business. So he's going to have to make those decisions and Spirent can certainly help both enterprises and service providers as they look to measure the performance ultimately they're getting of those products or systems.

Clive Longbottom

Okay. So now with your CEF hat on, Cloud can be a bit of a problem, all of a sudden we've not got one orchestra we've got several orchestras. We've got our own internal private Cloud, we've got possibly a bit of co-locational Cloud that's still owned by us but it's a different facility, and then we've got the ones which are public Clouds and we're trying to pull them all together. Is it possible to play the Gollum and have the one conductor to rule them all, to be able to say 'Yes, okay, one throat to choke' or have we got the wrong type of conductor in the way that actually it's the lightning conductor where the person who has got responsibility is just being struck all the time by these electric shocks and it's a case of the business is saying do this, technology people are saying do this, vendors are saying do this, but all of them are pulling in different directions. How is the CEF looking at making this not happen, making it that we do have the one conductor to rule them all?

Tony Lucas - Flexiant

If I could just jump in on that one, I think part of the problem there is not just the CFO problem, I think there's a technical issue and an organisational one. Technically is that possible today? Not quite, but it's getting there. I don't think that there's a seamless way to do it that you can truly say everyone's going to have everything joined up, whether you've got Co-Lo, you've got Shared SaaS Services, you've got public Cloud and private Cloud [behind the firewall or outside the firewall] and magically it all seems to work together, but it's getting that way and I think technology will solve.

Part of the problem is actually getting the internal IT to realise that they need to actually stop fighting it in some respects and work with it and to find ways of managing it. So stop trying to go 'Well that thing that's outside the firewall, I'm not going to touch it, I want nothing to do with it, and actually work with it.

Clive Longbottom

And that goes back to this slide, when we've got all of these power bases within IT and some of them are fighting for their very existence right now.

Tony Lucas - Flexiant

Yes and that's a huge problem we've seen when we've gone, so we mainly sell to service providers rather than internal IT but some of the problems are very much the same, and we'll go into a company where there's the storage team, the data centre team, the networks team, the systems team, the professional services team and trying

to say to all of them 'Right now you need to work together children.' and they just don't want to know.

Clive Longbottom

So if we then look at it that we've got software defined computing, software defined storage, software defined networking, all coming up into this wonderful term of the Software Defined Data Centre. Mike, can that pull everybody together or is it just a case of 'No we're creating more power bases'?

Phil Tilley - Alcatel-Lucent

I think one of the important things here within any --

Clive Longbottom

That's Phil, go on Phil.

Phil Tilley - Alcatel-Lucent

Any tuneful orchestra is actually, one is constantly listening to see who is out of tune and going off-track, so it's always constantly getting that feedback. So permanently --

Clive Longbottom

Like this slide really.

Phil Tilley - Alcatel-Lucent

Yes.

Clive Longbottom

This is where they're playing out of tune, it's a case of most of the orchestras which I see as being a data centre, it's a case of you've got somebody playing the Moog synthesizer, you've got somebody being Seasick Steve playing something they've made themselves, you've got some rock star playing an electric guitar with a lot of distortion, you've got ukulele band which is the departmental people thinking 'I can do this better than central IT'. You've got mime artists who aren't actually playing any tune at all, they're doing the John Cage type stuff, doing it very quietly but very cutely. This just makes it even worse.

Phil Tilley - Alcatel-Lucent

So you constantly need to be looking, getting the feedback, who has done what and actually making sure there's communication and all these things are connected and communicated and linked together. So one of the challenges we face in the networking and the data centre is actually how quickly and easy is it to make sure everybody knows what else is going on somewhere else. Or we want to bring in these items in to be a part of the orchestra, or actually move them to and bring in somebody else who is in tune. So it's actually making the network connections.

Clive Longbottom

So who are the ears? Who is listening?

Mike Banic - HP

So actually I want to offer a real world example. So, I can't tell you who this is but I got to see it up close and personal because we offer these transformational experience workshops, so consulting engagement where we bring these different musicians together and force them to listen to each other. We working with one company who, their CEO was trying to deal with the fact that the global macroeconomic condition was terrible and this person drove into the culture that everybody needed to move very briskly and gave them permission to not as permission and just go and do things they thought were going to be beneficial to the business. As a result she basically disbanded the orchestra and they had a bunch of musicians playing their own tune and what they did was they said 'Well we need somebody to help us out.' This transformational experience workshop got everybody to listen to each other and started to make them understand that, while what they were doing was actually really important, they were actually pretty dependent upon other parts of the organisation, other functions, and they actually weren't achieving the success that they thought they were, they were confusing motion with progress. The CEO then learned from this and realised 'All right, I gave the children permission to do whatever they thought was necessarily to get velocity again, but I need to now reinstate a culture where we need to work together.' Sometimes it's things like that that happen from the top down and involve somebody listening from the outside in order to help them achieve it.

Clive Longbottom

Tony, with your Flexiant hat on, orchestrating a single data centre like this is relatively facile, 'relatively' being in big bold red letters. But when we start to get to Cloud like this and when we start to bring in all these outliers, how easy is doing technical orchestration or automating tasks, making sure, monitoring, measuring, reporting on everything that's happening, being able to do a DevOps type approach to applications being written and got out there. Is it possible to orchestrate such a mixed environment or not?

Tony Lucas - Flexiant

Without trying to sound like sales pitch, yes I think it is and we've got customers doing examples of exactly that. The challenge comes where, for whatever reason, you end up using completely disparate technologies as parts of this, so you're sitting using VMware internally, you want to then interact with a platform like ours and you also sit and want to talk to Amazon and maybe talk to OpenStack or HP Cloud or whatever else it might be and you magically think you can interoperate between all of them and that becomes a real challenge. But there's definitely a place there for multi Cloud type tools and there's a variety of them around that abstract out from that and make it a lot easier to create a single layer across multiple different Cloud platforms. That's not something we do but we work with a number of companies that do that kind of thing.

So, as I say, I think these days, we've been saying for about six months or maybe twelve months now that the problem is more people than it is technology and increasingly so.

Clive Longbottom

Yes. Ian, do you think it's all down to the people or is technology the ultimate silver bullet that will get rid of the need for the people?

Ian Keene - Gartner

Technology transformation is never as low cost as people hope it is going to become and, yes, there is a lot of organising to do here and a lot of relooking at the situation. As you say one of the biggest issues are that everyone is in their silos in an organisation and those silos don't work in a Cloud environment so well.

Phil Tilley - Alcatel-Lucent

I still come back to the point that actually if you've got, it's all right orchestrating and bringing these virtual machines together even from the different environments so they can actually share the application load or share the storage load, but actually if they are in different locations it's the network that has to make it happen. So how do you make, and you have to make the network come together at the same time as you make the virtual machine. So separating virtual machine connectivity from network is impossible so we need to actually make sure that we can automate the connectivity of the network at the same time as we orchestrate --

Clive Longbottom

So Jeff, automating the connectivity of the network, very easy to say, if they're 12,500 miles apart latency is very difficult to break because of physics.

Phil Tilley - Alcatel-Lucent

Well that's the point I was going to make as well which is, let's just imagine that the CEF achieved their goal and we've got this wonderful system where we can do end-to-end stuff, and that sounds good to me. When you've got a server running, you've got a web server or an application server running in London and you've got the database server, for whatever reason, running in New Zealand, you're still going to have a bit of a problem because the application is not designed traditionally to take advantage of that so you've still got that issue.

Clive Longbottom

So Jeff, what's the CEF view on that?

Jeff Schmitz - Spirent

So I'm going to go back to the earlier question that you asked which is are the CEF going to take a role in the orchestration and I think that will fundamentally answer this

question. In working with James I think he and Philip actually did a good job earlier talking about the speed of compute and storage resources being dynamically allocated is here and now and the network has to catch up, and I think the primary purpose of the CEF will be to make sure that any changes necessary from the network level, specifically Ethernet, are put out of the way, and that's going to be our focus not necessarily trying to play a role at the orchestration of applications that aren't dynamic.

Clive Longbottom

Okay, I'd just like to open it up to the floor because we've only got about five minutes left, see if there's any questions from down here at all. Has anybody got any questions? Keith, you're looking like you're going to ask a question. Oh there we go.

Greg Ferro - Network Computing

Greg Ferro from Network Computing again. I love coming to these conferences and listening to everybody blame the techies, but I wonder why nobody blames the CEO and the CIO for setting up a system that's made the silos? And one of my greatest challenges as one of the consultants who build public and private Clouds, and I actually consult on them as part of what I do, is that the CEO and the CIO just doesn't care enough, they're incompetent managers in terms of managing the infrastructure and they're unable to comprehend the transformation process. The greatest problem I face now is not that the techies are resistant to change, because certainly they are because they're human, but my single greatest problems is my CEOs and CIOs don't want to invest, they don't want to transform their businesses, they don't want to actually take on the challenge and face up to it and I would like to see the vendors start to offer the Execs, tell me what you're going to do to change the model so that businesses want to transform themselves, because that's my biggest resistance today --

Clive Longbottom

I think that's one for you Mike really because, again, being a broad systems provider you're talking to many people at Board level, you're trying to get the business more engaged with technology. So what is it that HP does?

Mike Banic - HP

Yes, I appreciate you asking for a point of view on this. Where we see probably the greatest level of traction, real motion that equates progress rather than just motion, is where we actually get people to be pretty self-aware about how they got to where they are. Because a lot of past decision-making hasn't been perfect and it's what's resulted in the fact that every time a new application was rolled out they brought a different kind of server architecture and a different kind of storage architecture, and a lot of the people who are making these decisions come from a specific discipline. So if you talk to a CIO who grew up in the compute age they think that Cloud is all about servers, they actually, if you ask them 'What's the most important part of a converged infrastructure?' they'll tell you the server. Then you ask them, 'How many servers do you think run exchange?' and they actually don't know the answer. Then you look at

them and say 'It's actually eight different virtual machine instances that run it.' and you start enumerating them and then they realise 'Oh I really didn't know what actually made up the application infrastructure for something I use as a CIO every day.' Then you kind of have to create this level of self-awareness. The customers that engage us on things like a transformation experience workshop tend to have the greatest level of results, or make the greatest amount of progress in the shortest amount of time, and where I sit in HP in the networking business, we intentionally invest heavily in our peers in technology services because they're the ones who drive this and over the last three years I've been at HP we've seen a tremendous amount of progress just in our own business because those consultants that drive those workshops and deliver that have taught us a lot and we've become a lot more self-aware about how what we've done in networking hasn't necessarily precluded a lot of today's problems and how we can actually find a path out of them.

Phil Tilley - Alcatel-Lucent

So I think, again one can, perhaps it's not a pleasant analogy, but if you look at an alcoholic, an alcoholic never set out on his journey to become an alcoholic, but somehow he ended up at that location. He'll then only cure himself from an alcoholic having first realised. I think where we're in exactly the same situation with virtualisation and orchestration right now is, actually an awful lot of enterprises have ended up in an environment where they're locked in to one [inaudible] layer, one vendor for that solution and actually the discussion we're having now having launched a new SDN-based controller to help them break out from that, are suddenly realising, 'Yes we are locked in, oh God, how do we get out of that?' and look for new start-up companies like Nuage Networks to actually come and be a breath of fresh air. I think they've realised they're locked into where they are, have not gone down the right path, didn't intend to get there, but now are relieved to see there are some ways out.

Clive Longbottom

Okay, thanks very much. One more question

Tony Lucas - Flexiant

Can I just add a quick answer to that as well?

Clive Longbottom

Quick, quick.

Tony Lucas - Flexiant

Just to say, so first of all, I'm a techie at heart so I don't find insulting techies very easy even though I have sat here and done it. I think the challenge has always been that people have learnt, not just in the IT industry but in industry as a whole, specialisation, specialisation, specialisation, that's the way to go and all of a sudden it's all about being multi-skilled and having a multiple set of talents. The problem we often find when we go into some of our potential client is we go in there and they're

saying 'Oh we're looking for assistance so we can manage infrastructure faster or speed it up.' and we start showing them the capabilities and the possibilities and it snowballs into this massive project that becomes all about business process change because all of a sudden Finance has got to change, and provisions and sales and commission structures and everything and it slows it all down. So a lot of them just start to get scared of it at that time and I would imagine enterprise is the same.

Clive Longbottom

Okay great. I'd just like to get this last question in please.

Unidentified Participant

Hi Clive, I'm [inaudible]. There's not a simple answer but looking at the orchestra simply, if the users who are the attendees don't like the music they're going to walk out. So it's really got to be everyone who pulls together.

Clive Longbottom

And try to get them all to at least play the same notes. Okay, we are just going past our time so I'd like to thank the panel for their input and for entering into the stupidity of the analogy that I was trying to put together. So a nice round of applause for them please.

[End]