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intro

the market now

what made it?

scalable faster, better



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Khurram Ijaz

Rackspace

Head of Cloud Products



forward looking statements



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5,000+ Rackers



205,000+ Customers
(98,000+ servers)



120+ countries



9 Global DCs



WE SERVE OVER

40%

of the FTSE 100

Over \$1.3B Revenue

The open cloud company back by Fanatical Support

- Managed Hosting
- Public Cloud
- Private Cloud
- Email & Apps
- Hybrid



Hardware



NASA

Hosting



SOFTLAYER™



peer1



Microsoft® vmware®



Software

rackspace



OPSCODE

RIGHT SCALE®
Cloud Computing. Delivered.

enSTRATUS

SaaS

intro



1



what made it?





- SaaS
- PaaS
- IaaS



x 7 per 



On-demand scale
Speed to provision
Commodity Hardware



and this happened

Opex V Capex

Data, data, data

Search the world, crack the human genome, smart electricity.....

PAYG



the market now

IaaS vs PaaS
fragmented &
inconsistent

1st / 1.5th
generation
technology

1st / 1.5th generation
technology

?

scalable faster, better



IaaS vs PaaS

fragmented &
inconsistent

85% of computing is still done in private DC's or traditional architecture

So whats holding us back?
(Hugging) Legacy Apps are the limitation
software packages
Risk - don't want to make a bad decision



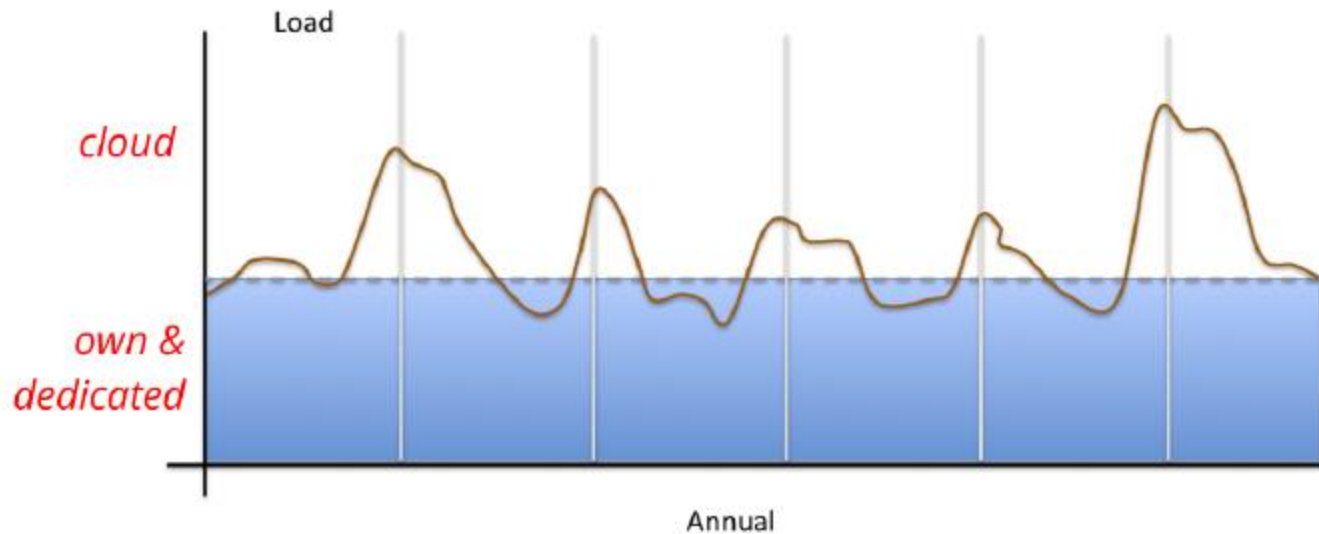
e-commerce
Hybrid hosting
test & dev
big data



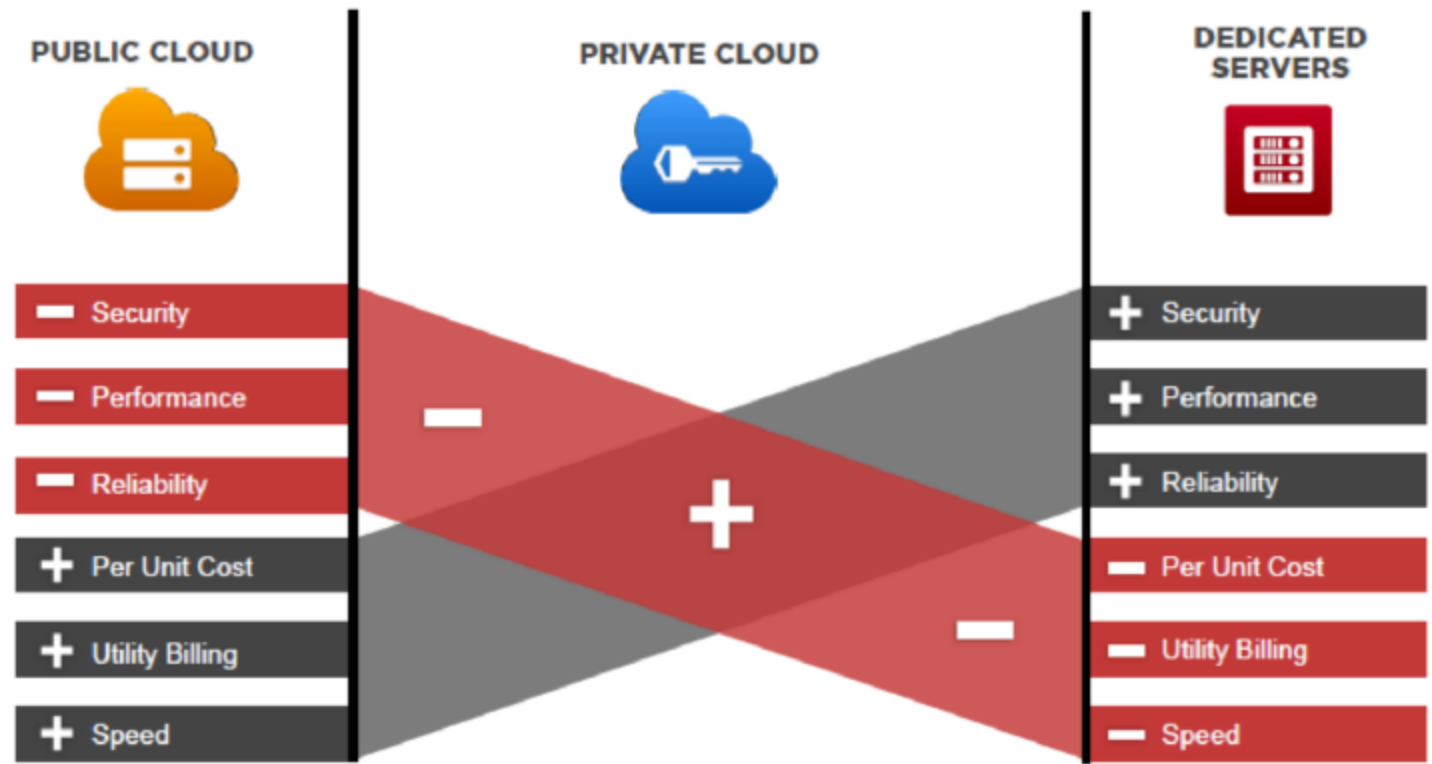
...the spiky & short lived



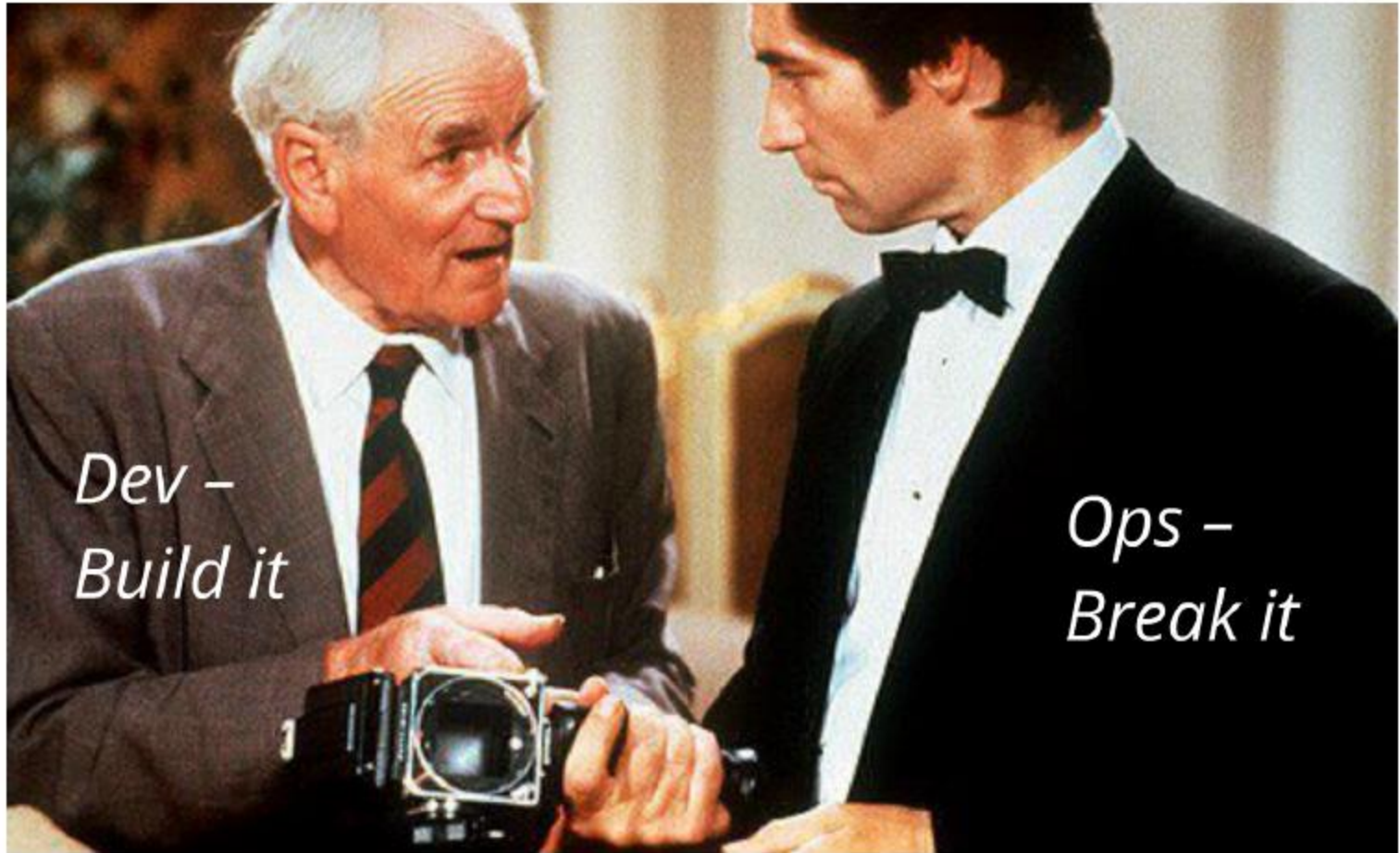
Own the base / rent the spike & DR



HYBRID CLOUD: THE RIGHT FIT FOR ENTERPRISE



Lowest Total Cost? Depends on your needs.



*Dev -
Build it*

*Ops -
Break it*



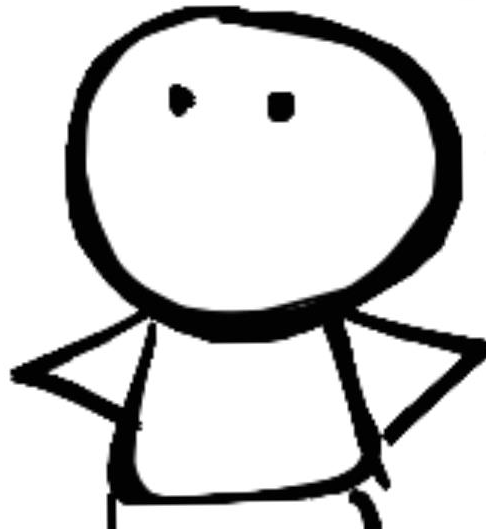


cloudability



Hi-5 for cloud adoption

- Pick a platform not a cloud
- Efficiently scale down for savings
- Determine 'good' and 'bad' cloud fit
- Stakeholder impact and buy-in
- Arm your team, retain your talent





cloud may not do everything,
but it will change everything



www.rackspace.co.uk/cloud

www.openstack.org



uk.linkedin.com/in/khijaz

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