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Delivering the Enterprise-Ready Cloud

Presented by:

Treb Ryan, CEO, OpSource

August 19, 2009

Moderating: Richard Dym, CMO, OpSource

- Welcome!
  - All phones are set on mute
  - If you have a question, please use the Chat Q&A box located below the presentation panel
  - We will collect questions throughout the webinar and answer as many as we can at the end
  - If we don't answer your question, we'll follow-up with an answer via email
  - Full-screen button will let you toggle between a larger image view and the view with Q&A box to type in questions – you can use it throughout the webinar

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Treb Ryan, CEO, OpSource

- Since 1996, Treb has been instrumental in defining and creating services organizations that improve the quality and reliability of the technology infrastructures businesses depend on for communications and commerce
- Co-founded OpSource in 2002
- Prior to OpSource, held positions of President of the Americas for Metromedia Fiber Network (MFN), co-founder & CEO of SiteSmith, and Vice President of Professional Services for GlobalCenter
- Frequent guest speaker at industry events, including CIO, venture capital, Internet, hosting, and software conferences
- Recognized thought leader in SaaS and Cloud space

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Where does Cloud come from?

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Generation Cloud Expectations

Immediate Availability

Sharing & Collaboration

Ubiquitous Access

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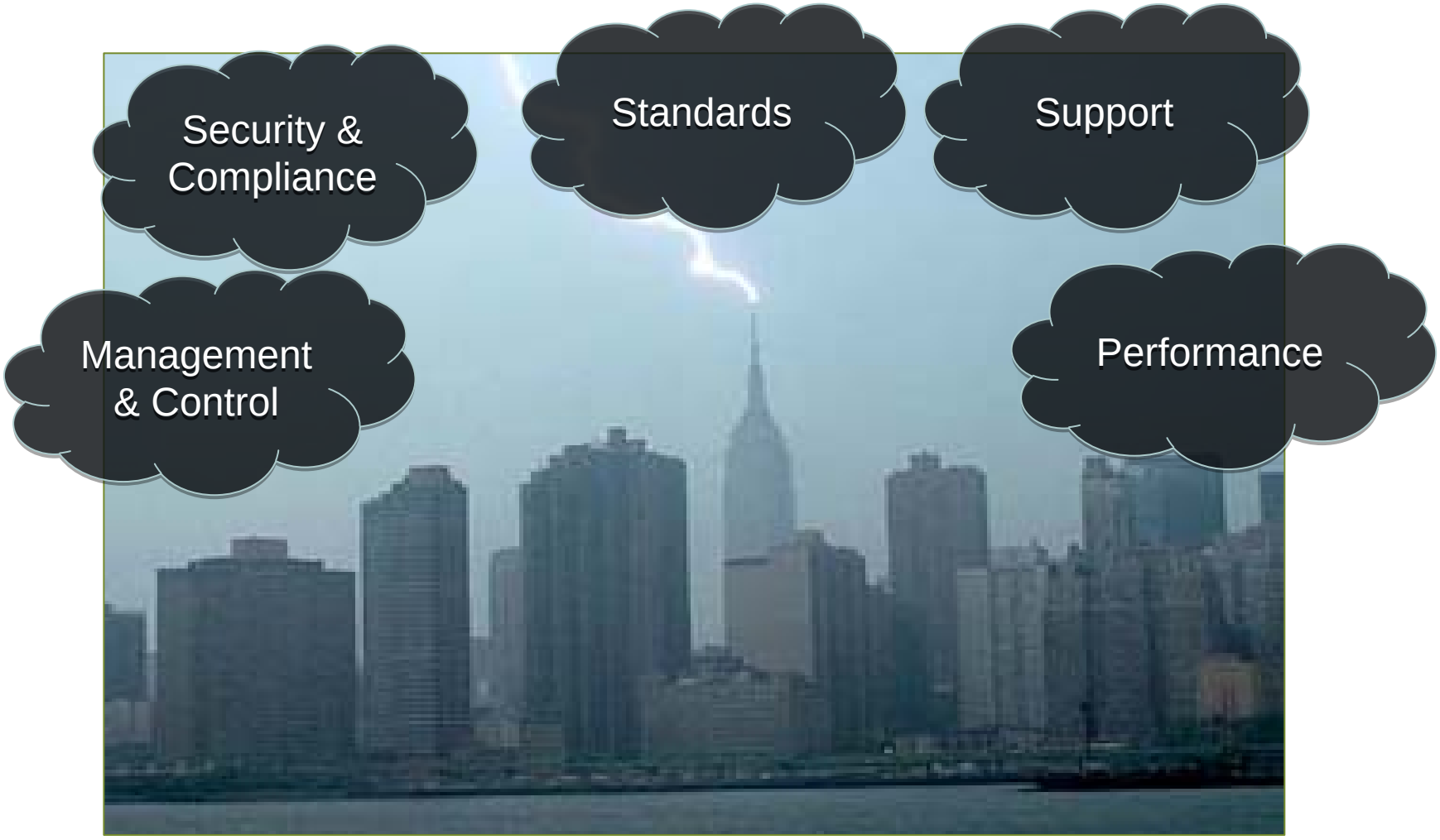
Enterprise Storm Coming



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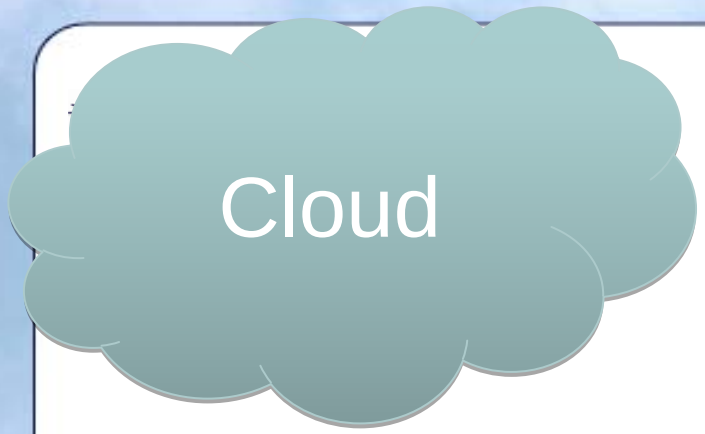

Company	Config	Server Cost	Transit Cost	Total Cost
Amazon EC2	Windows Server 2003 1 CPU/1.7G Ram 1000 GB Transferred	$90	$135	**$225**
Server Beach	Windows Server 2003 1 CPU/1G Ram 1200 GB Transferred	$95	$0	**$95**

Cloud Cost is important but not deciding factor

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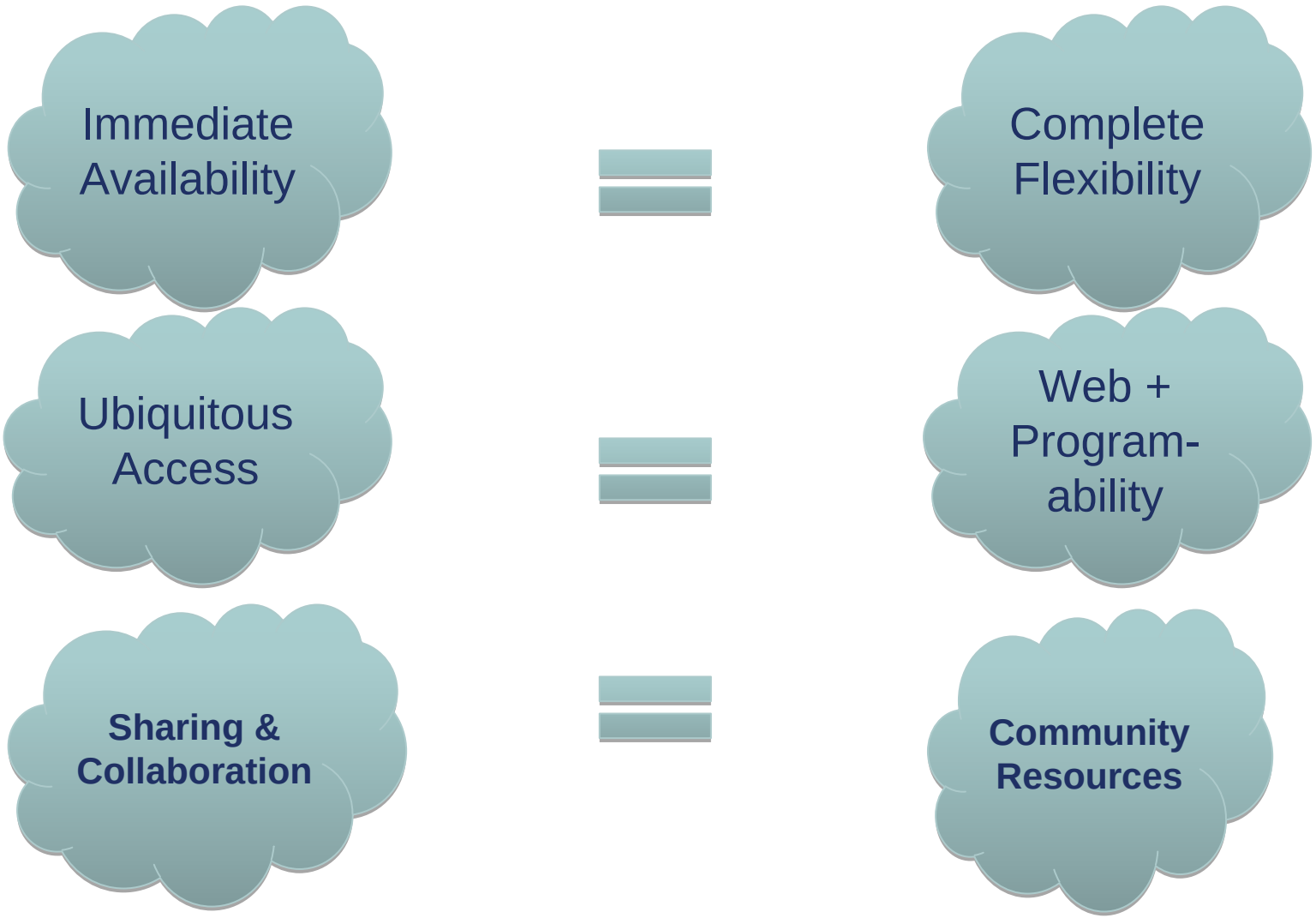
What Makes Cloud work for Generation Cloud?



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Immediate Availability = Complete Flexibility

Immediate

- Automated Sign-Up
- Quick Provisioning

Incremental

- Small Amounts
- Don't pay if not used

Flexible

- No Commits
- Turn off is as easy as turn on

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Ubiquitous Access = Web + Programmability

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Sharing & Collaboration = **Community Resources**

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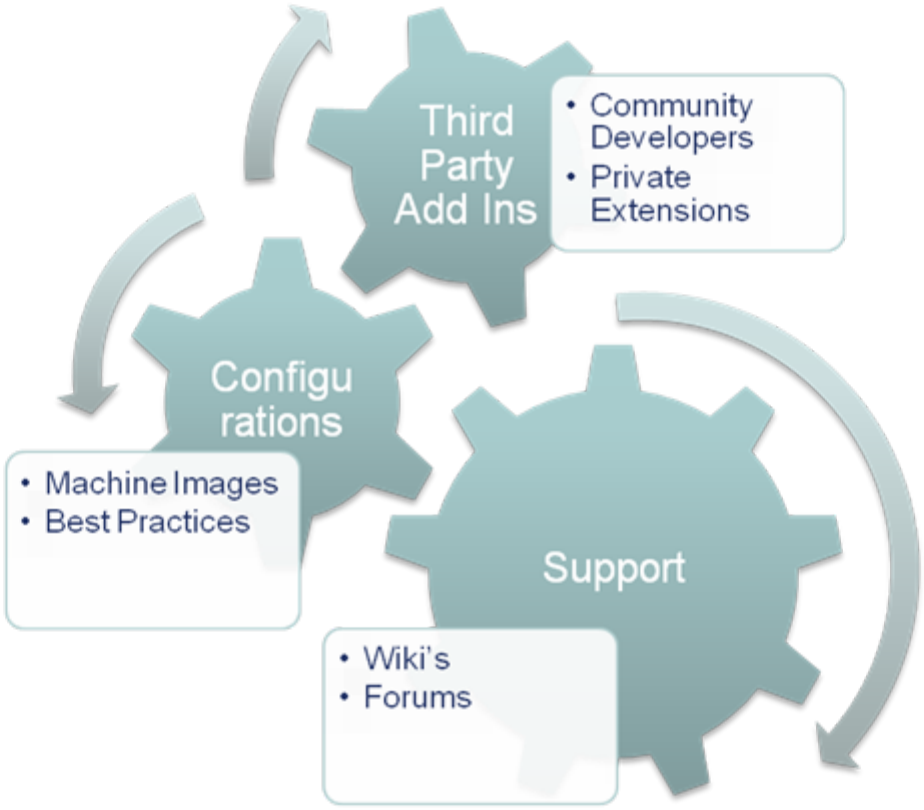
Successful Communities = Successful Clouds



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So What do We Need for Enterprise Cloud

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Private Cloud ≠ Enterprise Cloud

- Private Clouds are Virtual Environments Built on in-house infrastructure
  - No Immediacy – big cap ex deployments
  - No Ubiquity – usually no API
  - No Community – can't reach outside enterprise
- Enterprise Clouds are ways to take use of true cloud resources in an enterprise fashion

While Private VM farms are valuable tools, they don't offer full advantage of a true *CLOUD*

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Security & Performance = Compliance & SLA's

Security

- Must be more secure than in -house
- Compliance
  - SaaS 70
  - PCI
  - European Safe Harbor

Performance

- Performance must be closer to traditional enterprise systems

SLA's

- Match the higher performance
- Compre-hensive
- Verifiable

Simply put Cloud's need to more closely mimic traditional deployments to gain Enterprise adoption

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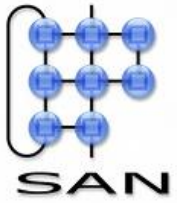
Standards = **Software & Hardware**



Network Services, Storage Options, and Enterprise Software Configurations Critical

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Single User Systems

=

No Enterprise Control

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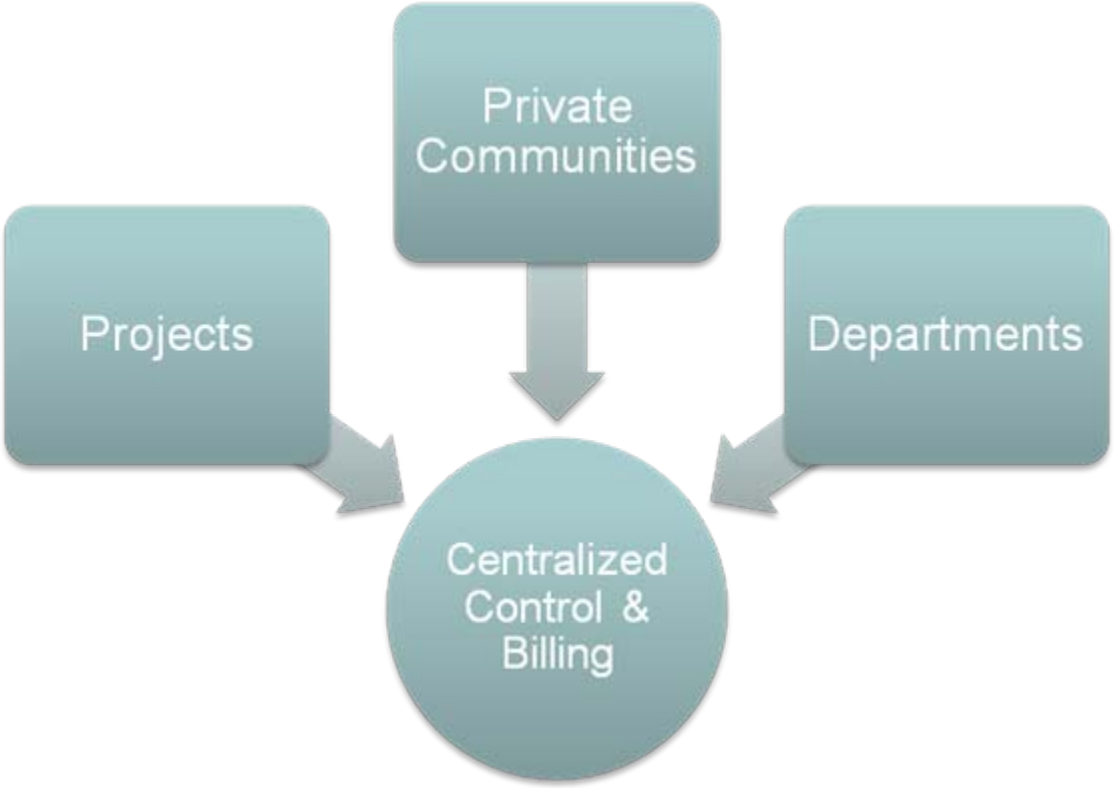
Multi-User Systems = Management & Control



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OpSource™ With Right Tools the Enterprise Storm will Clear

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OpSource™ Coming Soon!

OpSource Cloud™

Enterprise-Class for Every Business

The true Cloud, combining the **availability, flexibility and community** of the consumer cloud with the **security, performance and controls** that the enterprise demands.

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Q&A

- Please use the Q&A box located below the presentation to ask a question.
- Treb Ryan, OpSource – treb@opsource.net
- For more information on OpSource Cloud visit www.OpSourceCloud.net

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