

A User Driven Perspective of The Cloud



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“20% of businesses will get rid of all IT assets as they move to cloud by 2012” --

Gartner Research, 12/09

"In 2010, IaaS is going to come online in a massive way. I think that SaaS vendors are going to come to the realization that they shouldn't be investing in their own infrastructure." -Vinnie Mirchandani, www.dealarchitect.com

Headlines are paving the way for buying habit shifts

“When asked to list their top technology priorities for 2010, CIOs ranked virtualization as their top area of focus, followed by cloud computing Gartner found.

Researchers predicted that companies will invest less in hardware in the coming year and more in hosted solutions as they continue to deal with recessionary budget constraints.” —Infoworld summary of Gartner CIO top trends research

Wall Street is Responding To The Bright Cloud Future



Welcome to a new operational model ...

■ Characterized by 5 common attributes:

- **Abstraction** – through virtualization and frameworks, applications are no longer tied to specific hardware or operating system environments (Flexibility)
- **Shared Resources** – infrastructure resources are pooled into virtual datacenters, shared across applications and/or users (Efficiency)
- **Elastic** – resources are dynamically allocated, on-demand, to minimize overhead while guaranteeing resource capacity (Efficiency + Flexibility)
- **Policy-driven** – automation via defined business policies minimizes interaction required to provision, manage, and deliver IT services (Control + User-Centric)

.....*and*

- **Self-Service** – infrastructure is provisioned without the need for manual approval and intervention, with a pay-for-use approach (User-Centric + Efficiency). Applications can also become ‘users’.

Key Cloud Buying Influencers and Segmentation

**Application
Developers**

**Focused on
platform
productivity**

**IT Admins
&
Operators**

**Need
compatibility,
security and
control**

**Business
Advocates**

**Ready for
rapidly
deployed
solutions**

Application Developers Behaviors in the Cloud

Application Developers

Focused on platform productivity

- Primary productivity tools= top languages of preference (Java, Ruby, Python, PHP, Pearl, C#)
- User Experience KPIs= good documentation, community forums and support, powerful ecosystem where learning investments can pay off.
- Willing to learn “just enough sys admin” in order to get a development environment
- Increasingly being offered “deploy to the cloud” development tools and cloud binding SDKs

IT Administrators and Operators Behaviors in the Cloud

**IT Admins
&
Operators**

**Need
compatibility,
security and
control**

- Primary productivity tools are bound to existing processes and management frameworks
- User Experience KPIs: SLAs, management tool integration, protective SLAs, security, provisioning flexibility.
- Looking to have an answer from business unit pressure to compete with public cloud characteristics and blend public clouds into existing architecture.
- Used to heavier weight procurement , security and architecture processes ; adapting to pressures of cloud evolution.

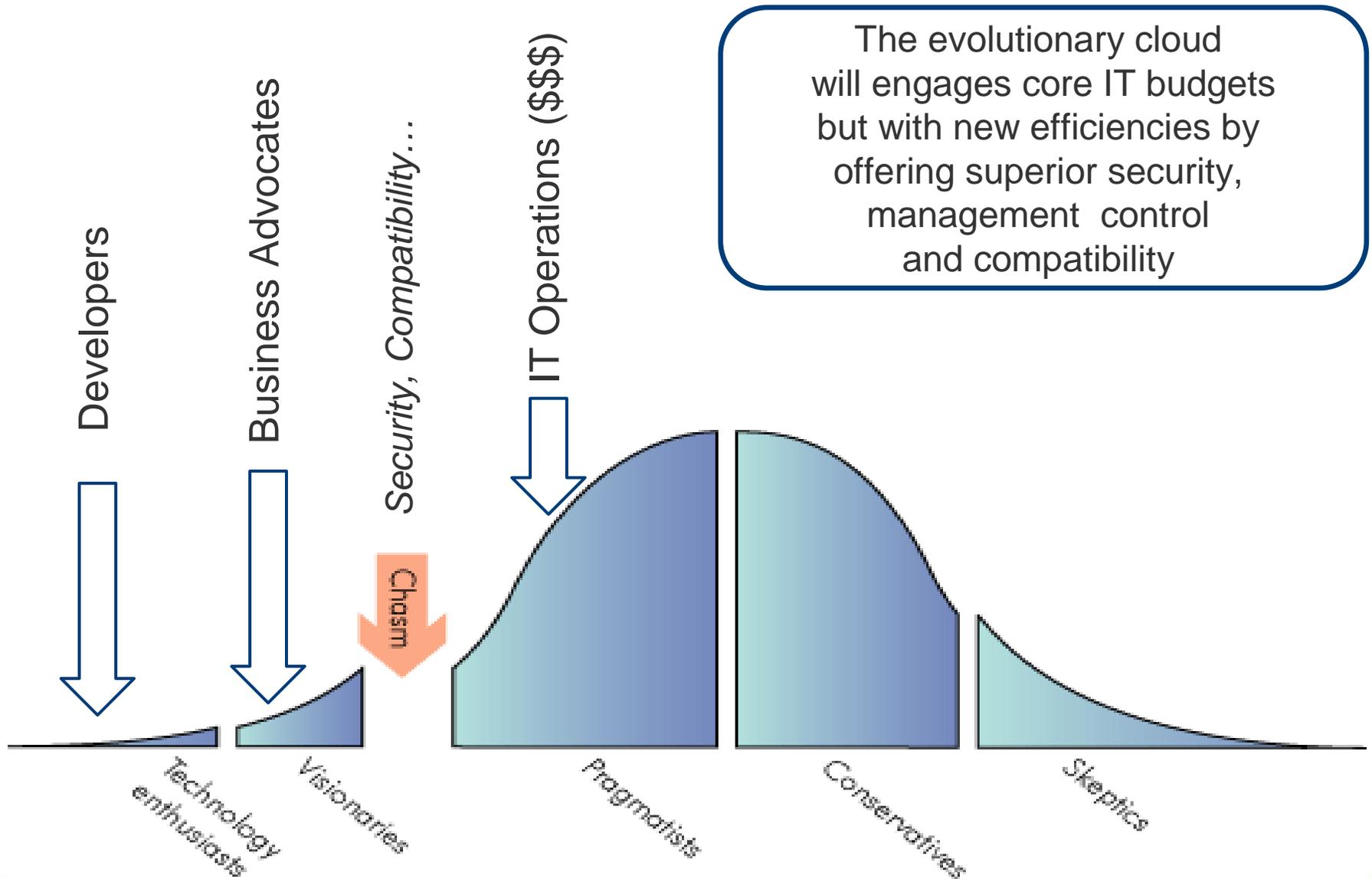
Business Unit Data and Content Productivity Advocates

Business Advocates

Ready for rapidly deployed solutions

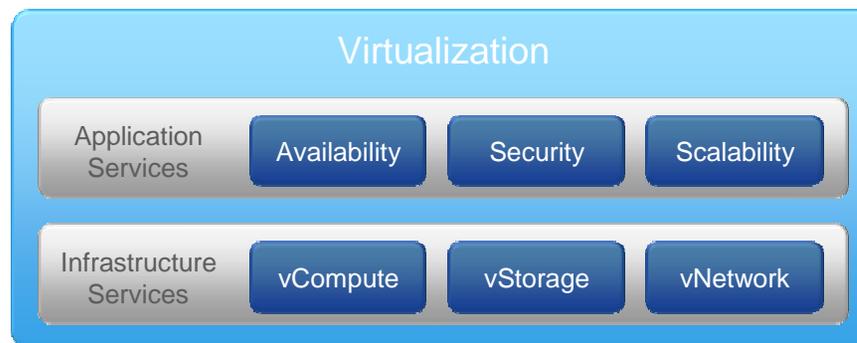
- Productivity drivers: Rapid deployments allowing market & customer insights, data processing, collaboration, and marketing programs.
- User experience KPIs include: SaaS like simplicity of solution deployment, “yes we can” mentality to provision and marketing programs, empower less technical users.
- Often exploring advanced analytical, big-data, collaboration and media hot topics within their industry of focus.
- Willing to fund experiments to begin to explore cloud benefits.

IT Operators and Administrators Are The Mass Market....

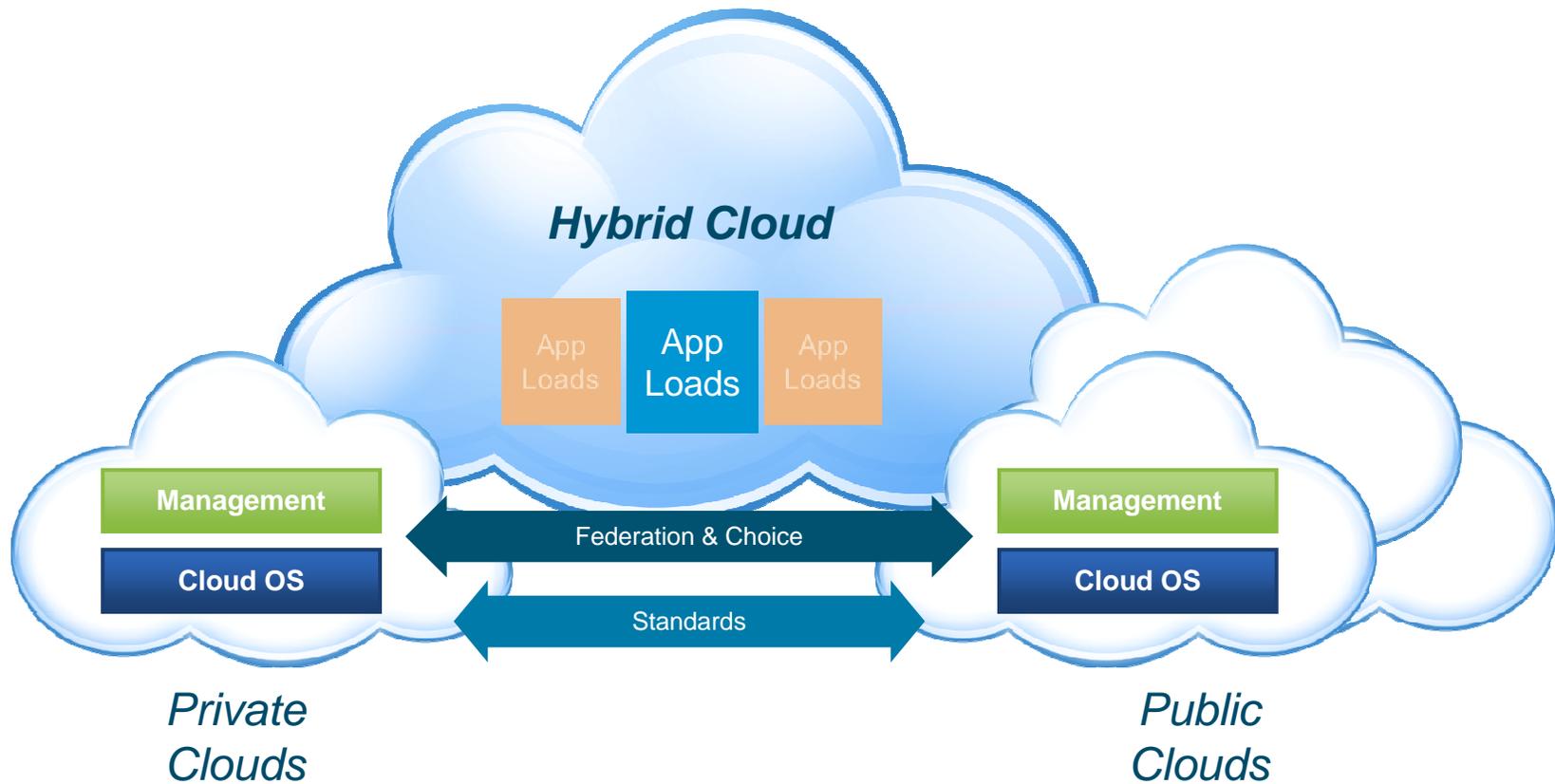


It is enabled by virtualization ...

Advanced Virtualization is the key to making all of this happen in an **evolutionary** way.



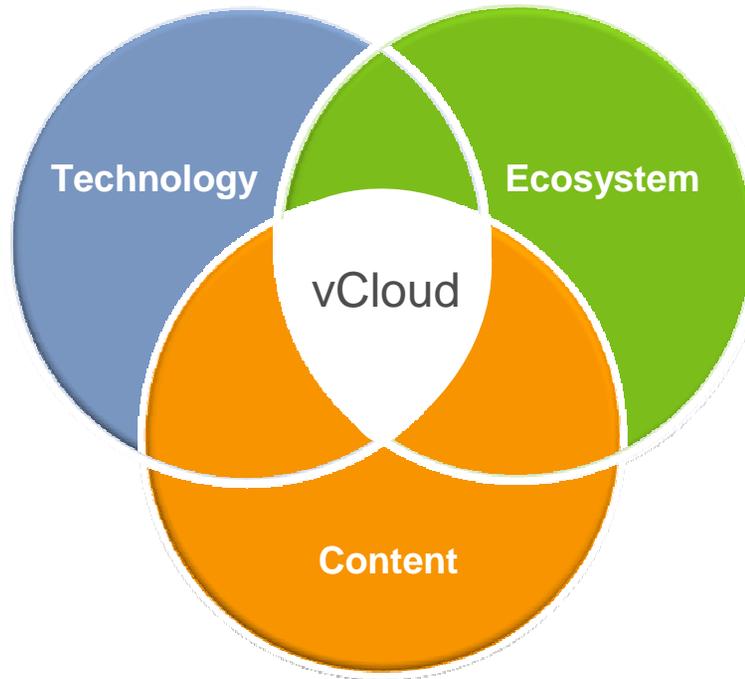
... deployed privately or publicly ...



VMware vCloud Initiatives

Enterprise Ready

- Only solution for both internal and external cloud
- Built on proven vSphere/ vCenter platform used by 150K+ customers
- Drive increased scalability, multi-tenancy, federation
- Deliver cloud solutions for test/dev, DR, workload distribution, PaaS



Choice

- Broadest ecosystem of external cloud service providers
- Easy to adopt external cloud due to common platform, management, and APIs
- Start with internal cloud and adopt external cloud at own pace

Broad Application Compatibility

- Largest number of enterprise customers and service providers
- Optimize for new apps and frameworks
- Run existing apps in the cloud with policy and manageability

Thank You

Q & A

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