



# Pragmatic Journey to the Cloud

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# Agenda

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**What is real.**

**What is relevant to Enterprise IT.**

**What role does VMware play.**

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# What is your definition of a Public Cloud? What people say\*

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“A place where people share their different opinions”

“Any device, any where, any time”

“The public cloud offer the service to the public”

“My idea of a public cloud would be an IaaS cloud where you could dynamically ‘Vmotion’ a virtual machine workload out onto remotely accessed resources or back in house when necessary”

“Pay as you go, multi-tenanted, massively scalable, elastic, fully manageable via web services, highly available, well defined, and accessed via the internet.”

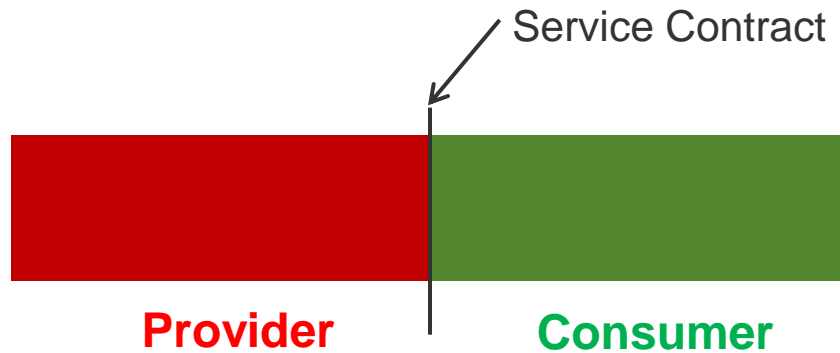
\*Real answers from a July 2010 on-line survey

# Cloud Computing is an IT consumption model.

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Typical infrastructures



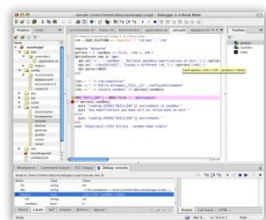
Cloud infrastructures

# Different Personalities of Cloud Computing



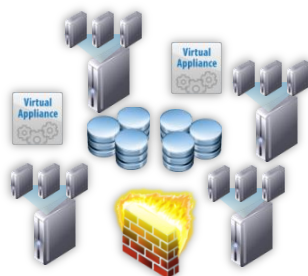
## Application/Information

Sometimes referred to as Software-as-a-Service, a wide ranging services delivered via varied business models normally available as public offering.



## Development

Sometimes referred to as Platform-as-a-Service, application development platforms enable application authoring and runtime environment.



## Infrastructure

Sometimes referred to as elastic compute clouds or Infrastructure-as-a-Service, virtual hardware made available for varied uses.



## 2 Main Deployment Environments

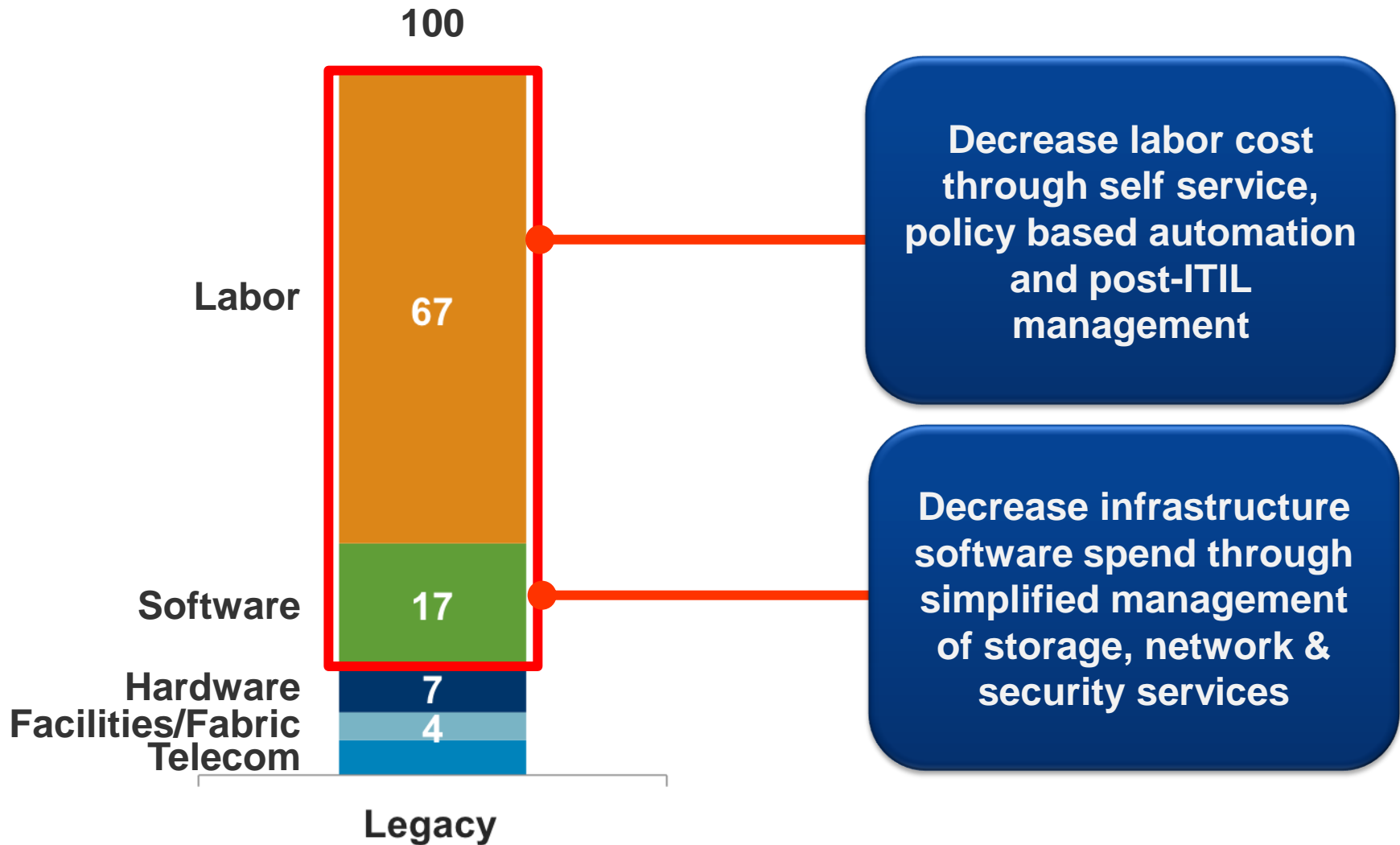
### Private

Behind a firewall for use by limited, pre-determined audience

### Public

Accessible over the Internet for general consumption

# The Goal : Next Breakthrough in Datacenter Economics



Source: TMT Value Migration Database, Gartner IT Key Metrics Data 2009; McKinsey

# Cloud Computing Characteristics

**Cloud Computing** is an *approach to computing* that leverages the efficient pooling of on-demand, self-managed virtual infrastructure, consumed as a service.

## Efficiency thru Utilization and Automation

### **Pooling**

From machines to on-demand, highly elastic resource pools

### **Zero-touch Infrastructure**

Policy-driven automation of provisioning, deployment and management

## Agility with Control

### **Self-Service**

Easy access with policy-based provisioning and deployment

### **Control**

Application-aware infrastructure with built-in availability, scalability, security and performance guarantees

## Freedom of Choice

### **Open & Interoperable**

Application mobility between clouds, based on open standards

### **Leverage *Existing* Investments**

Benefits of cloud computing to existing applications and datacenters

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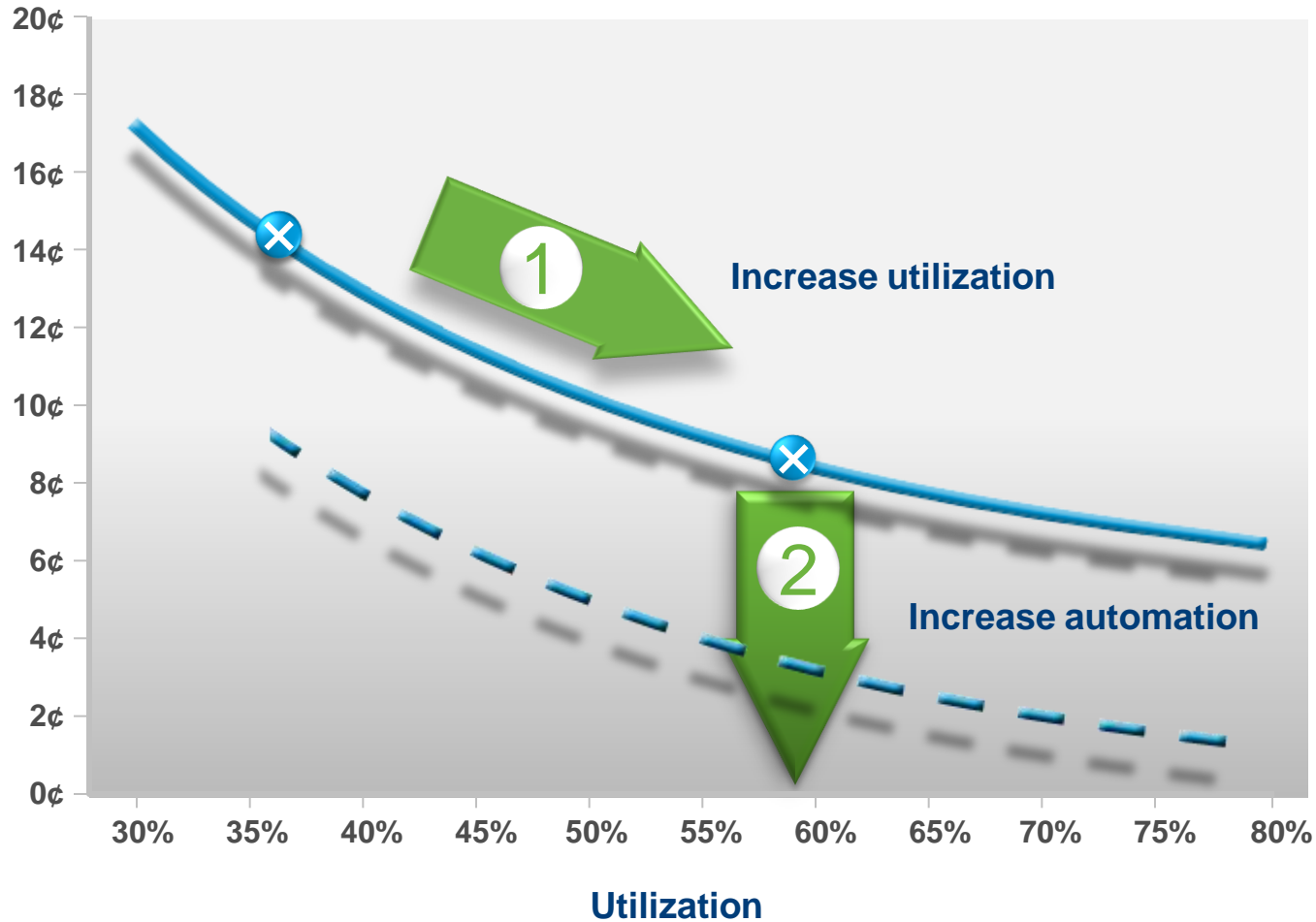
What is real.

**What is relevant to Enterprise IT.**

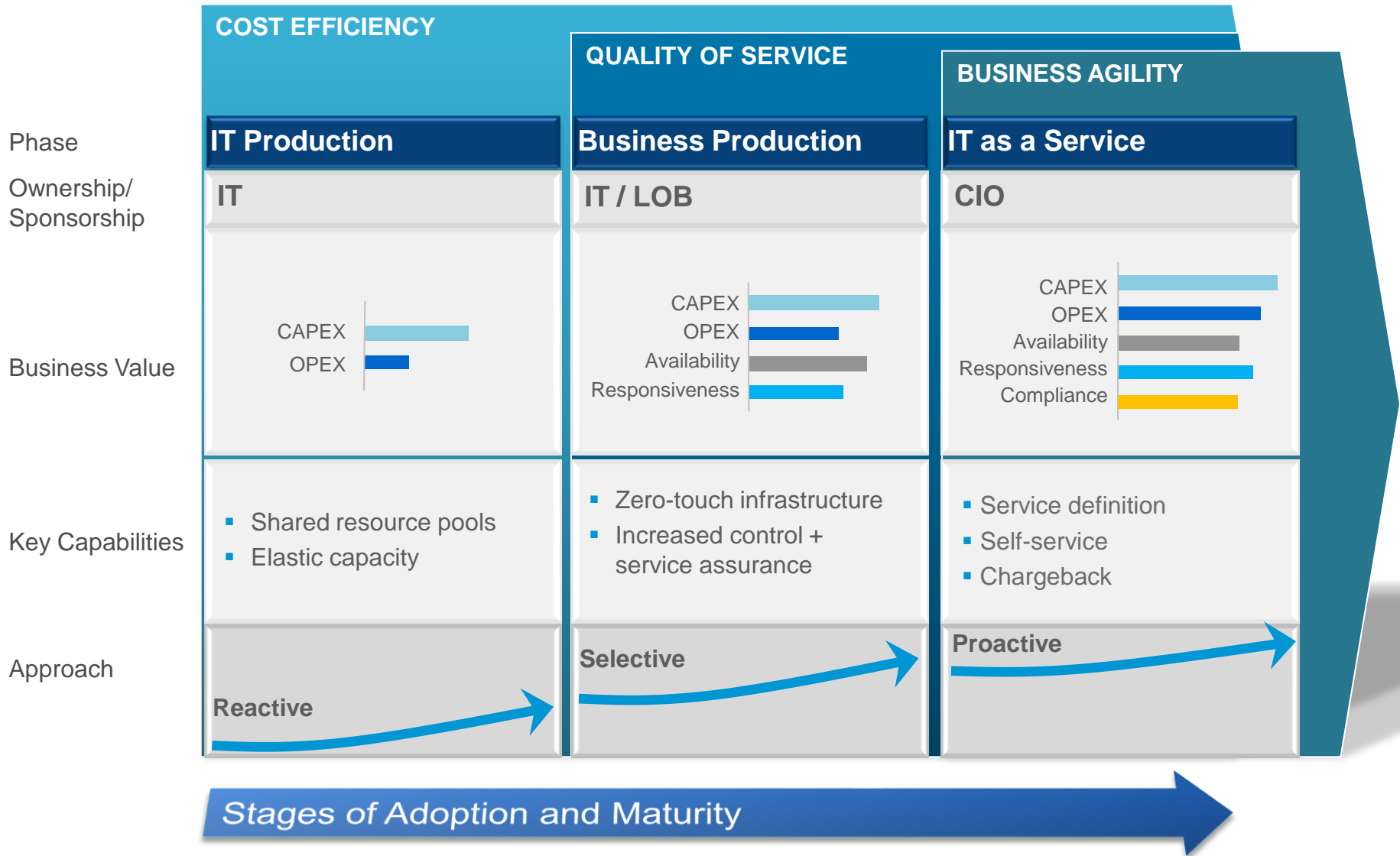
What role does VMware play.

# Drive up Utilization and Automation = Lower Cost per VM

Cost per VM hour  
(2GB instance)



# The Transformation Journey



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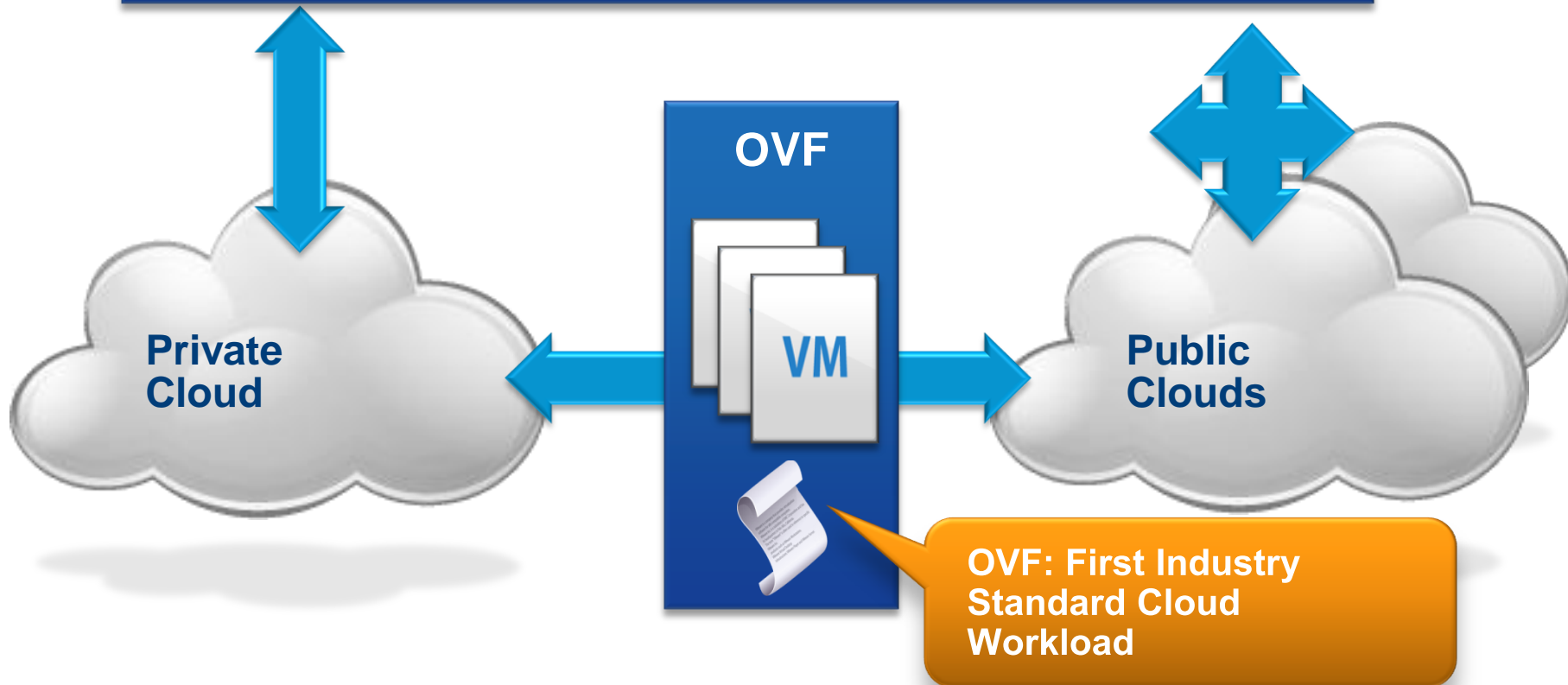
**What role does VMware play.**

# Driving the Cloud - *Open & Interoperable*

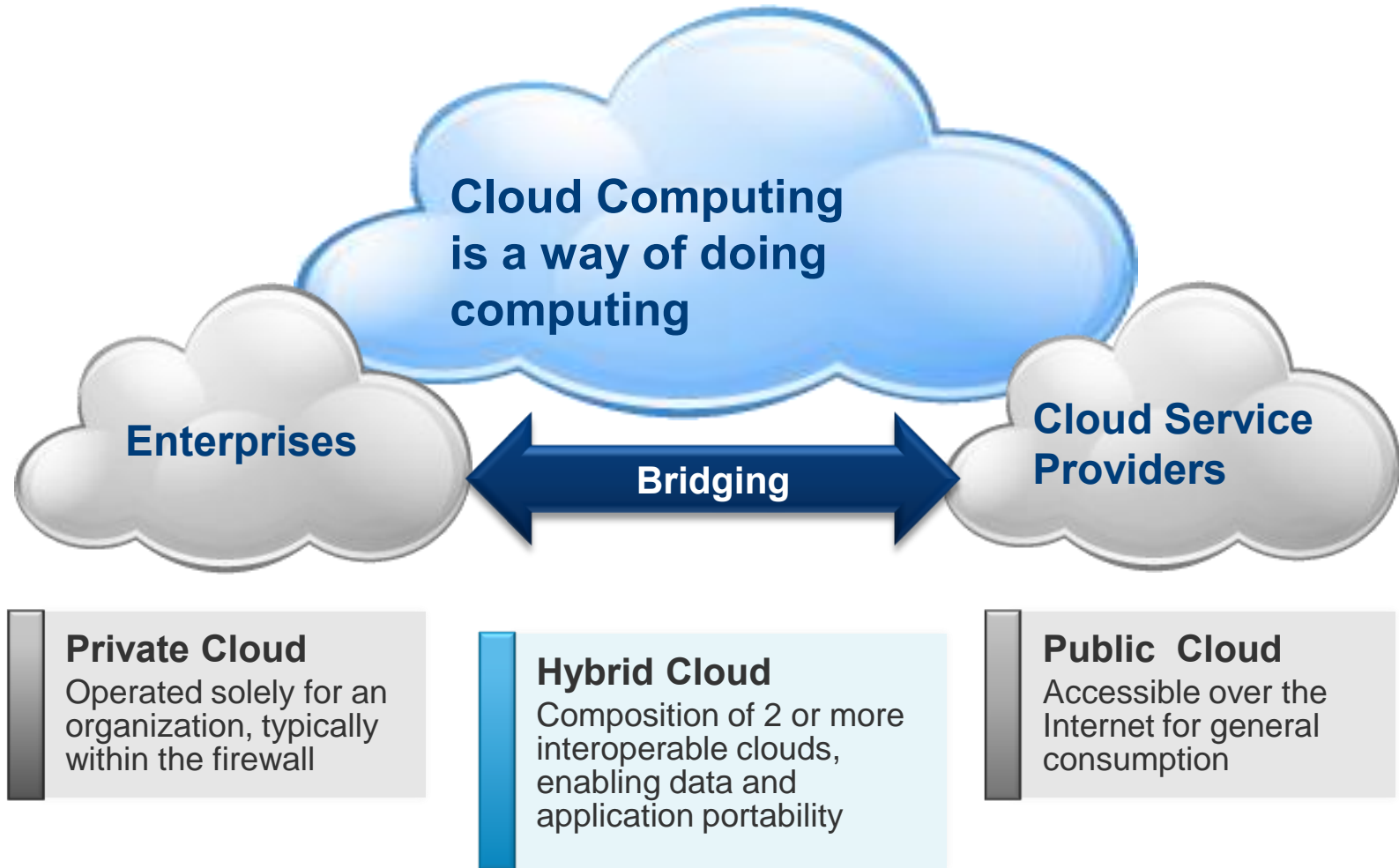
vCloud API: First Cloud API Submitted to Open Industry Standards



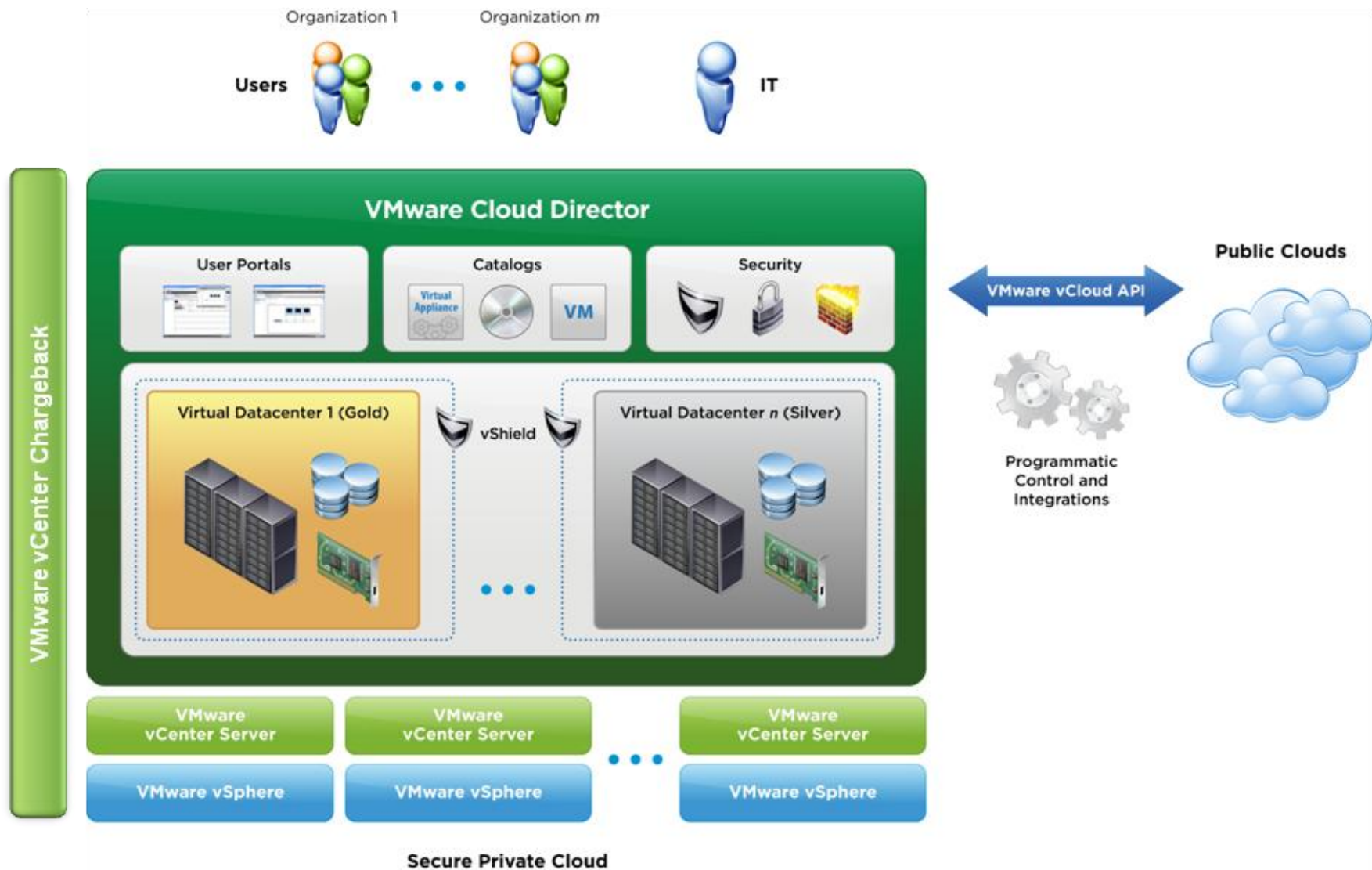
APIs: Programmatic Access to Resources



# So What is this Cloud Thing?

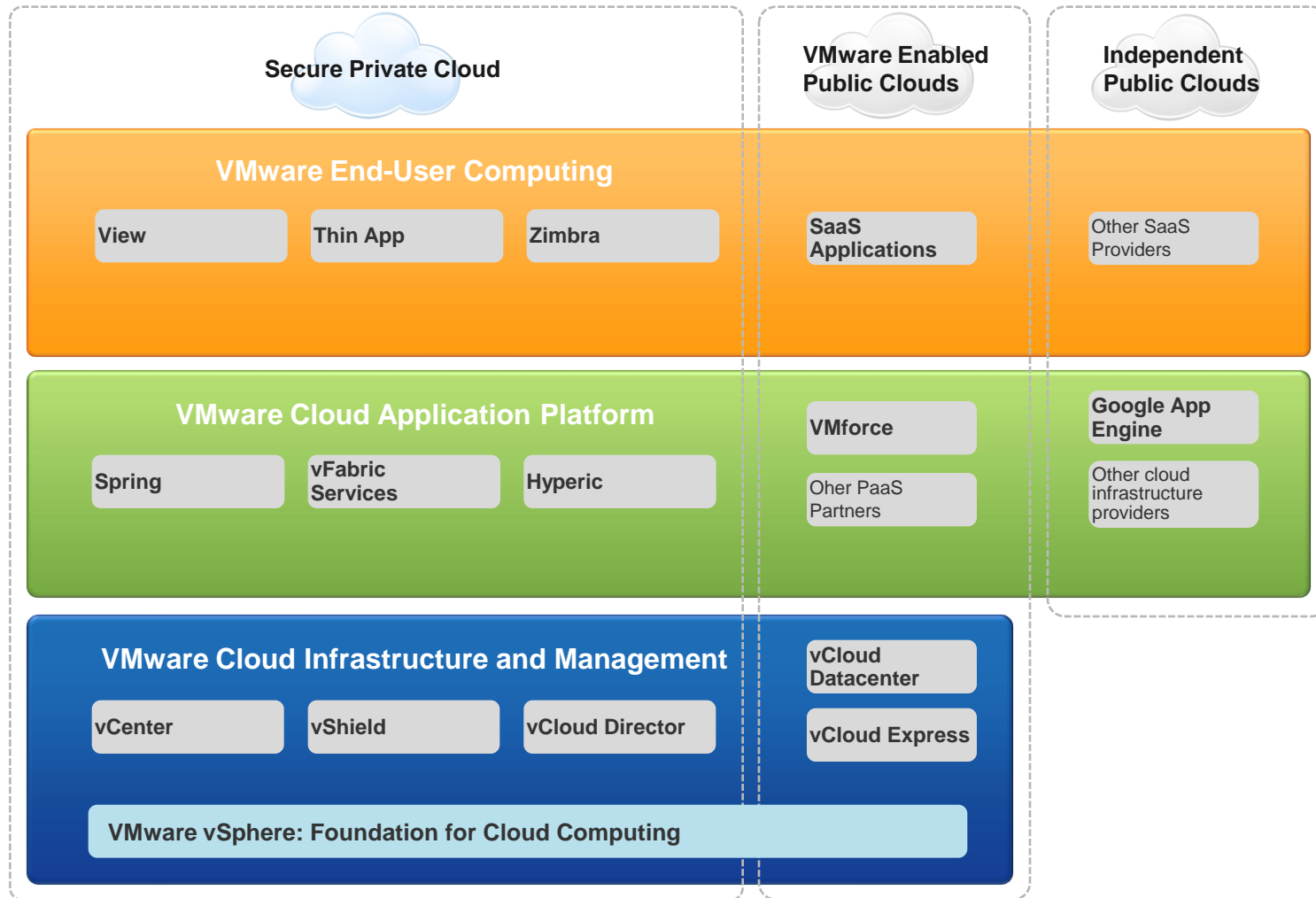


# VMware vCloud Director



# VMware Solutions for IT as a Service

## The New IT Stack for Hybrid Cloud Computing: Secure, Manageable, Open



# Conclusion

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## What is real.

- Cloud is real, well defined and rapidly gaining acceptance.

## What is relevant to Enterprise IT.

- Efficiencies, Controlled Agility and Choice.

## What role does VMware play.

- Leading provider of the fundamental building blocks.
- A clear evolutionary journey to IT as a Service and Cloud.

Thank You

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