Cloud Computing & The Enterprise

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Start with the fundamental benefits of the cloud…and activate them to transform your business.

Low cost and high speed:

Operational Dexterity

A pharmaceutical services company achieves a projected USD$250,000 in annual savings and reallocates 80 percent of its data integration resources to strategic activities through the integration of Cloud into traditional IT systems

Flexibility and agility:

New business value

A major medical group taps a collaborative care cloud to apply advanced analytics and clinical support to improve patient outcomes

Simplicity and ease of use:

IT without boundaries

A global telecom's virtualized application development environment enables more testing earlier in the cycle, improving defect discovery and delivering 100% ROI in 30 days.

Understand perceived cloud inhibitors…and overcome them to gain competitive advantage.

Reliability and availability:

Intelligent workload placement and managed resilience

A leading life insurance company develops a cloud strategic roadmap including a workload analysis identifying a target workloads for migration

Integration challenges:

Seamless integration of traditional IT and clouds

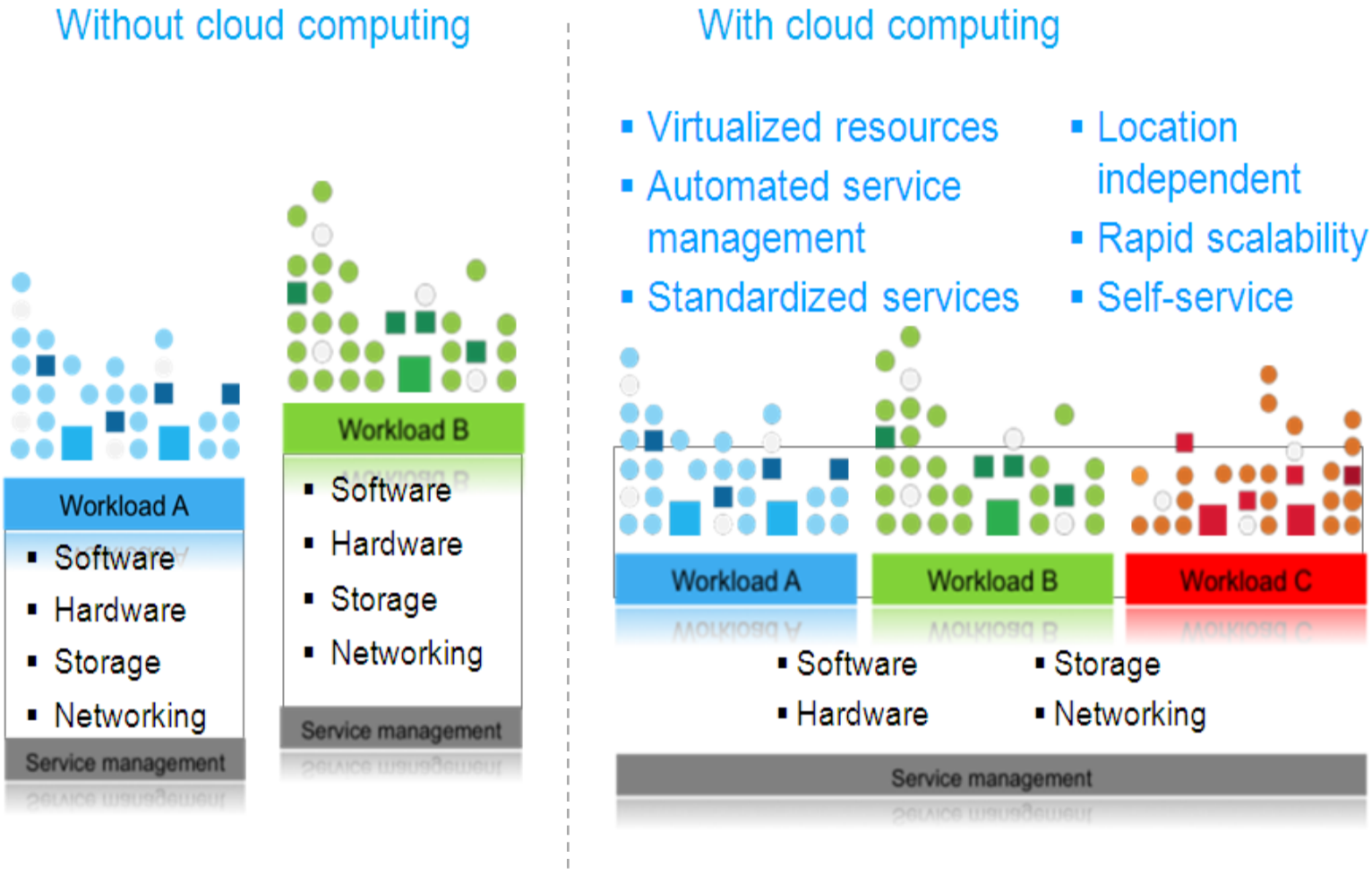
A major financial services organization in the United States developed a detailed strategy to integrate cloud technologies into its existing hosting, desktop, voice, video, storage and network systems—boosting agility across the business.

Security concerns:

Enterprise governance and policy-driven decision making

A global hotel group implemented a comprehensive cloud governance and security model.

What is different about cloud computing?



Note: Elements of cloud computing taken from NIST, Gartner, Forrester and IDC cloud computing definitions

A successful cloud deployment starts with a comprehensive strategy:

Identify workloads ready to move to the cloud

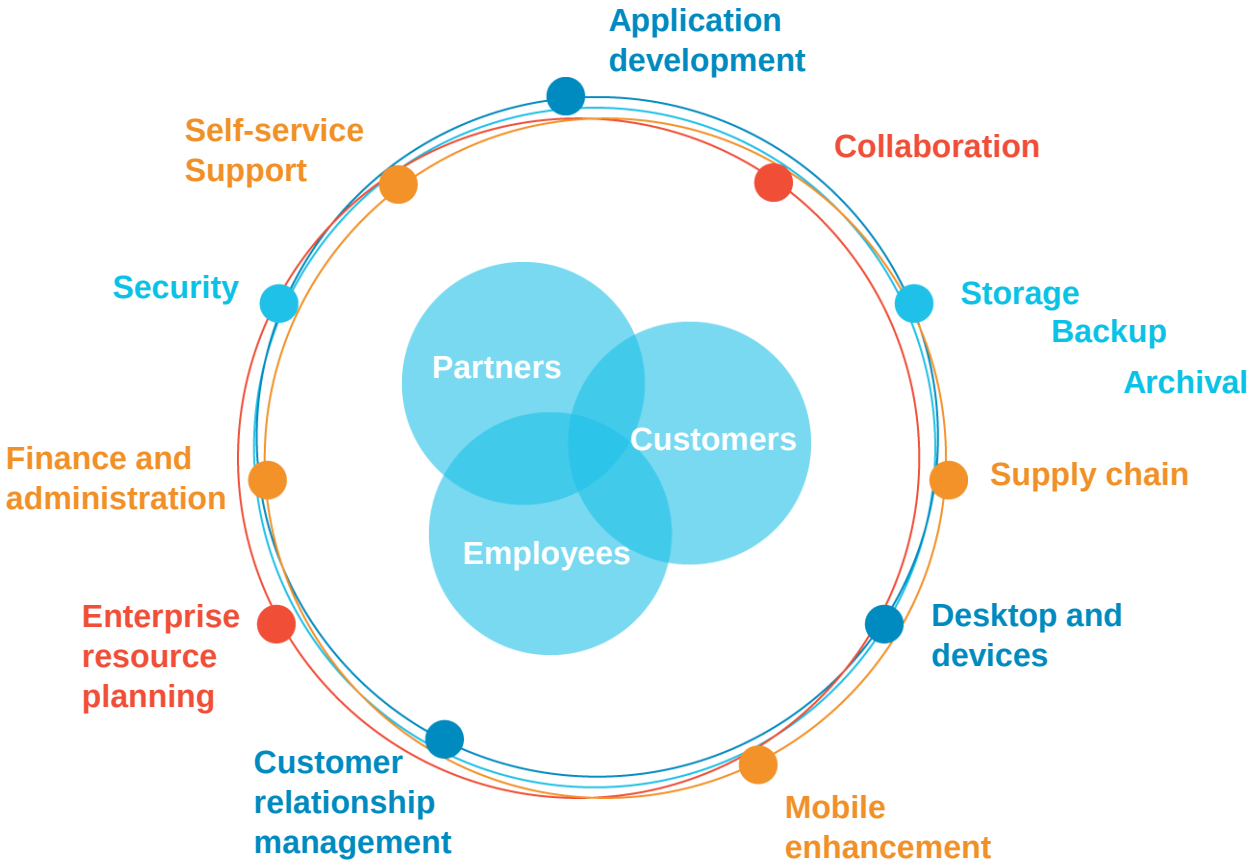
Determine the cloud attributes most appropriate for your business

Redesign key processes to support cloud implementation

Accelerate your cloud deployment by removing technical and operational barriers.

And then apply that strategy to targeted processes across your business…

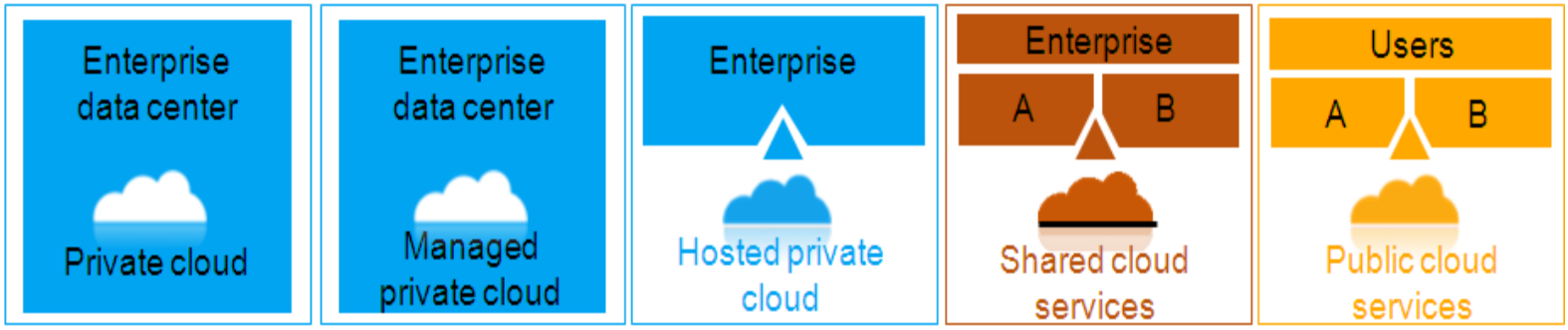
Enterprises are using cloud to innovate a variety of key processes



There is a spectrum of deployment options for cloud computing

Private
IT capabilities are provided "as a service," over an intranet, within the enterprise and behind the firewall

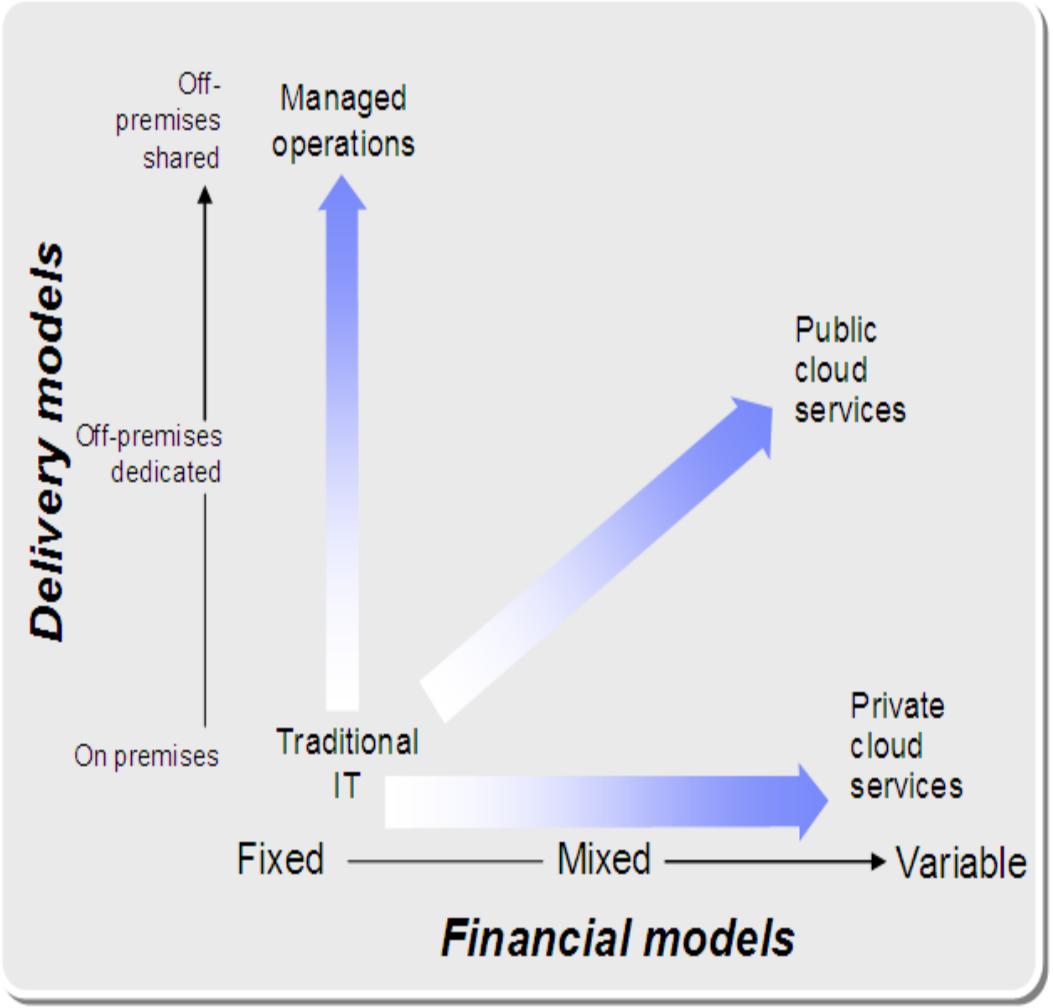
Public
IT activities / functions are provided "as a service," over the Internet



Hybrid Internal and external service delivery methods are integrated

Evaluating Delivery and Financial Models across the spectrum is a good reference point for comparing deployment options

As options for Cloud and utility computing grow, it is important to consider options for Delivery and Financial models. This thought process should be in the context of an overall infrastructure optimization program.



Adoption of cloud computing will be workload driven

Workload characteristics determine standardization

Test for Standardization

- Web infrastructure applications
- Collaborative infrastructure
- Development and test
- High Performance Computing
- ...

Examine for Risk

- Database
- Transaction processing
- ERP workloads
- Highly regulated workloads
- ...

Explore New Workloads

- High volume, low cost analytics
- Collaborative Business Networks
- Industry scale "smart" applications
- ...

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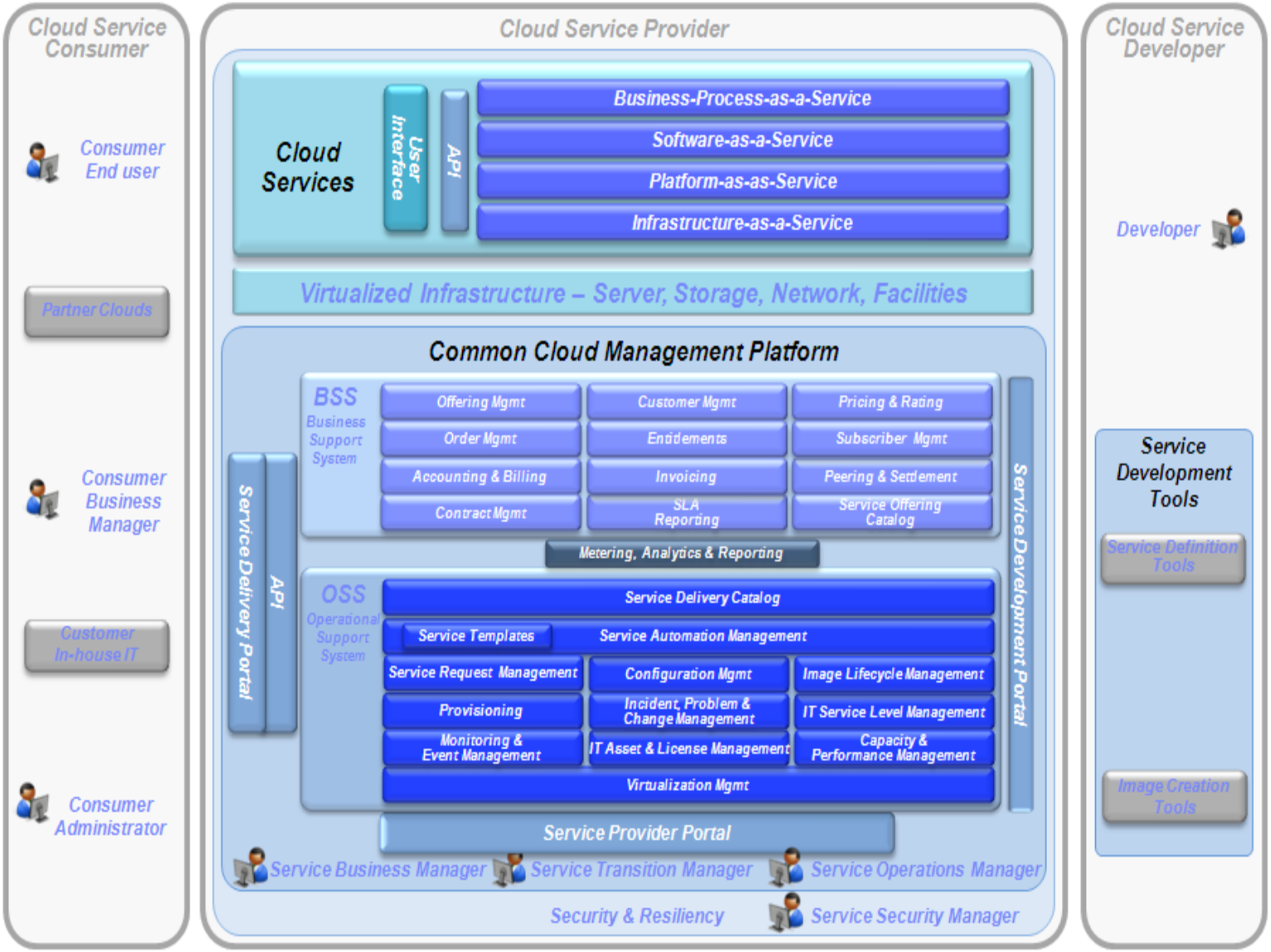
Common Cloud Management Platform Reference Architecture



Innovation to Match Use Cases

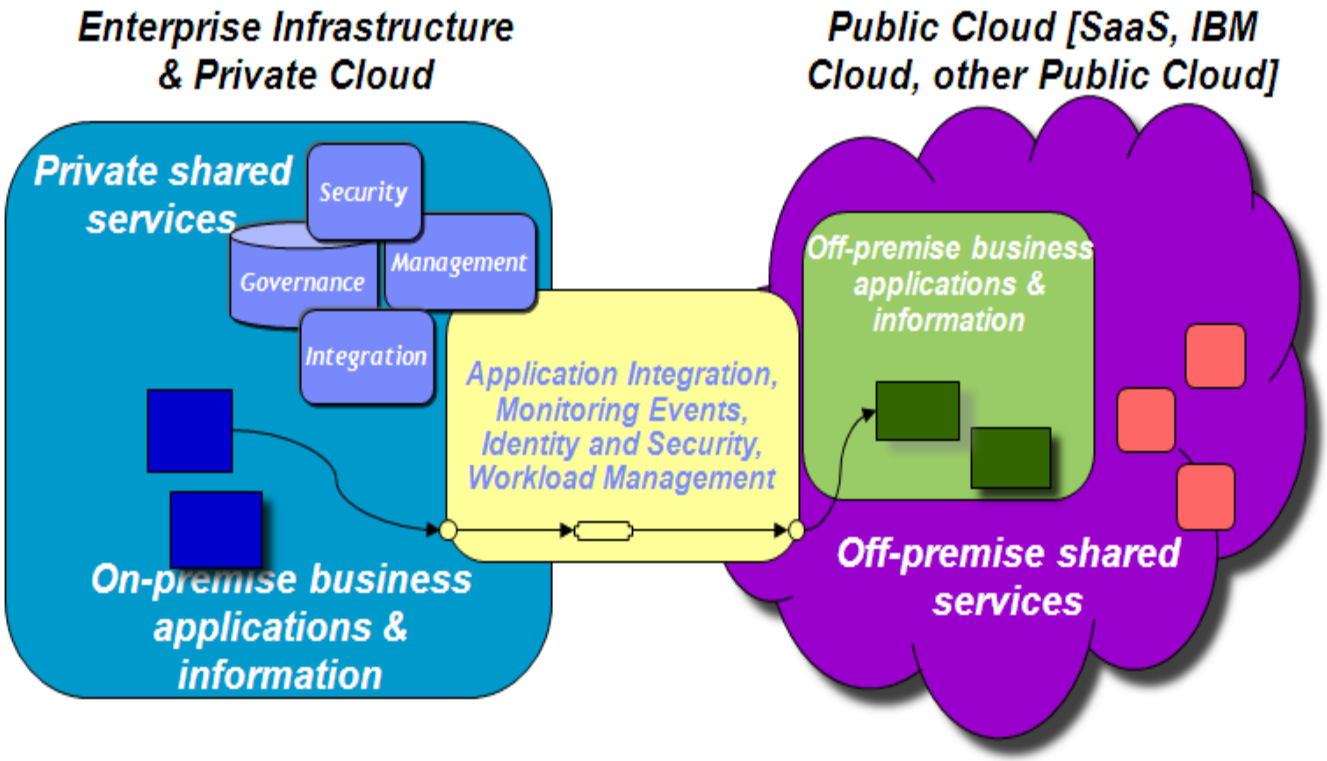
Traditional Needs

- Static provisioning, physical protection
- Predictable access
- 7x24 access; planned redundancy
- Range of performance & cost tiers
- Storage-driven data replication & migration facilities
- Storage encryption & access control

Expanding Requirements

- Dynamic provisioning to virtual servers
- High availability of virtual servers and storage
- Virtual server and storage mobility
- Granular data replication & movement
- Security in multi-tenancy environments
- Policy based management of performance, copies, retention
- ISV integration with storage mgt & copy functions

Service Management to connect, manage and secure hybrid clouds



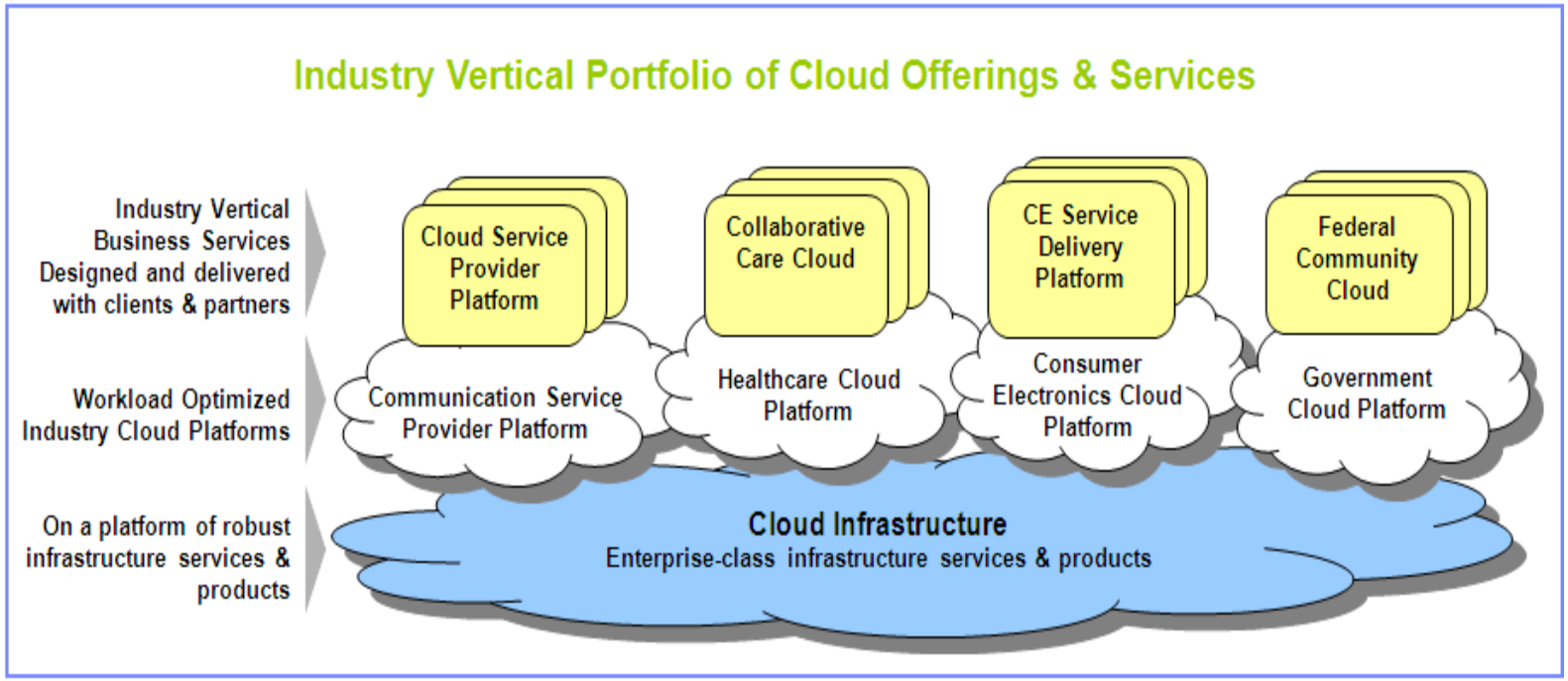
Workflow
Manage the process for approval of usage

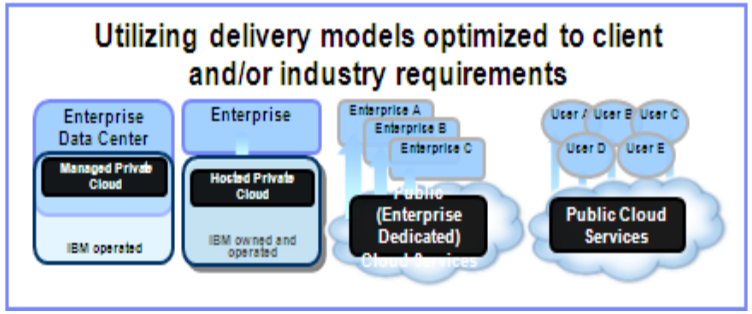
Provisioning
Automate provisioning of resources

Monitoring
Provide visibility of performance of virtual machines

Metering and rating
Track usage of resources

Cloud enables global industry transformations





Thank You

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Driving Innovation Through the Information Infrastructure

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