How to optimize the usability of Cloud Computing, without losing control?

Martijn van Zoeren
Chief Executive Officer

April 27th, 2012
Agenda

- Dutch Cloud
  - About ...
  - Cloud Models, Public v.s. Private Clouds, concerns
  - Cloud Market Potential

- Business Drivers for OnDemand- and Cloud Computing
  - Business needs
  - Complexity
  - Our own experiences

- Integration of Elastic Computing within Business Processes
  - Need for business SLA’s
  - Service Management
  - Business Impact analyses, roadmaps and a business case
  - = MY ADVICE !
✓ Specialist in delivering “Infrastructure as a Service” (IaaS).

✓ Providing absolutely isolated “clouds” to customers with optimized security.

✓ Customers have full control on the way the cloud service implementation will be designed and delivered.

✓ Maximized flexibility to scale.

✓ Transparent Pay-as-you-Go Business Model.

✓ Focus on Private Clouds.
✓ Dutch Cloud
  ✓ Founded in 2009 with HQ in The Netherlands
  ✓ Team with long-term experience on Cloud Computing
  ✓ 100% committed to IBM
  ✓ Delivering “Private Clouds” (from a shared environment)

✓ Our Focus on
  ✓ IaaS (Infrastructure as a Service)
  ✓ The SMB Market in The Netherlands
  ✓ Partner Delivery Model (including Resellers)
  ✓ Complex architectures

✓ Automation & Standardization
  ✓ Adding network integration (Dutch Cloud is also ISP)
  ✓ Adding simple tools; easy to maintain
Cloud Models

- Business Process as a Service
- Software as a Service
- Platform as a Service
- Infrastructure as a Service

SaaS

PaaS

IaaS

Business integration
Public v.s. Private Cloud

Public Cloud

“When customer does not see the implementation behind the boundary, and the provider doesn’t care who the customer is”

Private Cloud

“A form of Cloud Computing where service access is limited or the customer has some control/ownership of the service implementation.”

The ultimate example would be enterprise IT, building a private cloud service used only by its enterprise

Bron: Gartner / Thomas Bittman
Yearly growth of almost 30% per year (Cloud Market)
- Worldwide Cloud Market 2011: 27 billion USD.
- Worldwide Cloud Market 2015: 73 billion USD.
- In 2015 IDC expects $1 out of very $7 IT budget will be spend on Cloud Computing (14%).

Gartner’s Hype Cycle for Cloud Computing on her return
- Passed “the Peak of Inflated Expectations”

SMB versus Enterprise Market Today in The Netherlands
- Large Enterprises build their own internal Clouds without a direct need for TCO and/or efficiency.
- SMB would like direct advantage and profit by using Cloud Solutions with direct need for lower TCO and improve efficiency.
- SMB Market Potential NL for IaaS in 2012 approx. $500 Million USD.
Our own experience

✓ Benchmarks based on own experience
✓ Demand for more and more collaboration
✓ Acceptance of “invisible infrastructure”
✓ Demand for processes on the fly
✓ Acceptance of solutions from the Cloud
Optimized Dimensioning of your IT Capacity

Under Capacity = Business Damage + expensive infrastructure

Elastic infrastructure / pay-per-use

Overflow

Planned Capacity

Over Capacity = Systems Idle + overinvestment

FLEXIBILITY

COST

Confidential – © 2011 Dutch Cloud B.V., The Netherlands
Business Drivers: Dynamic Infrastructure

Source: IBM Institute for Business Value
1.5 x COMPLEXITY

Explosion of information driving over 50% growth in storage shipments every year.

70% on average is spent on maintaining current IT infrastructures versus adding new capabilities.

85

In distributed computing environments, up to 85% of computing capacity sits idle.
## Cloud Advantages – practical experiences

<table>
<thead>
<tr>
<th>Service</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Server/Storage Services</td>
<td>10-20%</td>
<td>70-90%</td>
</tr>
<tr>
<td>Self-service</td>
<td>None</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Automated provisioning</td>
<td>Weeks</td>
<td>Minutes</td>
</tr>
<tr>
<td>Change Management</td>
<td>Months</td>
<td>Days/hours</td>
</tr>
<tr>
<td>Release Management</td>
<td>Weeks</td>
<td>Minutes</td>
</tr>
<tr>
<td>Metering/Billing</td>
<td>Fixed</td>
<td>Term or usage based</td>
</tr>
<tr>
<td>ROI on new Services</td>
<td>Years</td>
<td>Months</td>
</tr>
</tbody>
</table>

*Cloud accelerates Business Value over several areas*
Take advantage of OnDemand- and Cloud Computing (1)

- Close Business driven SLA’s for your flexible infrastructure
- Don’t outsource but in source infrastructure (stay in Control!)
- Investigate which applications and/or departments can take advantages of the use of OnDemand- and Cloud Computing
- Realize that standardization is one of the main drivers
- Next step is to standardize your own (business) processes
Make business (impact) analyses and/or a business case upfront

Realize that the Business should take biggest advantages

Create your own vision, strategy and roadmap on Cloud

Huge impact on Service Management

Adoption at the business site is key to success (!)
Last note

✓ Be aware that technical obstacles can’t be solved by Cloud (!)
THANK YOU !!!

Martijn van Zoeren

martijn@dutchcloud.com
www.dutchcloud.com