

Cloud computing theory and practice

# war stories from the west

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## > who is “Kostas”

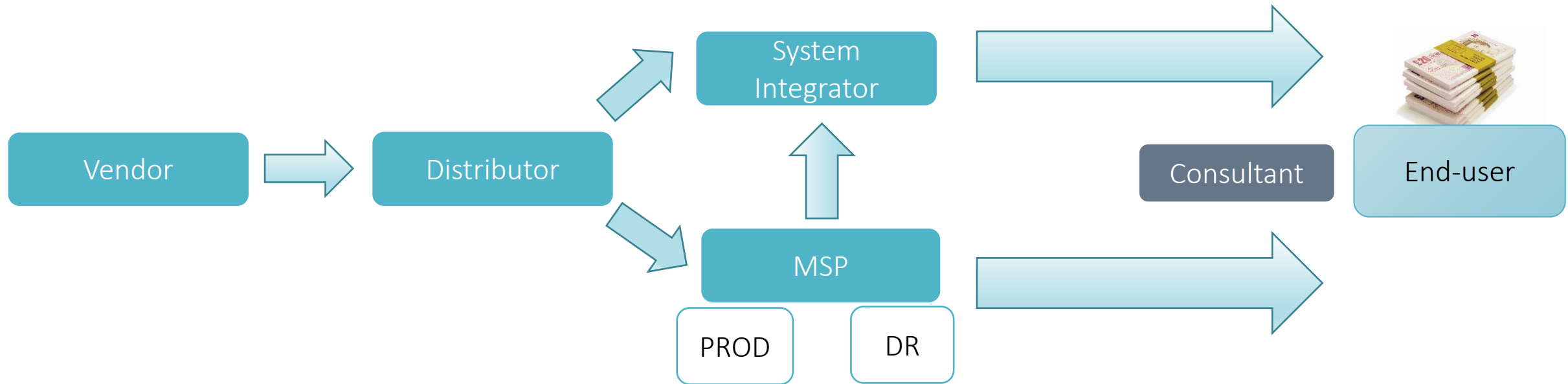
- cloud solutions specialist and strategist  
Cloud IaaS Solutions Provider – UK midmarket
  
- co-founder and commercial/strategy officer  
OpenStack integration venture based in Athens –  
Greek and local geographies



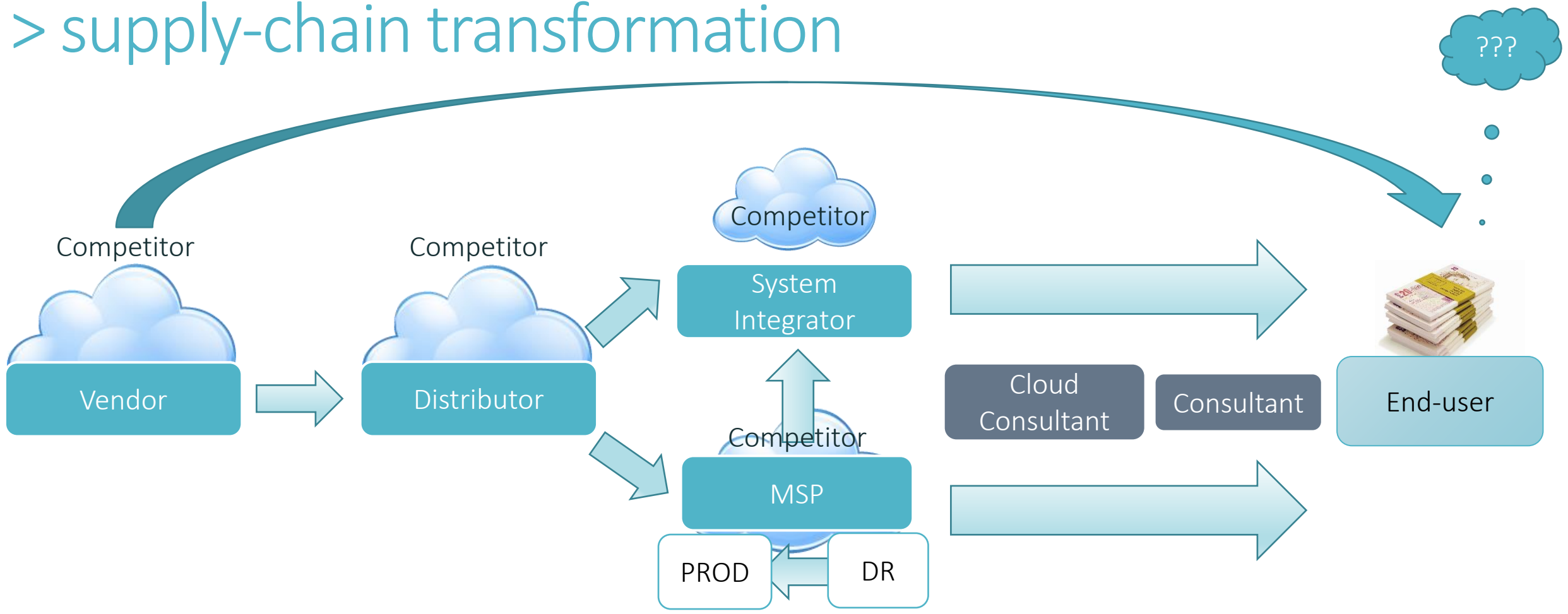
## > cloud myth-busting

- People know what cloud computing is all about
  - Enterprise and SME customers know...
  - IT industry reps know...
  - People follow a common definition framework...
- I virtualised, therefore I am using Cloud Computing
- Everyone is outsourcing IT to the (Public) Cloud – GM example, Zynga
- The IT industry have clear, coherent strategies with regards to Cloud Computing and know what they are talking about – VMware, Dell, IBM?
- People understand the “virtual” world – yeah right...
- Cloud is panacea – (joke)
- Governments in western Europe are in the cloud

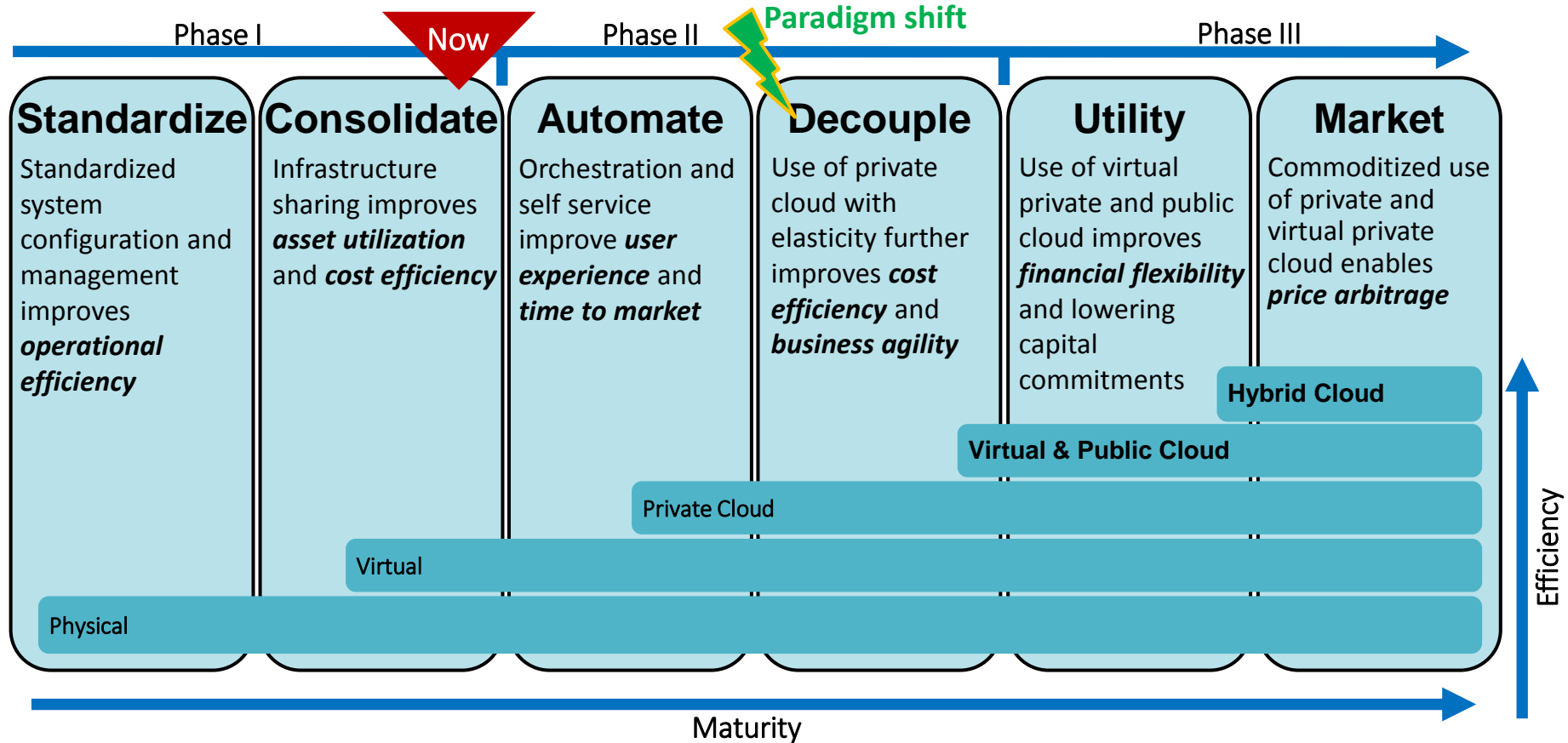
# > supply-chain transformation



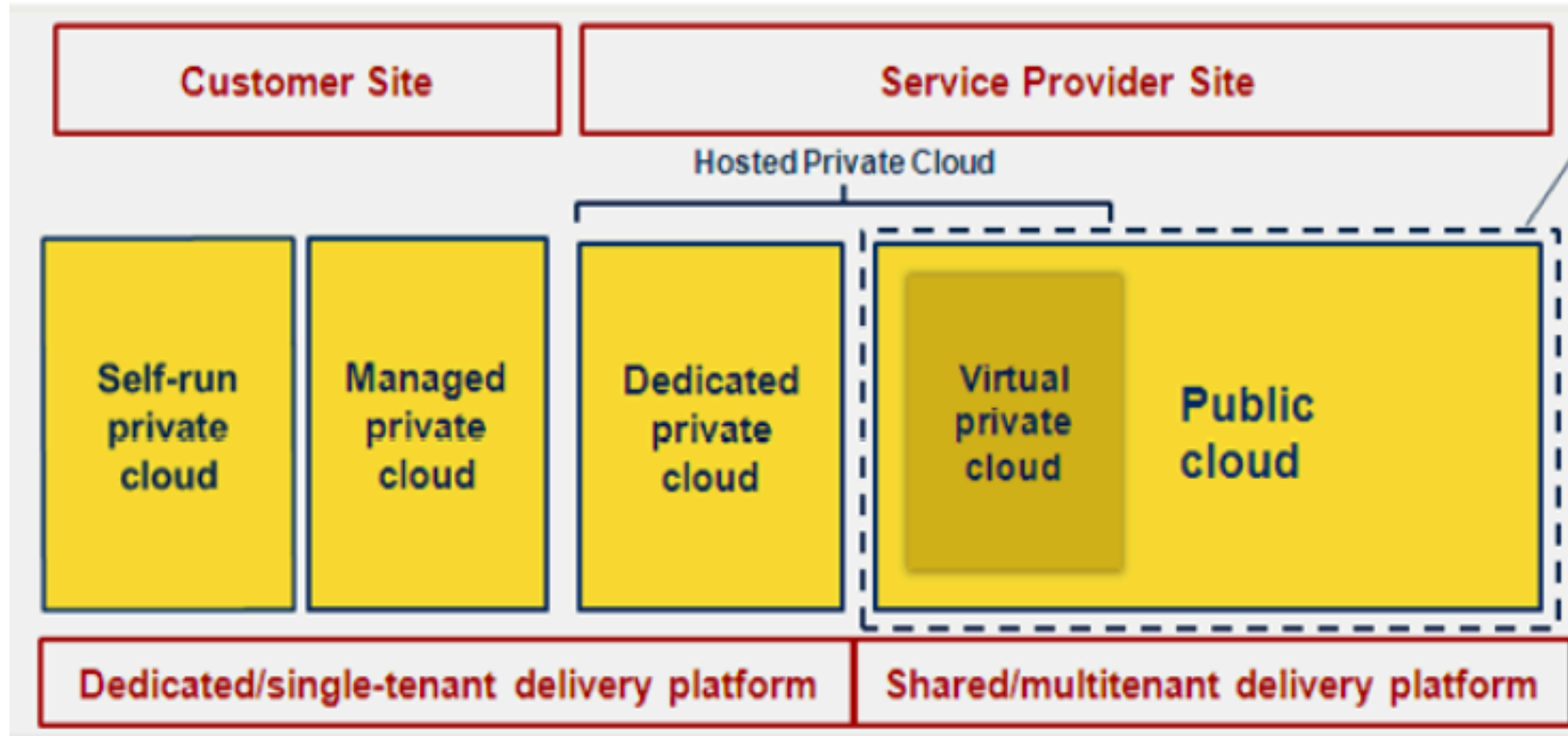
# > supply-chain transformation



# > Cloud realisation is a business-reorientation process!!!



# > The war landscape



IDC, 2012

# > Cloud wars v 1.0: Amazon (AWS) vs Others

- No cloud standard = no real cloud adoption for the last 2-3 years (at least off-site)  
End-users are still afraid of vendor lock-in (and not only...)
- Security/compliance = ask the right questions, where is my data?  
Patriot act huge opportunity for European cloud providers
- Cloud-in (AWS) vs Cloud-out (VMware) approaches
  - VMware's strategy: after dominating in-house enterprise market, they were after the MSPs (Managed Service Providers) to offer vCloud
  - AWS are the opposite: put your stuff on our cloud...
- AWS – VMware vCloud ecosystem = 1 – 0



# > Cloud wars v2.0: AWS vs VMware

- AWS – VMware Hybrid Service = ?
- **Vendors:**
  - VMware are trying to get their marketing right (still) and products interoperable
  - Amazon are trying to convince enterprise users (SLAs?)
  - Microsoft as of 2012 have a IaaS offering, still behind
  - Citrix are dominating only the Desktop virtualisation (VDIs)
  - Rackspace, Claranet, Savvis, Terremark, Bluelock, iLand, IBM mix'n'match...
- **Enterprise end-users:**
  - are waiting, mainly using SaaS (email, salesforce, gapps...)
  - IaaS is for website bursting, big data and disaster recovery
- Converged everything is the new trend (orchestration tools that can manage multiple hardware/hypervisors/clouds etc)
- Cloud has been broken down to different technologies rather one buzzword

# > Cloud wars v2.1: AWS vs VMware vs OpenStack

- And then OpenStack came...
  - Everyone is supporting (including VMware)
  - Midmarket MSPs are not really using it (Rackspace and HP are the only big ones that did)
  - Although gaining ground, it is under heavy pressure to become the cloud standard
  - Experts seem to believe it will be the standard
- OpenStack: an open source operating system for massively scalable clouds
  - thousands of developers spanning hundreds of organizations globally
  - lower hardware costs by using commodity hardware
  - minimal software costs – free by design
  - zero lock-in, better interoperability and future-proofing
  - enables best of breed, modular implementations
- Telcos and banks are excellent use cases

> one slide on what



do...

- Based in Athens, targeting the local SE geographies
- end-to-end **delivery of turn-key, lightweight clouds**, mainly based on OpenStack
  - professional services and specialist, practical consulting on:
    - enterprise-class cloud implementation
    - business transformation
    - help on product positioning and go-to-market strategy (for IaaS providers)
- training and skills transfer on OpenStack and cloud technologies

## > take-away points

- Cloud Computing has caused disruptive changes within the industry
- The Industry have failed to communicate correctly what Cloud Computing is all about
- Cloud Computing starts from the business
  - Public Cloud is not for everyone and everything
  - Private Cloud has not matured yet
- The war is between AWS and VMware/everyone
- OpenStack is the “kid on the block”

> thanks for listening

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> Appendix

# > disruptive transformations

- IT industry's MKT/evangelising and internal/external education failed miserably
- The recent cloud-ification of everyone, left everyone competing with everyone and decision-makers are more than ever confused
- Most of the Telcos/ISVs/MSPs even Sis/Hardware vendors are trying to play the cloud game but:
  - Do not get the cloud business models
  - Do not have the know-how
  - and do not know what technology to invest in!!!
- TELCOS can benefit from their customer reach while investing at IaaS flexible platforms – most of them are doing exactly that in Western Europe
- DR is an excellent way of cutting costs
- TEST/DEV is an excellent way of increasing flexibility (ie cutting costs)
- most of the revenue comes from consulting/professional services and commodity services (meaning storage/backup)
- Enterprise File Sync and Share (aka Dropbox for enterprises) is a big thing

## > disruptive transformations

- Converged everything is the new trend (orchestration tools that can manage multiple hardware/hypervisors/clouds etc)
- Cloud has been broken down to different technologies rather one buzzword
- Many users are asking for functionality rather than IaaS but they don't know how to ask for *Desktop as a Service* or *Software-as-a-Service*
- Technically-driven, fails from business-side, not financially sound, leads to increased costs
- Carried-away from success stories (the best effort SLA can punish you)
- Application migration cost and time due to applications being infrastructure-dependant