

Cloud Computing for Enterprise IT

What is an enterprise hybrid cloud? What are the non-technology challenges? How are clouds managed? How do I justify cloud? How critical are service level guarantees? What are the business benefits? What about my current investment? How important is virtualization? Which cloud is right for me? What is cloud? How secure is my data? What should I look for in a service provider? What are the advantages of cloud?



Meet the presenter



Eric Hulbert

Opus Interactive CEO & Co-Founder

Eric earned his degree in Computer Science Engineering from Oregon State University. He is a 2010 recipient of the Council of Outstanding Early Career Engineers Award from OSU and is a current member of the Portland chapter of Entrepreneurs' Organization (EO).

Eric holds the following industry certifications:

- VMware VSP 5 / VSP 5 - Cloud
- VMware VTSP 5 / VTSP 5 - Cloud
- VMware vCA
- ITIL Foundations Certified
- MCSE + Security
- MCSE + Messaging
- MCTS: Hosting
- MCTS: Virtualization

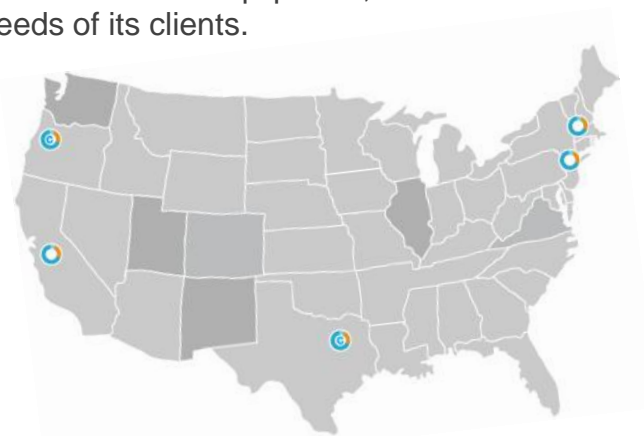
About Opus Interactive



*Opus Interactive
Portland Data Center*

Opus Interactive is a Portland-based company providing services from Tier III+ data centers in Portland, Santa Clara, Dallas, Wall Township NJ, and New York. Founded in 1994, the PCI compliant and SAS70-certified company specializes in consistent delivery of customized business-critical cloud and colocation services to companies that depend on online/networked operations.

A member of the International Managed Services Provider Alliance, Opus Interactive has earned a reputation for superior service and a willingness to go beyond “out-of-the-box” solutions to build customized networks based on the individual equipment, scalability, budget and future growth needs of its clients.



Webinar agenda

- Benefits of cloud computing
- Getting from Point A to Point B
- Finding the right data center and provider
- Questions & Answers
- iPad Mini Giveaways!

But first, a quick poll.

Cloud computing is the future model of IT.

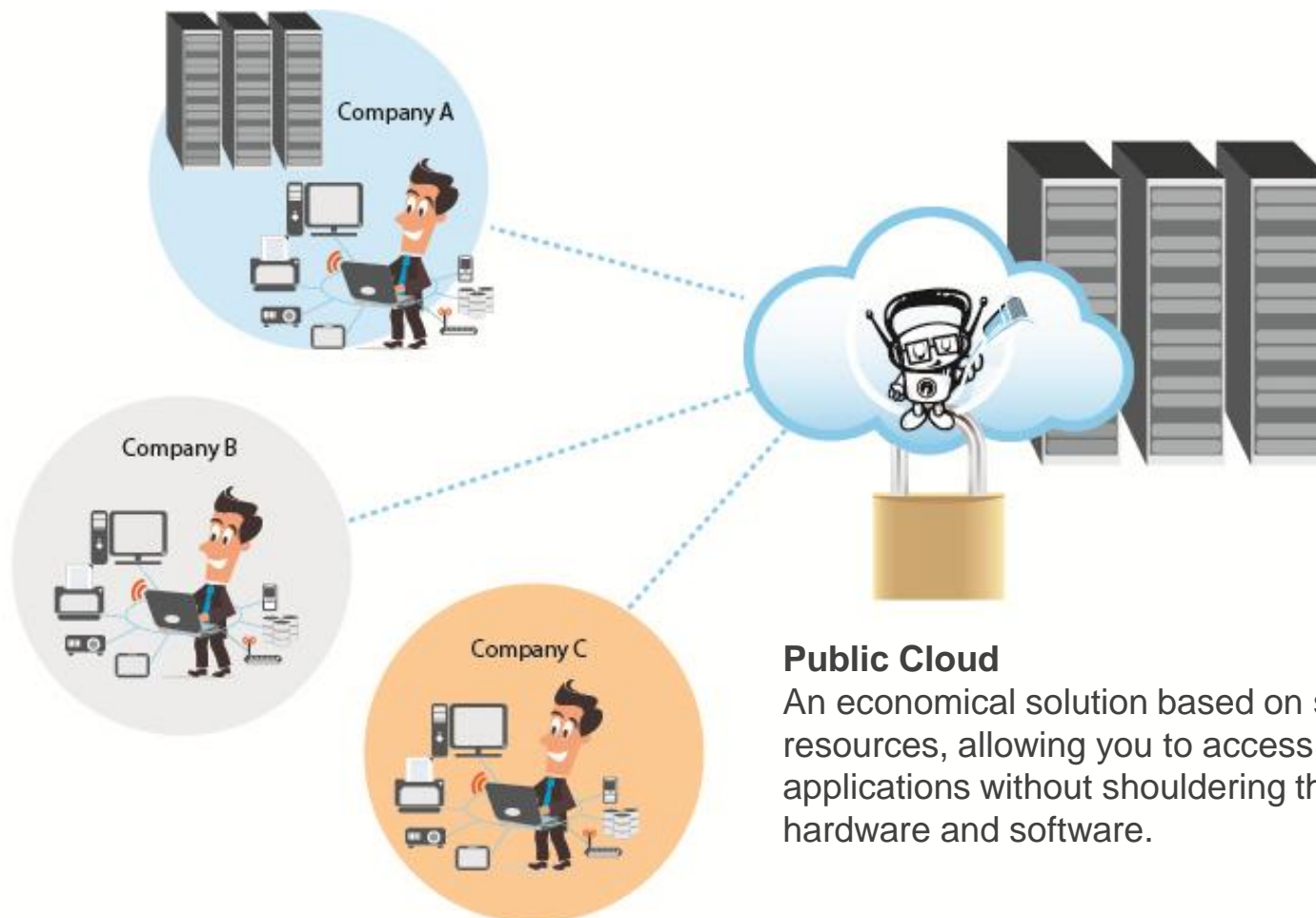
- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly disagree

88% of IT leaders rate
cloud computing as a
priority over the next
18 months

60% of enterprises
are currently
adopting

26% of budgets have
been allocated

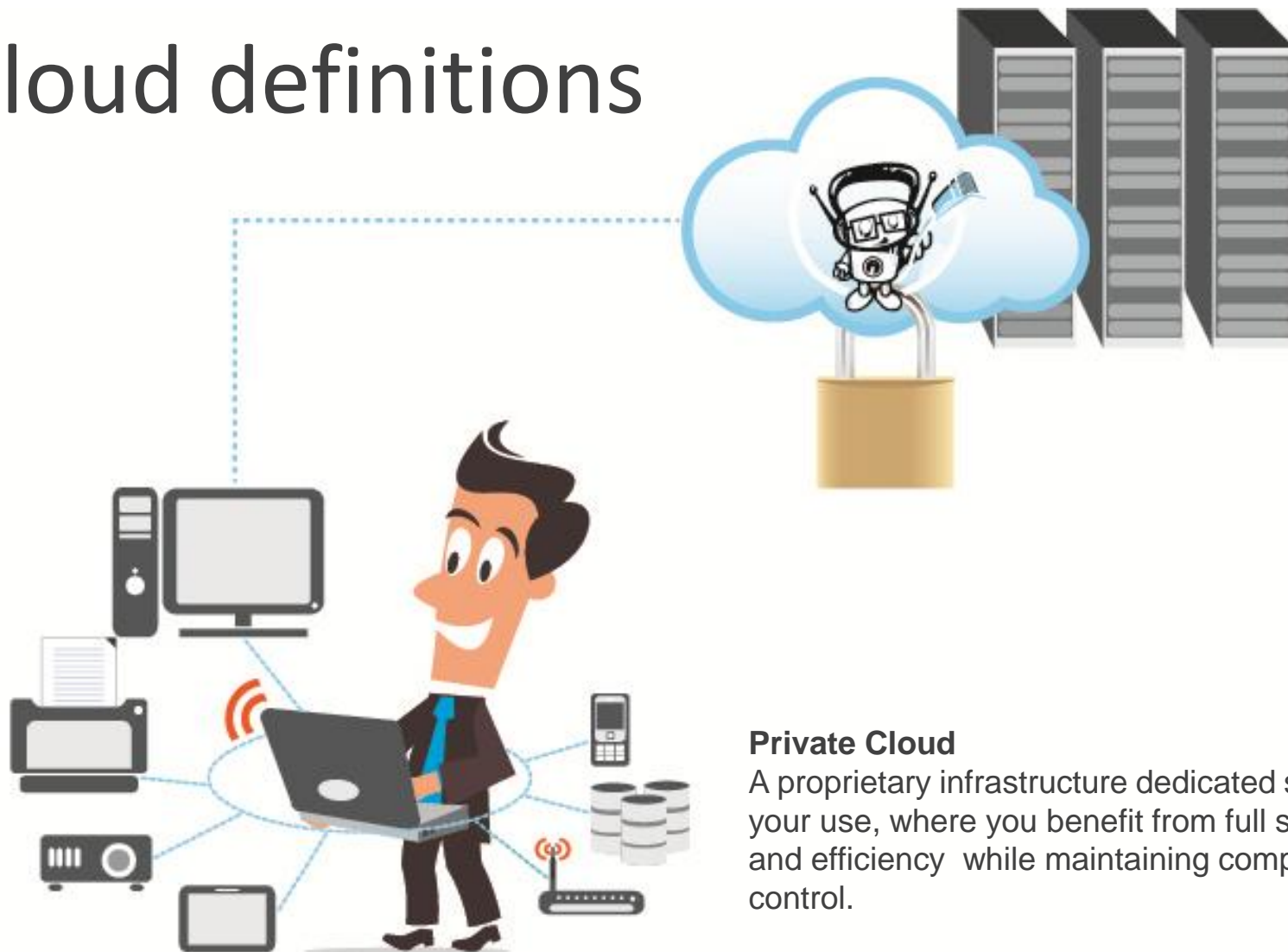
Cloud definitions



Public Cloud

An economical solution based on shared resources, allowing you to access your data and applications without shouldering the costs of hardware and software.

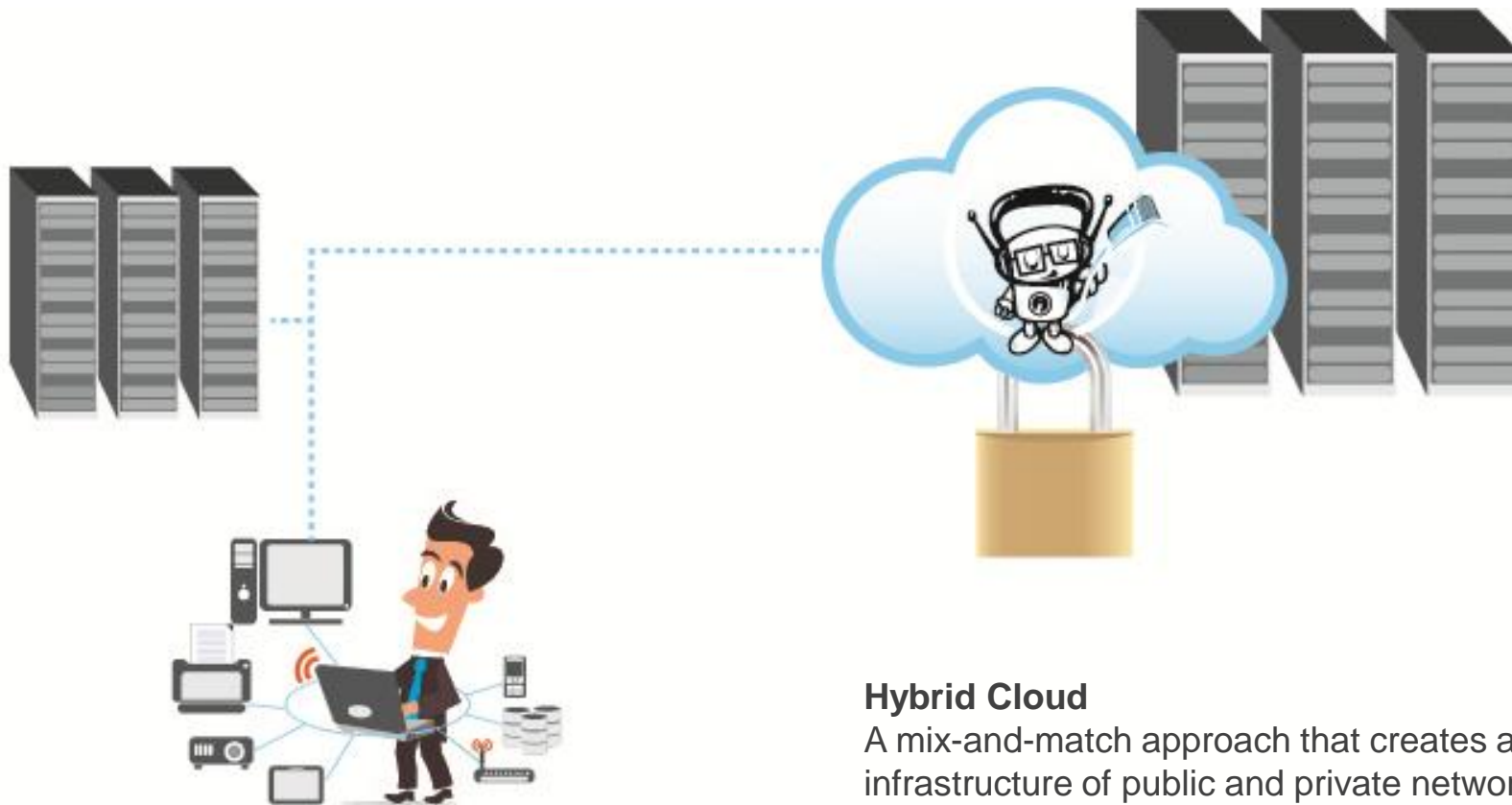
Cloud definitions



Private Cloud

A proprietary infrastructure dedicated solely to your use, where you benefit from full scalability and efficiency while maintaining complete control.

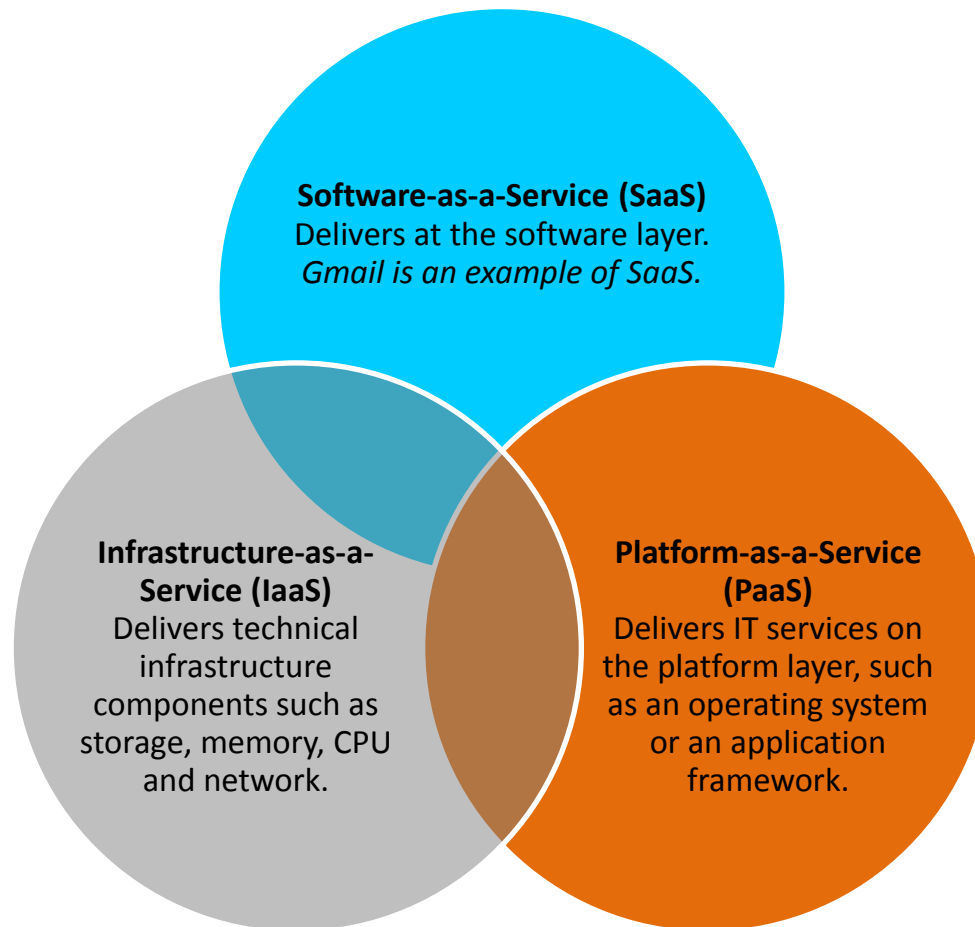
Cloud definitions



Hybrid Cloud

A mix-and-match approach that creates an ideal infrastructure of public and private network layers to achieve business agility, budget and data security.

Types of cloud usage



Benefits of cloud computing

Benefits

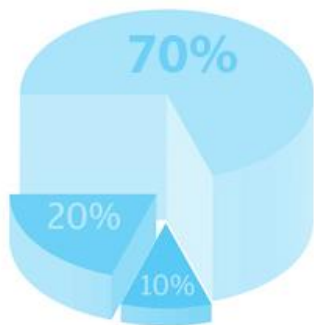
- ✓ Efficiency through utilization and automation
- ✓ Delayed IT/datacenter expansion
- ✓ Lower total cost of ownership (TCO)
- ✓ Agility with control
 - Self-service access simplifies IT services
 - Faster response times
- ✓ Freedom of choice
 - Existing OS and application
 - You decide how much to virtualize

Who wants an iPad Mini?
(Survey 1 is being emailed to you right now.)

Switching to cloud computing has:

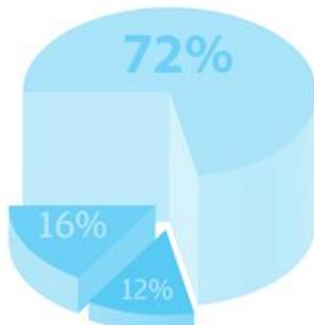
Simplified IT management process

Agree

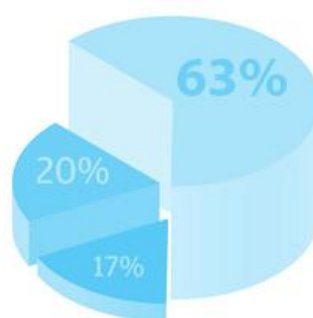


Neutral Disagree

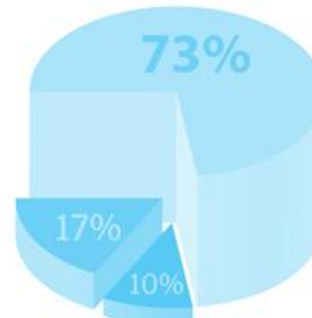
Improved end-user experience



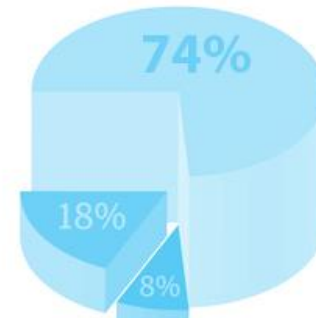
Decreased IT performance challenges



Reduced the cost of infrastructure



Alleviated internal resource pressures



More Benefits

Financial Energy

Capital costs reduced by 50-60%

Delayed datacenter expansion

Operational costs reduced by 25%

Human Energy

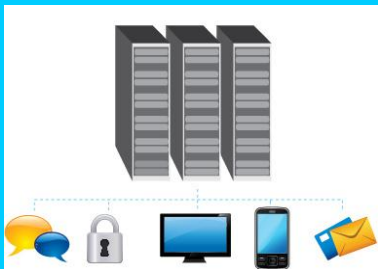
Average of 33% reduction in routine admin time (*example: provision a server in minutes*)

Earth's Energy

Up to 80% reduction in energy costs

Getting from Point A to Point B (in-house to the cloud)

Case Study: Travel Industry



The conditions

- 30 years in business
- Outgrown solution
- Critical 24x7 operations
- Sustainable practices



Their needs

- Secure Building
- Secure location
- Dedicated environment
- Managed Services
- Critical power
- Technical support
- Colocated systems



The solution

- 16 Enterprise HP blade servers
- 3 dedicated SAN nodes
- 4 virtual load balancers
- 4 virtual firewalls
- Managed Backup
- Managed Services
- Bandwidth

HARDWARE



HP C7000 w/ BL460c or BL2x220

STORAGE



HP P4000 (SAN)

HYPERVERSOR

vmware

MANAGEMENT & MONITORING



ScienceLogic™
vmware

VMware and ScienceLogic EM7

Monitoring



Case Study: Travel industry



The benefits

- Hybrid Cloud
- Modular
- Flexible
- Adaptive
- Cost-effective

Finding the RIGHT Data Center and Provider

Who wants an iPad Mini?
(Survey 2 is being emailed to you right now.)

Assessing your cloud readiness

- ✓ Analyze your portfolio
- ✓ Optimize your architecture, infrastructure and procedures
- ✓ Consider change management in IT
- ✓ Consider current/future services you need

Assessing your cloud readiness

- ✓ Outline security protocols and compliance requirements
- ✓ Determine your budget
- ✓ Find the right provider for YOU
- ✓ Outline a migration plan

Assessing your cloud readiness

- ✓ Existing Equipment
- ✓ Space
- ✓ Planning for the future
- ✓ Equipment Investment
- ✓ Great news! VMware has an online assessment tool.

<http://getcloudready.vmware.com/>

Finding the RIGHT fit for YOU

You

- Cloud Readiness

Cloud Provider

- Willingness to Customize
- Company Profile
- Support Services
- Compliance

Datacenter

- Location
- Structure

Finding the RIGHT fit for YOU

Environmental Threats

- Flooding
- Earthquakes
- Hurricanes, etc.

Environmental Systems

- Cooling
- Fire detection & suppression
- Physical security
- Water

Power Systems

- Core power
- Critical power
- Uninterruptible conditioned power
- Backup systems

Finding the RIGHT fit for YOU

Network Carriers

- Number of providers
- Flexibility to scale

Connectivity

- Tier rating
- Entrance Diversity

Efficiency

- Energy-efficiency (building)
- Infrastructure as a whole
- Equipment

Questions?

Sales@opusinteractive.com

Thank You!