



Delivering Reliable Performance from a Public IaaS Cloud

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Challenges
AHEAD

Exploding
Data
Volumes



Increasing scaling issues



Customers experience...





...variable performance!!



Problem: Slow compute



Solution: Remove contention
Manage load better



Problem: Networking bottlenecks





Solution Now: 10 GigE/40 GigE
Solution Future: Software defined networking

Problem: Variable storage performance



Solution: SSD



The Results



<http://www.screencast.com/t/Ui4v73wP5m5>

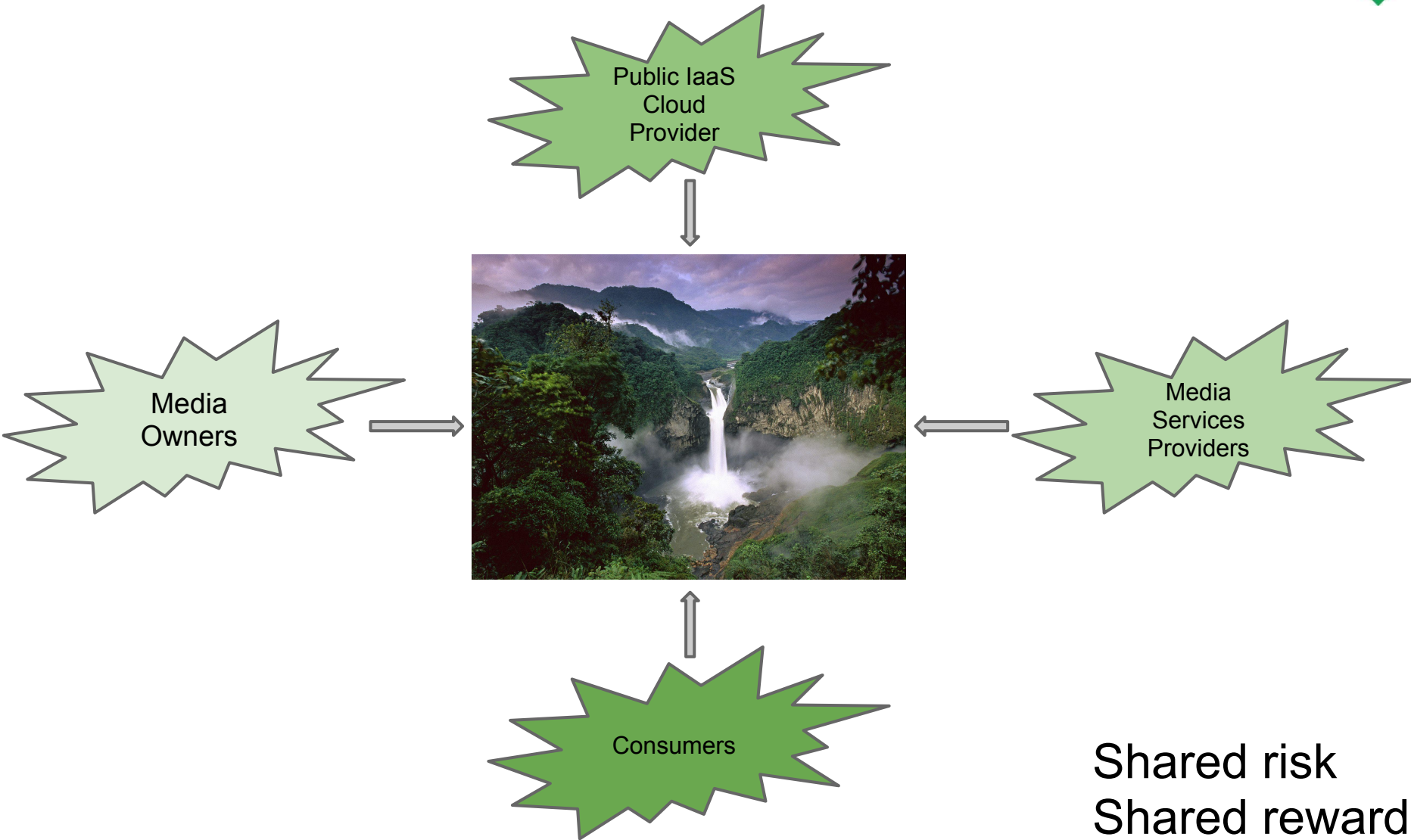
The Ecosystem Model

A dramatic landscape photograph of a waterfall cascading down a rocky cliff into a pool of water, surrounded by dense green forest and misty mountains in the background. The waterfall is the central focus, with white water contrasting against the dark rocks and green foliage. The surrounding environment is lush and vibrant, with various shades of green in the trees and vegetation. The sky is filled with soft, white clouds, adding to the ethereal atmosphere of the scene.

An **ecosystem** is a community of living organisms (plants, animals and microbes) in conjunction with the nonliving components of their environment (things like air, water and mineral soil), interacting as a system.

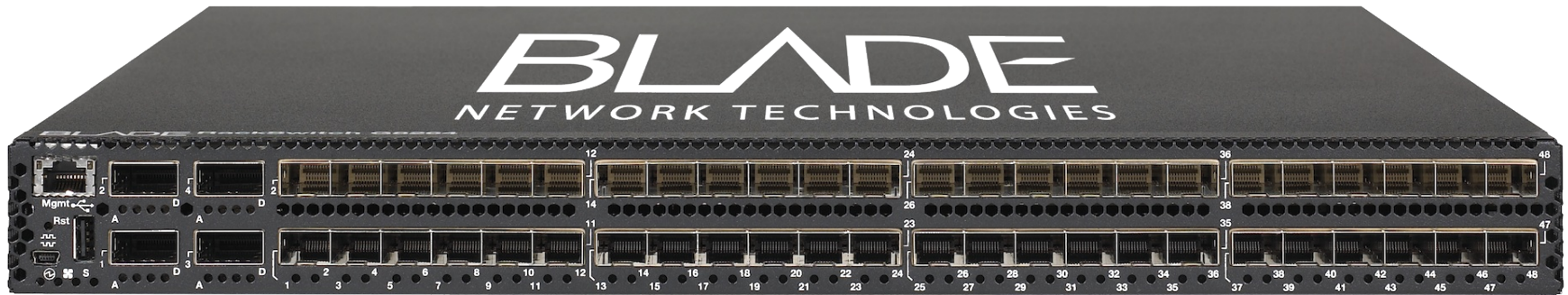


Who feeds the ecosystem?



Shared risk
Shared reward

Cloud Ecosystem advantage #1: Eliminate Data Churn



The cloud becomes a hub, a virtual switch between ecosystem participants.

Cloud Ecosystem advantage #2: Elasticity



Infrastructure should be organic, shaping itself to customer requirements over time.

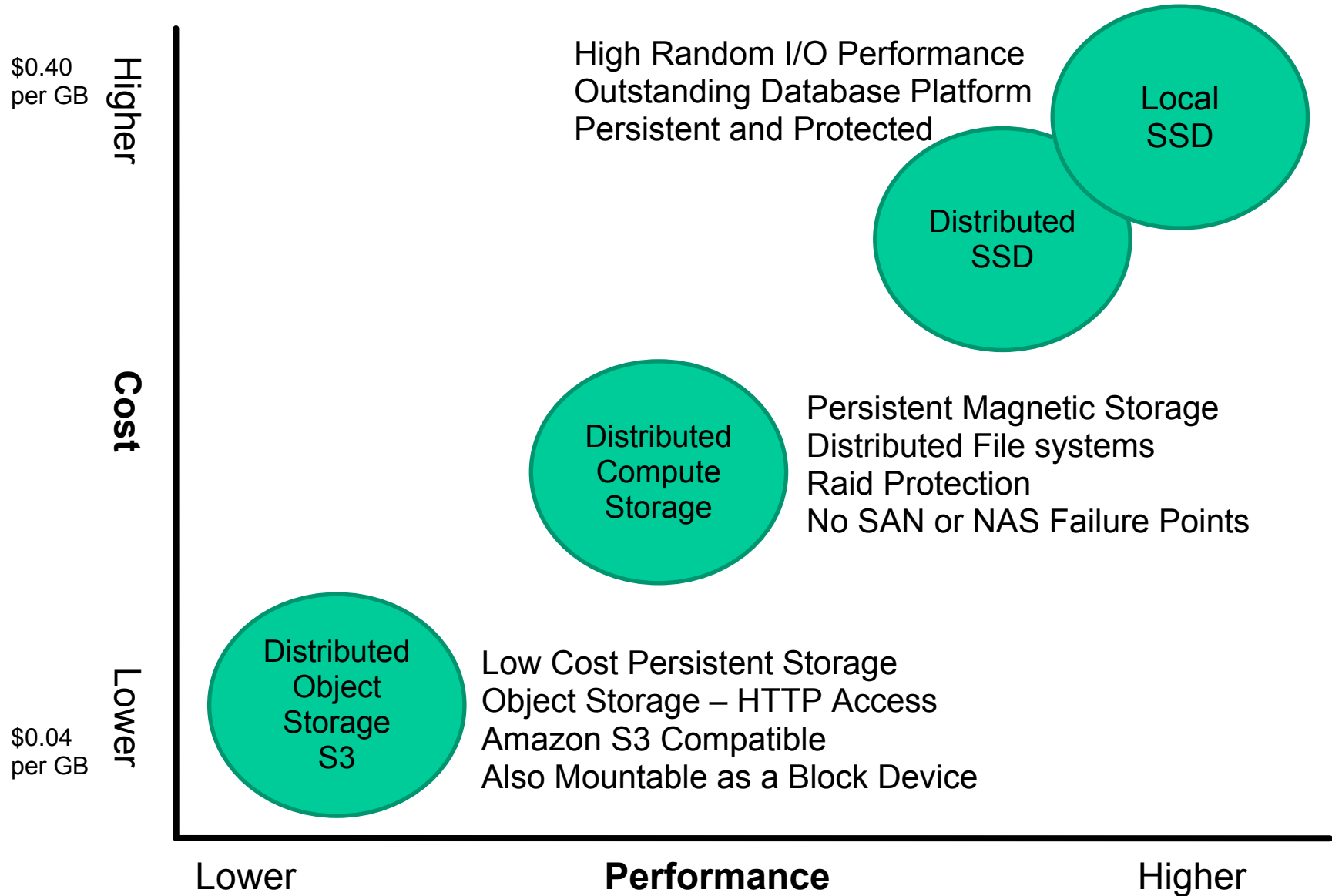
Requirements define the infrastructure; services should not be limited by inflexible infrastructure.



Cloud Ecosystem advantage #3: Increased Service Choice



Tiered Storage: Our Value Proposition



Results delivered



Customization

Purchasing
Efficiency

Unrivalled Price/Performance

Predictable
costs

You are invited!



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