



YOUR CLOUD

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Drive IT Transformation

Overview

- LANDSCAPE
- PIECES & PARTS OF CLOUD
- THE CLOUD SOLUTION
- THE JOURNEY

Drive IT Transformation



LANDSCAPE

Drive IT Transformation

The Shifting Landscape

Work Style



Applications



Devices



Delivery Methods



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Reality for IT

- IT Departments are face a mounting set of challenges and pressures to **increase the service levels, response time, and business value** of their organizations.
- External service providers such as Amazon, now provide an **'external rate' card** that internal customers are using to benchmark the cost and capability of IT organizations.
- IT customers, stakeholders and **Line of Business owners are challenging the costs structures of their IT organizations**, asking what they are getting for their money, and/or why they can't get the same level of service as they can from external suppliers.

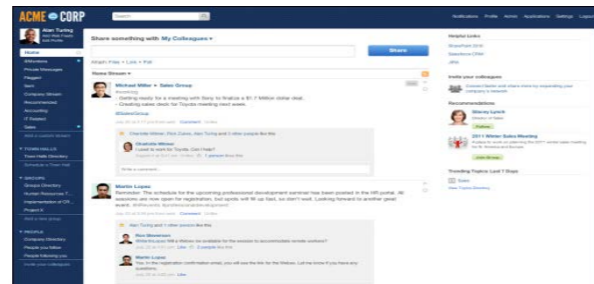
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IT is Shifting Focus

Empowered,
Secure Mobile
Workforce



Faster
Time-to-Market
for Modern
Applications



A More Flexible,
Scalable, Efficient
Infrastructure
for All Apps



Existing Datacenters



Cloud Services

Paul Maritz
CEO



“VMware enables our customers’ success by **simplifying**
and **automating** IT in the Cloud Era.”

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Future of Cloud Computing



80%

of new commercial enterprise apps will be deployed on cloud platforms in 2012

predicted cloud computing market in 2020

\$241B



2.7ZB

predicted volume of digital content, up 48% from 2011

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PIECES & PARTS OF CLOUD

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Gartner's Insight to Cloud

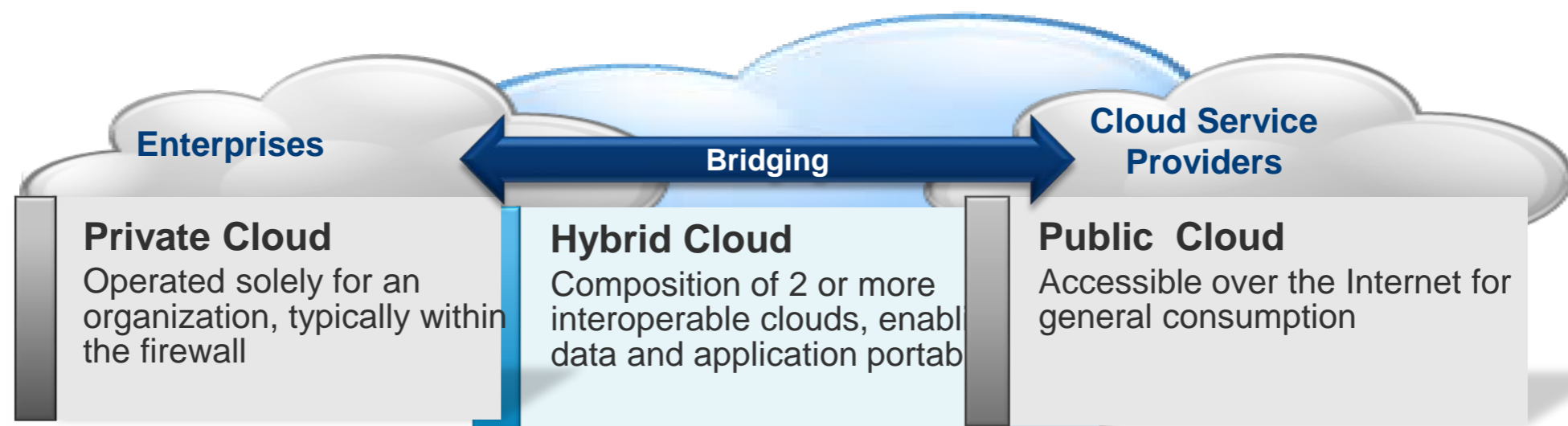
Cloud Computing is an *approach to computing* that leverages the efficient pooling of on-demand, self-managed virtual infrastructure, consumed as a service.

Gartner's clients consider agility and speed to be the most important motivating factors in building private cloud computing solutions but they face difficult cultural, process, business model and political challenges that should be handled early in the development of a private cloud service.

Efficiency thru Utilization and Automation

Agility with Control

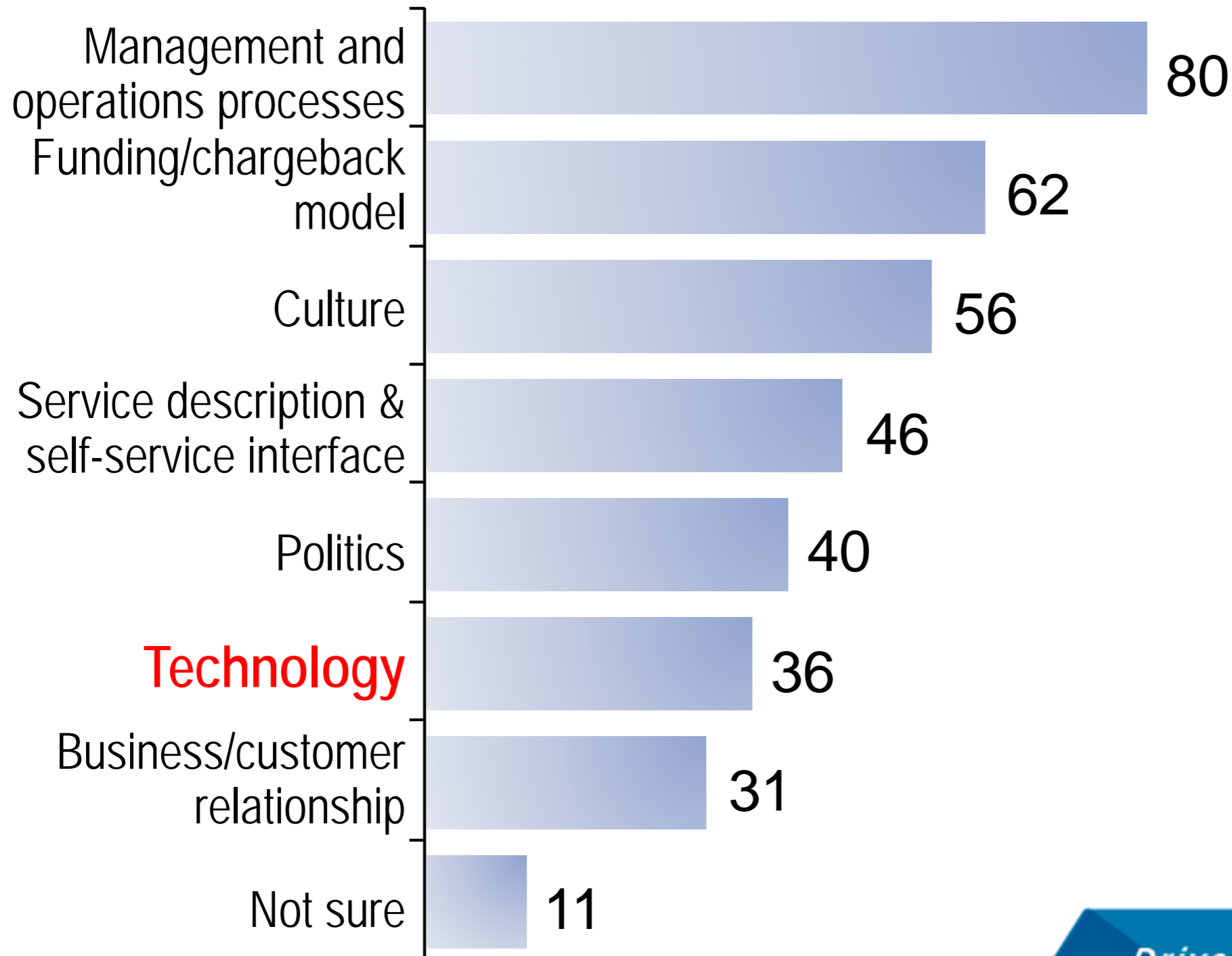
Freedom of Choice



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Organizational Shift

What are your three biggest challenges in creating a private cloud computing service?



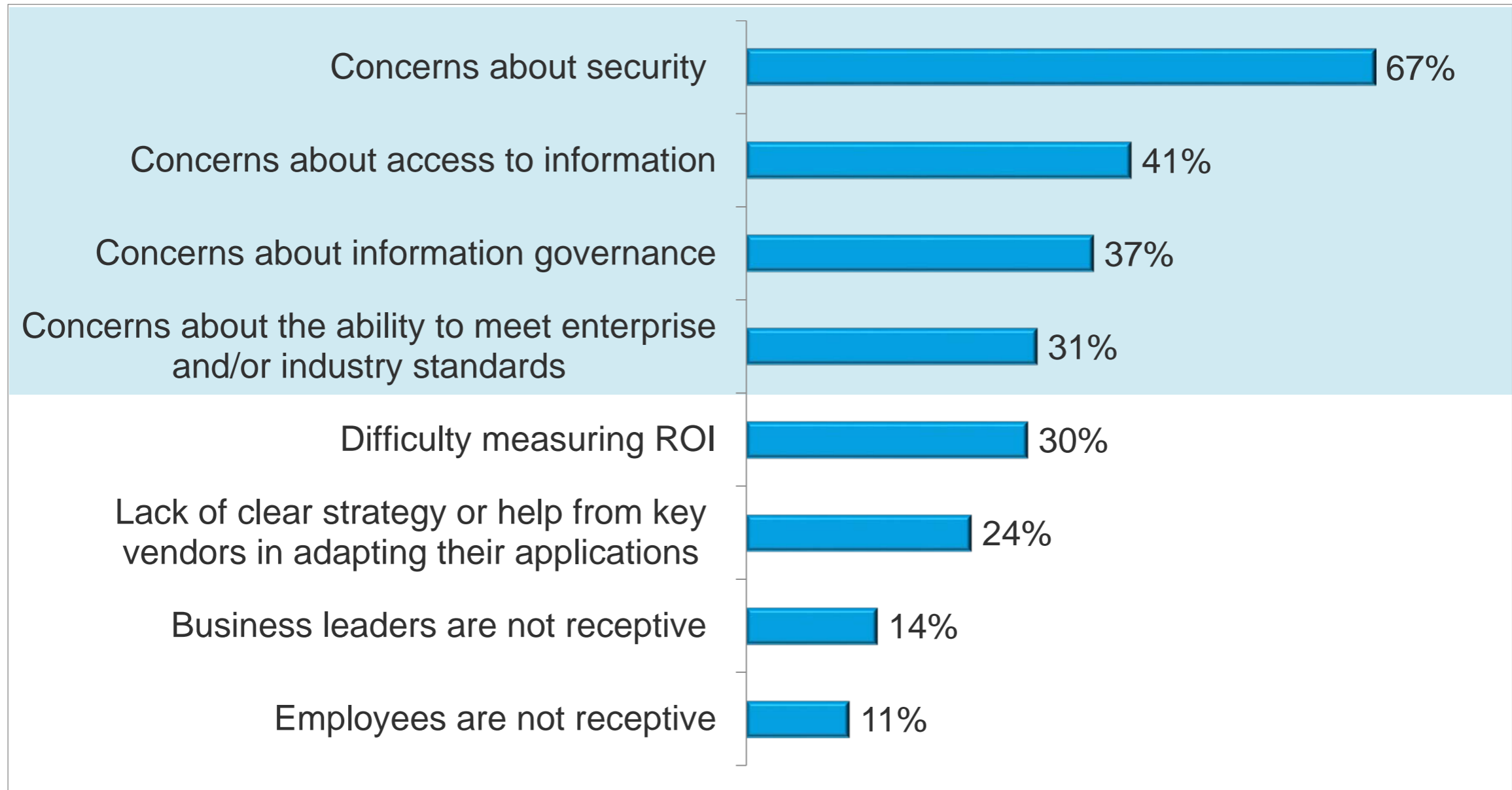
Gartner Data Center Conference Poll, December 2010

N = 167

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Security & Compliance Concerns Too

Q.What are the top challenges or barriers to implementing a cloud computing strategy?



Top 4 Concerns Relate to Security or Compliance

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Whose Cloud IS IT?



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THE CLOUD SOLUTION

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Cloud Is the Answer

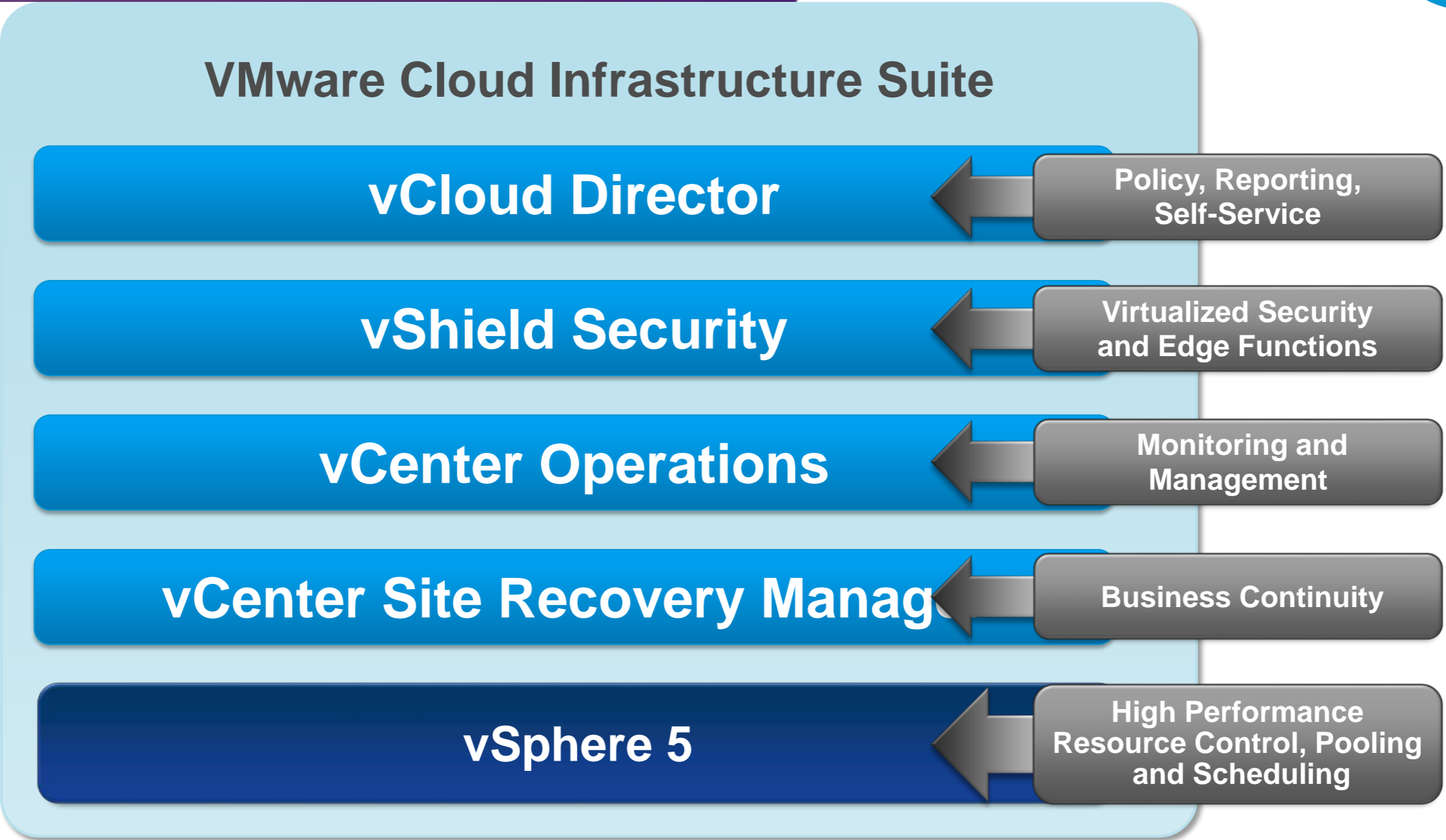
Many CIOs or IT organization say they want to “do cloud” they don’t necessarily know what this means, why they need it, or what it will take to transform the IT organization into what the business needs it to be.

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The Cloud Equation

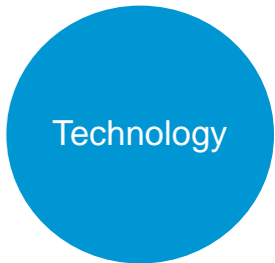


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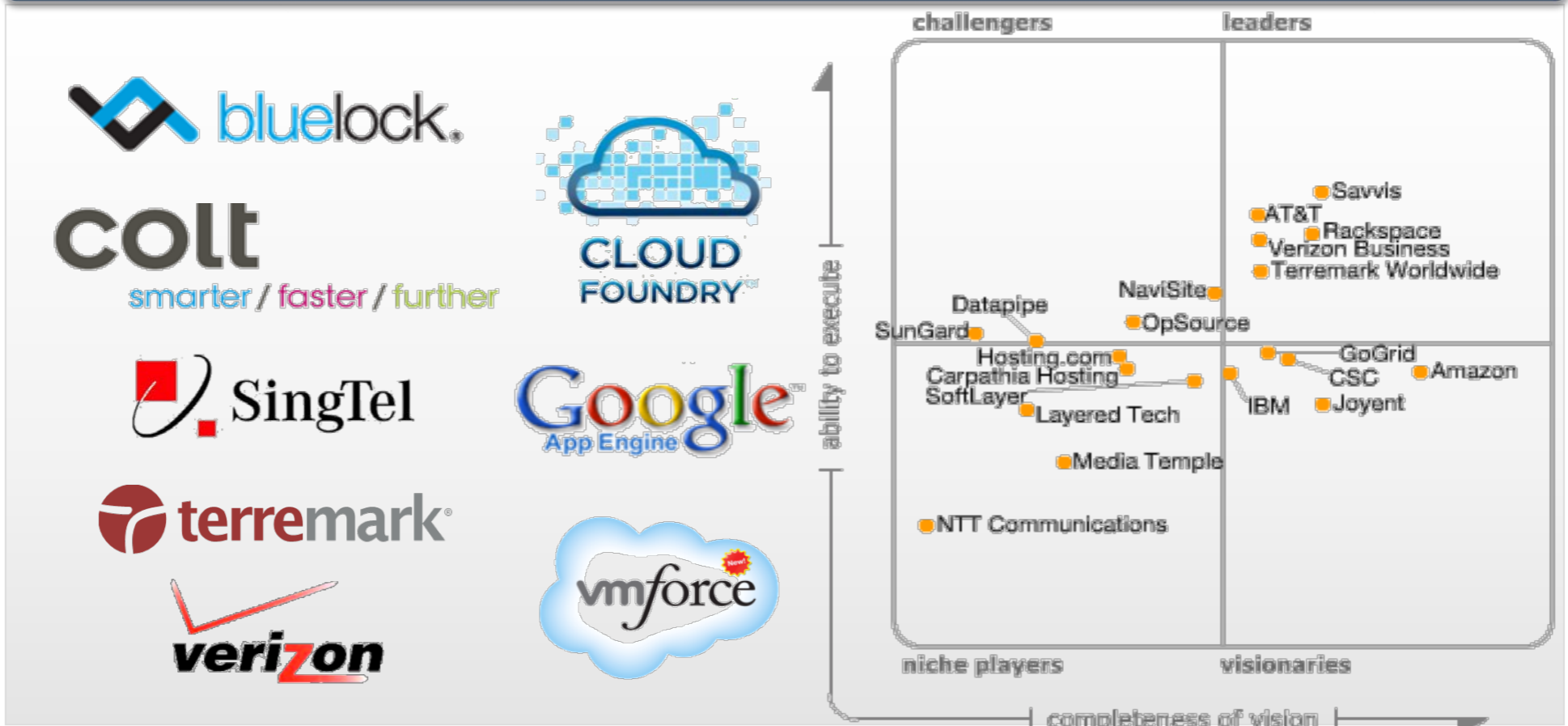


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One Technology Platform for Private, Public & Hybrid

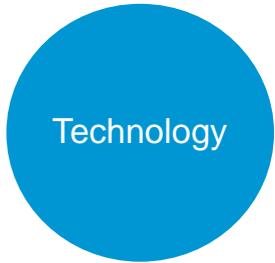


VMware Empowers an Ecosystem of Choice



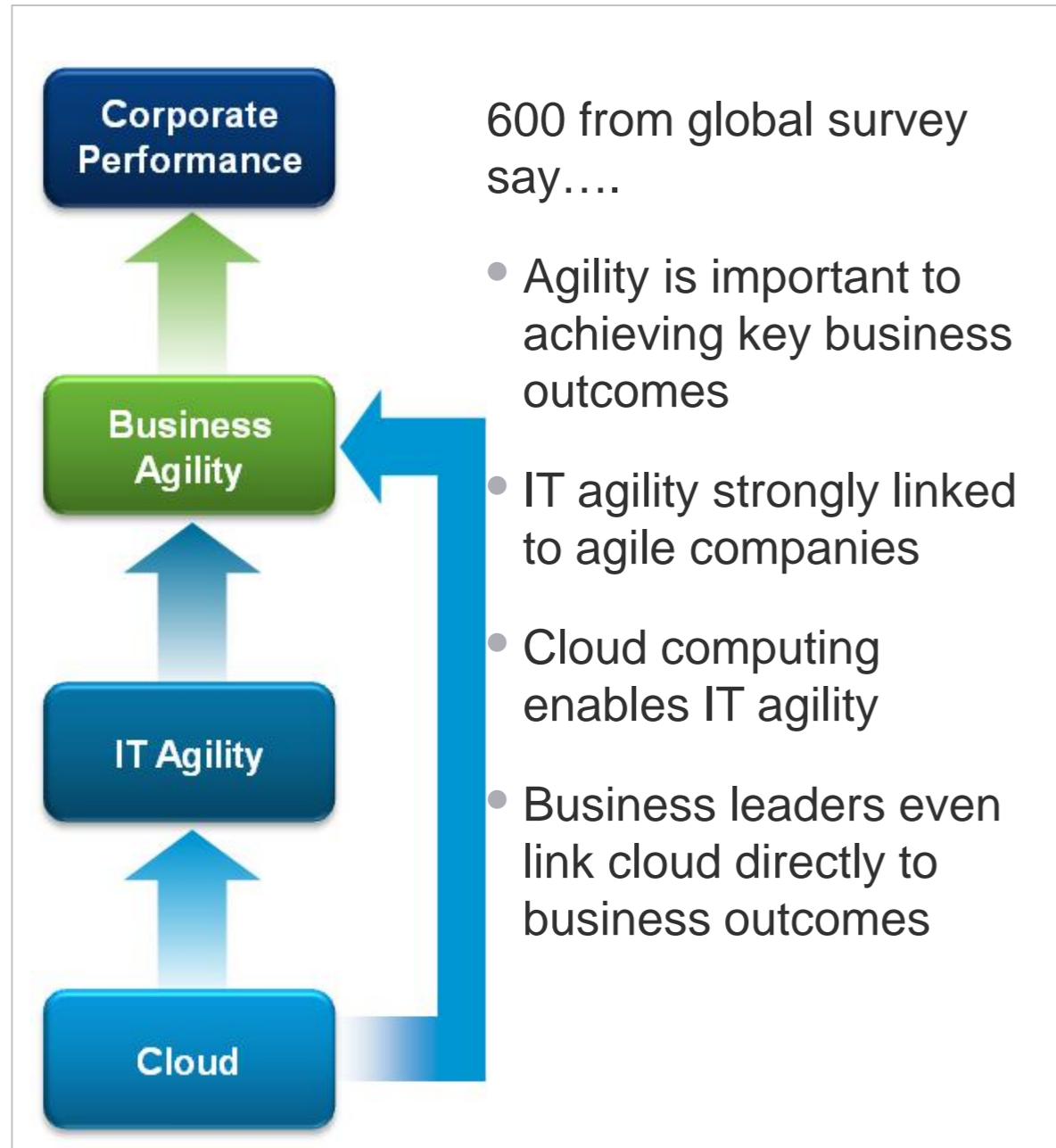
As of December 2010





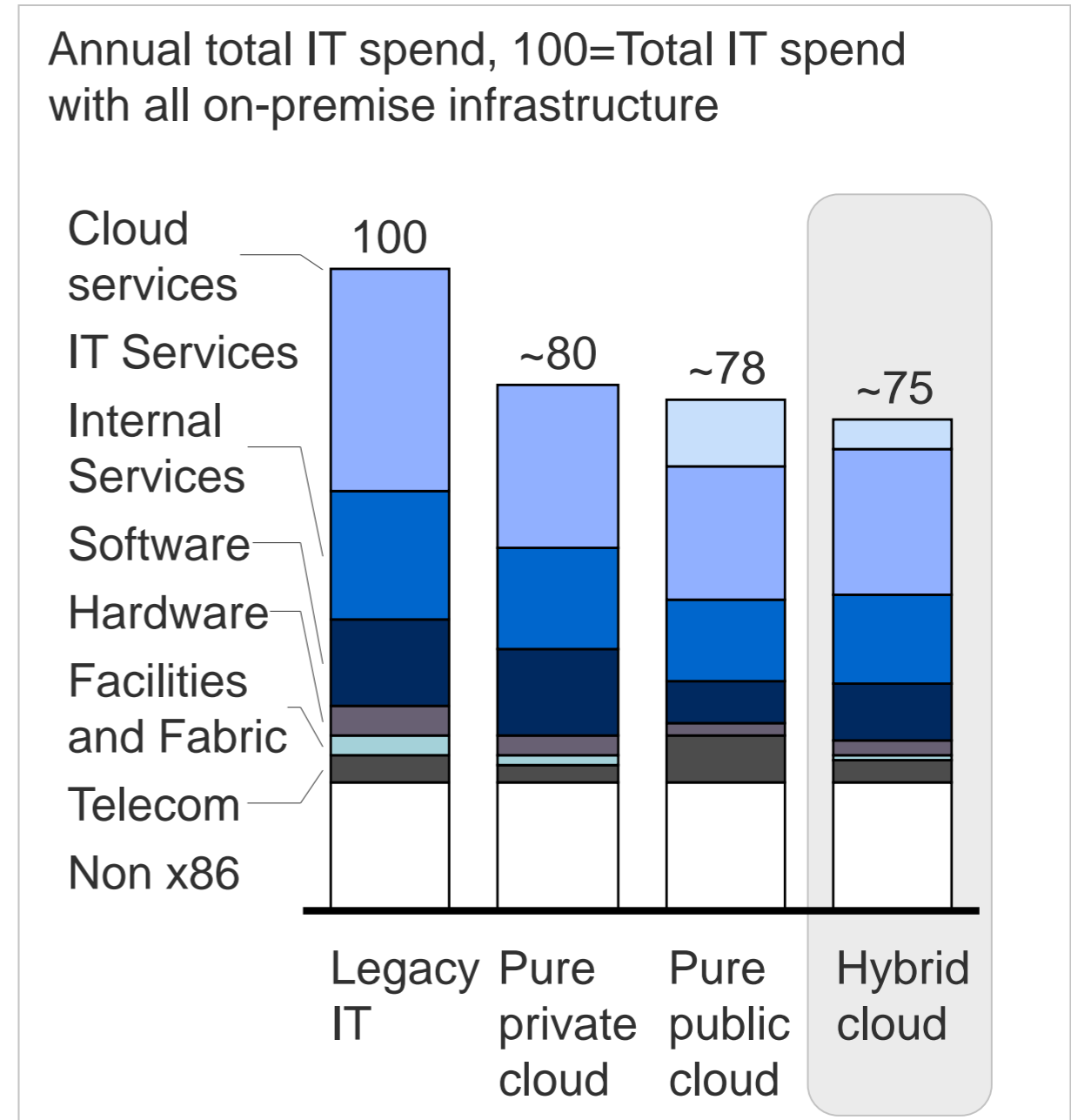
Where is the Best Compute Value

63% of business leaders agree that cloud can make their business more agile and responsive



SOURCE: Global Business Agility Survey, February 2011

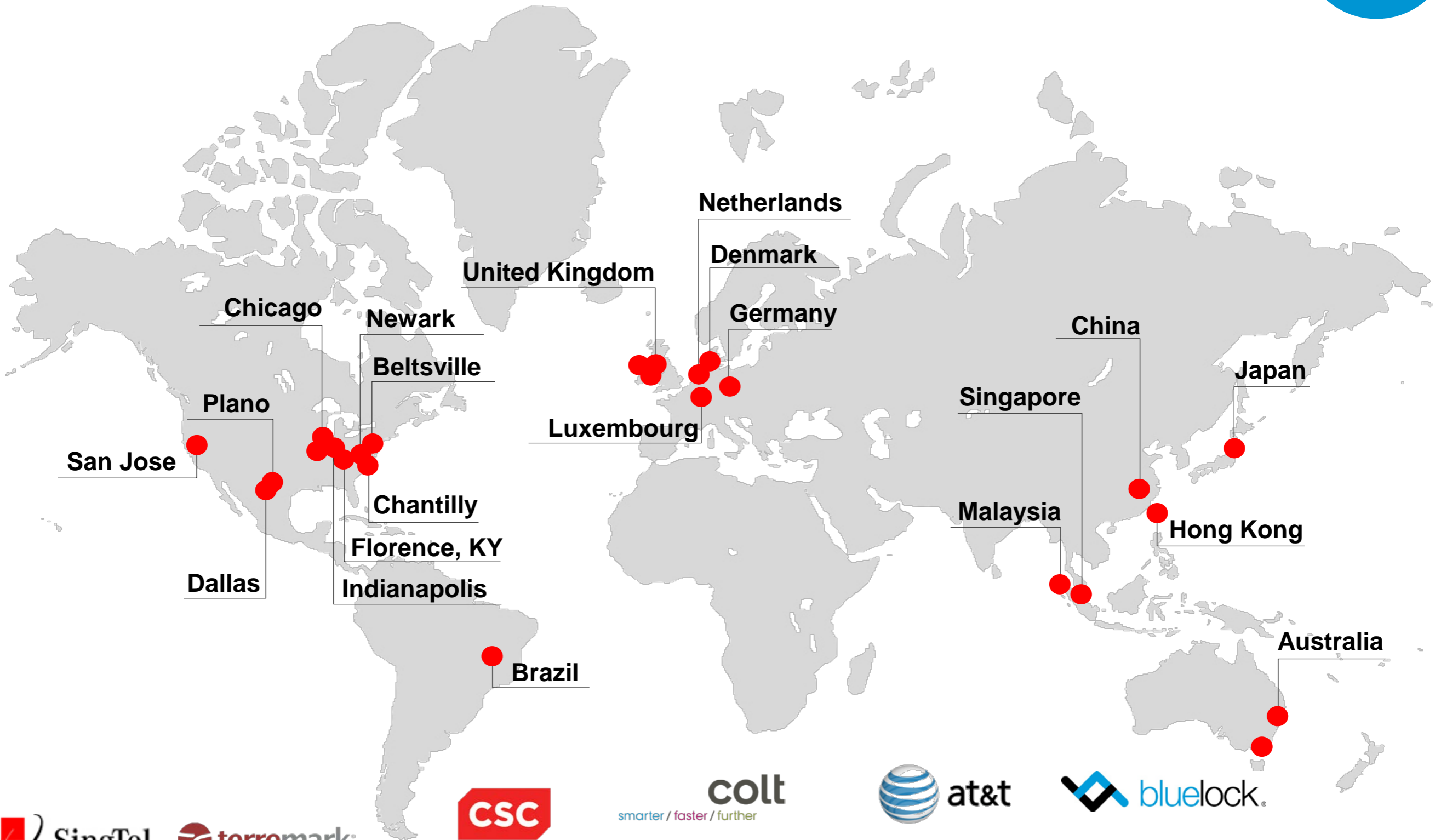
...and hybrid cloud deployments would reduce typical total IT spend by ~20-30%



SOURCE: Gartner, IDC market data; Gartner IT Key Metrics Data 2009; EMC and VMware team analysis



Global Consistent Service - VCD



Hybrid Is Already Available

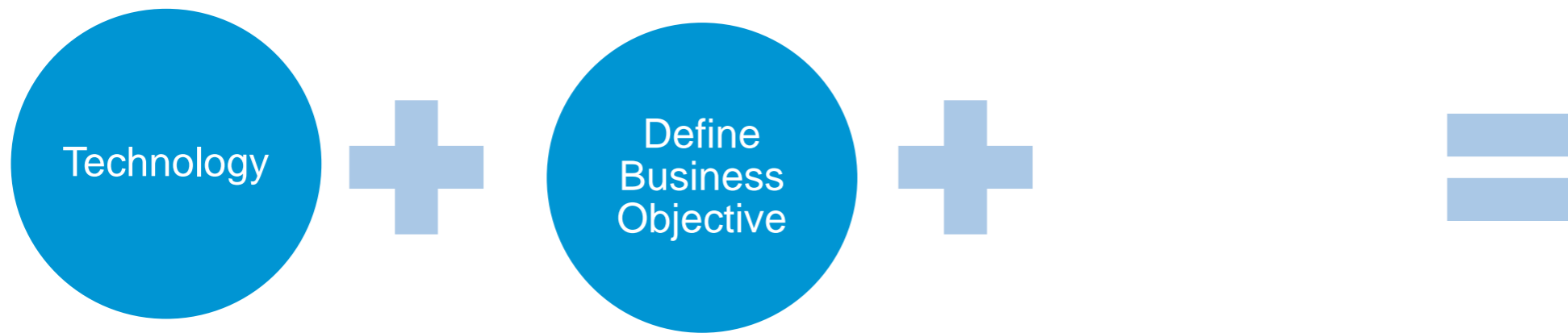


<http://vcloud.vmware.com/vcloud-ecosystem/>

The screenshot shows the VMware vCloud website interface. On the left is a navigation menu with categories like "vCloud Ecosystem" and "Community". The main content area is titled "Find a vCloud Services Provider" and includes a search filter section with dropdowns for "All Service Types" and "All Regions", and a checkbox for "Test Drive". Below the filters is a list of service providers: bluelock (Bluelock Virtual Datacenters), bluemile (Bluemile's Cloud), Carrenza (Carrenza MyVDC Service), and CDW (CDW Infrastructure as a Service). A "TEST DRIVE" button is visible next to the bluelock entry. A callout box in the top right of the main content area says "Apply for a public cloud evaluation from participating vCloud Service Providers" with a link to "Test Drive Offers".

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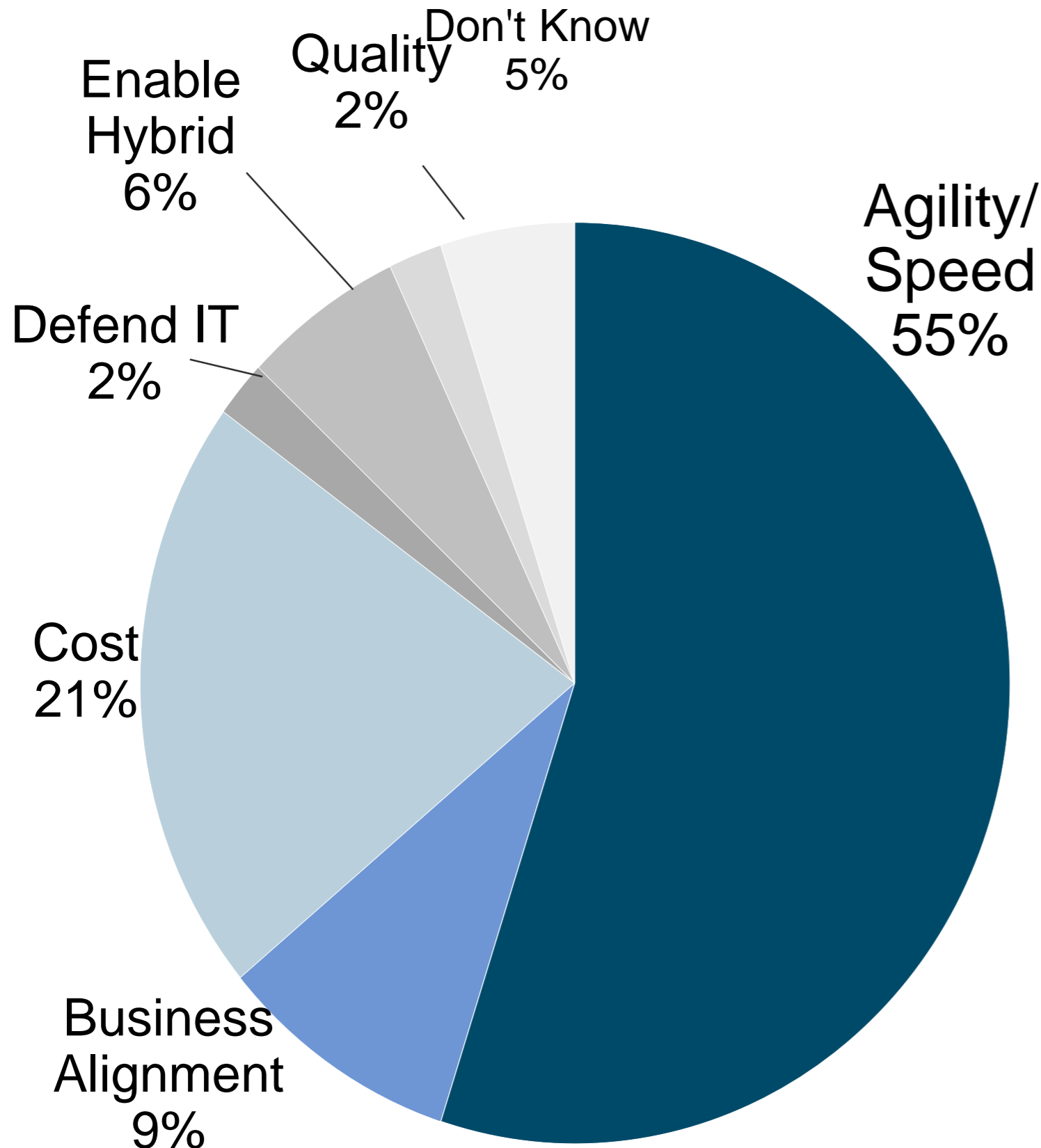
The Cloud Equation



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Cloud Should Drive Agility

Define Business Objective



Q: What is your main driver in moving to private clouds?

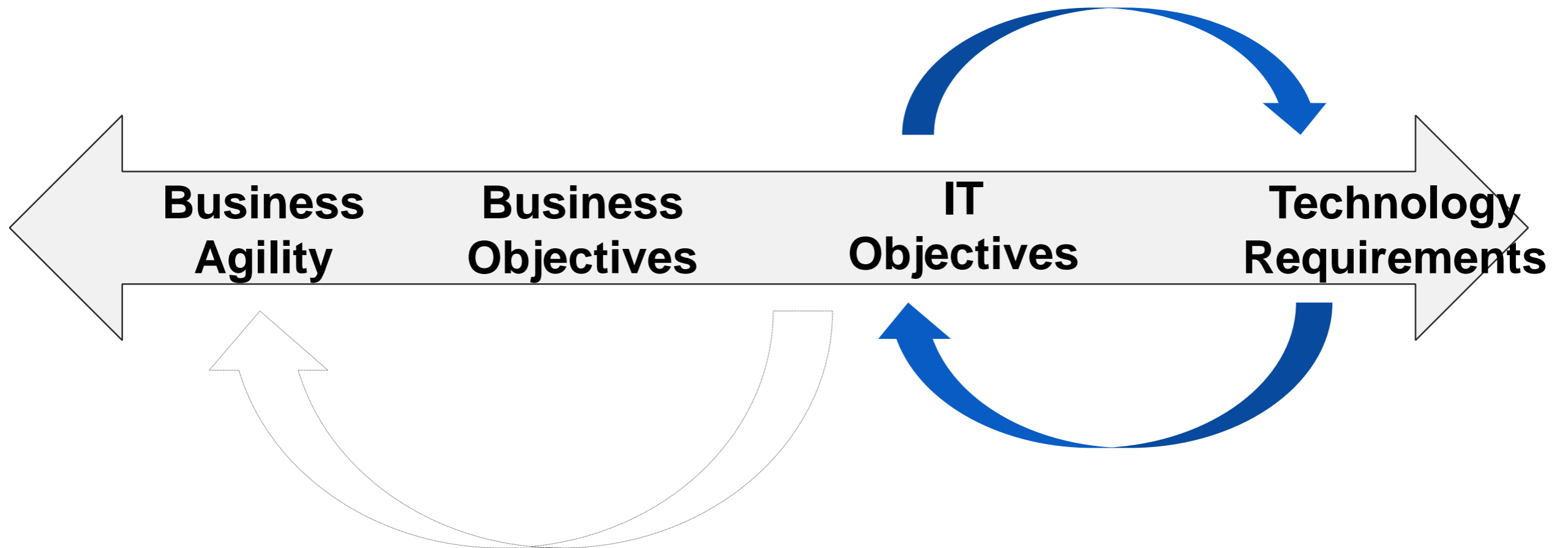
N = 170

Gartner Data Center Conference Poll, December 2010:

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Aligning Business Value

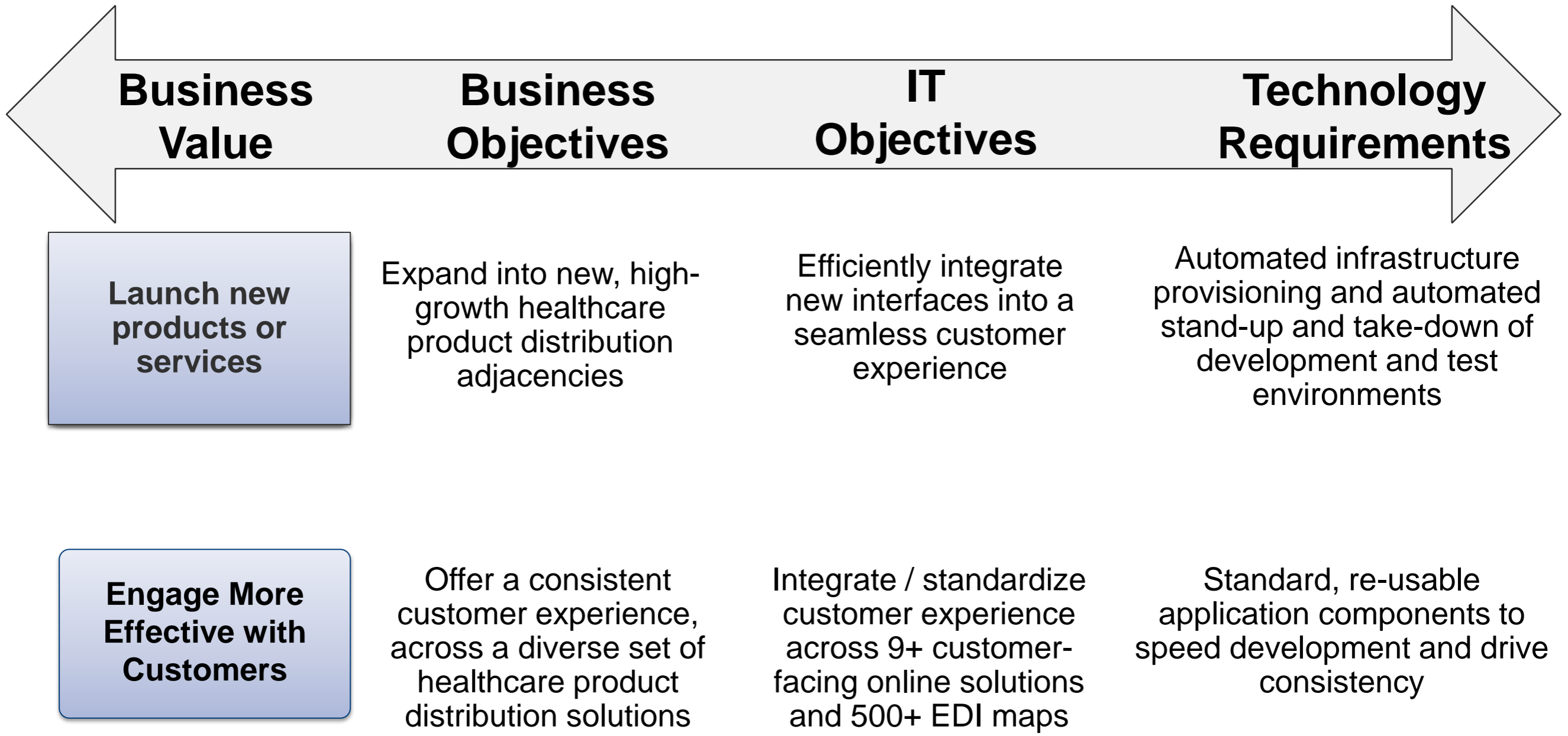
Define
Business
Objective



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Examples of Business Value

Define Business Objective



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**A Fortune 25 Enterprise

Common Projects for Cloud

Define
Business
Objective

Enhance the business – build upon what is already in place

- ✓ Device Infiltration
- ✓ Application Upgrades
- ✓ SAAS Offerings
- ✓ Managing unstructured data

Protect the business – prepare for misfortunes and breaches

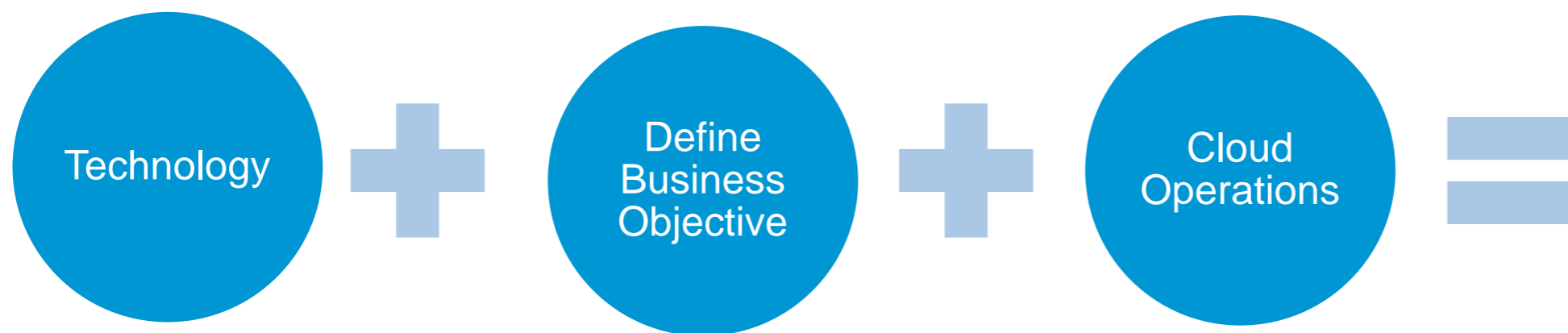
- ✓ Fluctuating Workforce
- ✓ Backup & DR
- ✓ Compliance & Security

Create new business – new investment for future revenues

- ✓ Mergers & Acquisitions
- ✓ New Applications & Services
- ✓ Innovation Testing

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The Cloud Equation



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A Cloud Requires Op Updates

Policies for cloud governance and defined operational processes for managing cloud computing are the people and process initiatives most often considered critical to cloud computing success.

	All Respondents	North America	Latin America	EMEA	APAC
Policies and procedures specifically defined for cloud governance	41%	51%	28%	34%	38%
Defined operational processes for managing cloud computing	37%	43%	28%	32%	37%
Programs for training staff on cloud infrastructure technology and governance	34%	38%	42%	32%	33%
Dedicated staff for cloud infrastructure	34%	27%	52%	36%	38%
Organizational changes to accommodate new operational services required by cloud infrastructure	33%	38%	20%	30%	35%
Assessing the skills and providing training to our staff to adopt to new procedures required by cloud infrastructure governance	31%	35%	44%	23%	36%
Automated and integrated process for granting users access to cloud-based services	28%	34%	36%	20%	34%
None of the above	2%	1%	0%	3%	1%
Don't know	5%	2%	2%	10%	1%

Q15: Please pick the top three people and process initiatives that you believe are critical to be successful with cloud computing.

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Cloud, Cross Functional Team



Aligns governance (roles, responsibilities, and skills) to measure key performance indicators that prioritizes and secures service offerings to support business requirements

Drives IT demand and capabilities to meet business requirements

Designs (secure & compliance) on-demand compute platforms with measurement and monitored capabilities and automated access that aligns to business's requirements

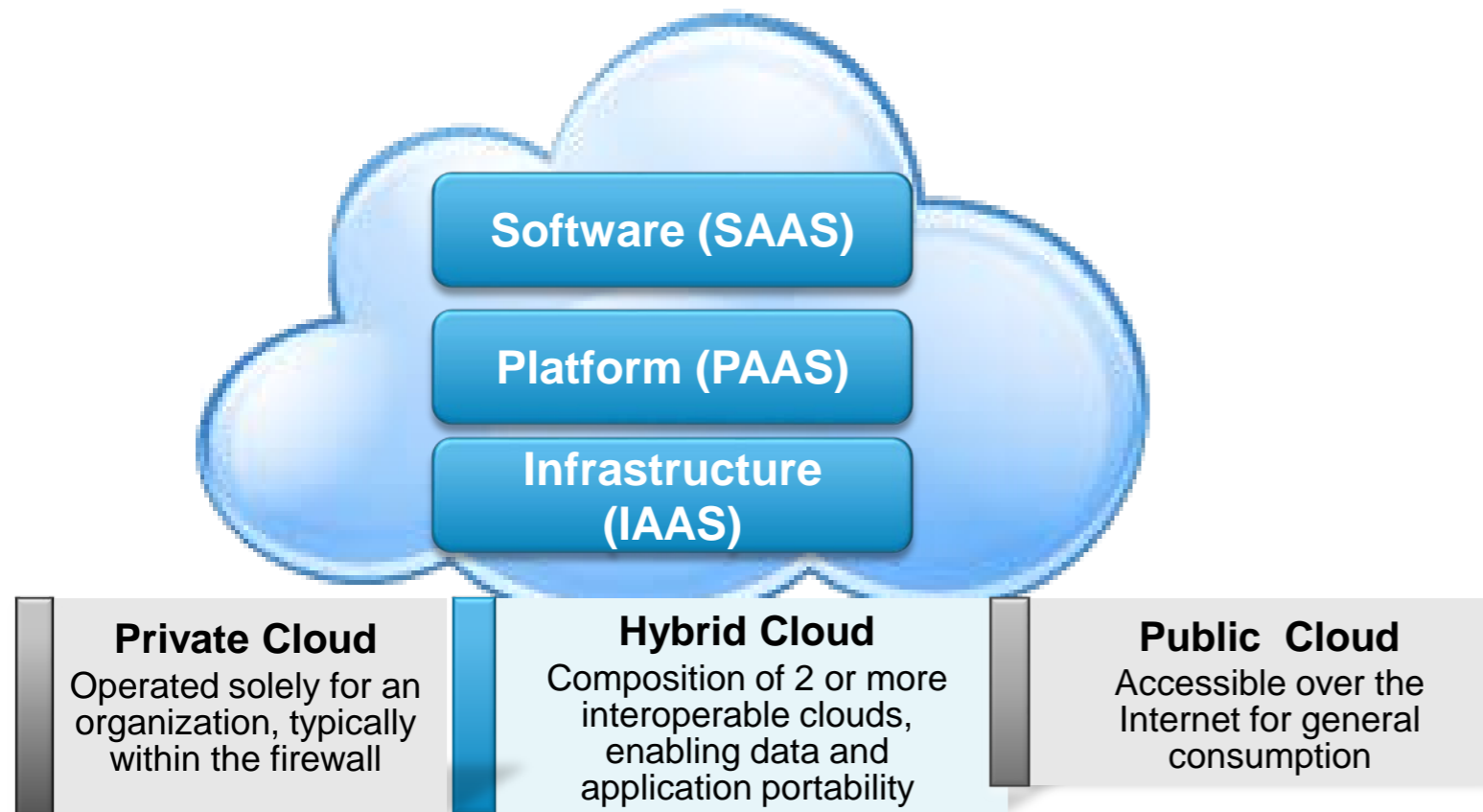
Aligns and enables processes to support the operation and functionality of the services (catalog) that supports the business requirements

Implements and manages IT infrastructure components to support the services (catalogs) aligns to the business requirements



Enhanced Skills for Cloud

Cloud
Operations



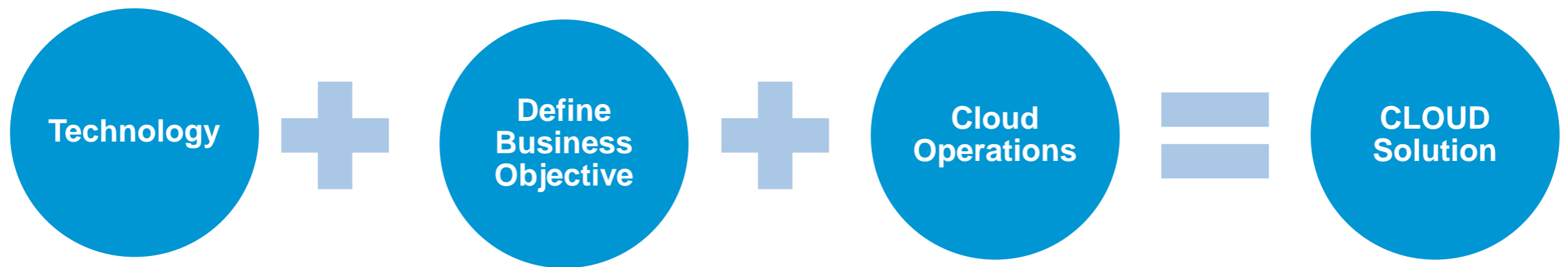
As hybrid cloud matures, capabilities will be built into a variety of product offerings, including virtualization platforms, system management suites, and add-on management tools. **How each organization implements these capabilities will depend on several factors** including your strategic vendors, existing IT investments, and the suitability of each vendors products and future road map . **Hybrid cloud management itbusiness.ca May 4th**

Enterprise architects can **begin planning multi-cloud approach** now by creating a road map that lays out the necessary capabilities for a hybrid cloud and using these to evaluate the capabilities provided by today's vendors and products. From **How to Plan Now for Hybrid Cloud Management CIO.com May 3rd**

IT shops will spend far less time managing the servers and instead will **need to focus on understanding how the multiple cloud offerings could work together** and how they could be used to benefit their organizations. **The cloud requires fresh IT skills NETWORKWORLD.com May 6th**

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The Cloud Equation



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Key Lessons Learned

- ❑ **Determine initial cloud business drivers** to ensure executive support and fund project
- ❑ **Engage key executive stakeholders** (infrastructure, security, finance, LOB) early to ensure support and effective planning
- ❑ Systematic approach starting with **non-critical applications**
- ❑ **Launch initial service** (catalog) with recommended architecture and enhance service through iterations
- ❑ **Strong Project Manager/Liaison** with knowledge about Internal Process & empowered for cross-organizational coordination
- ❑ **Prepare for future IT skills** – architecture and integration skills will be critical for integration
- ❑ **Modernization processes and procedure** to enable predictability and cost aware
- ❑ **Capture baseline costs** to measure value and determine when and how hybrid will benefit

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Resources

- [Business Agility and the True Economics of Cloud Computing \(Whitepaper\)](#)
- [VMware and Your Cloud ~ Maximizing IT Agility to Drive Business Agility](#)
- [CSO Executive Viewpoint: A Secure Cloud: Is There Such a Thing?](#)
- [IT Value Transformation Road Map ~ Vision, Value, and Virtualization](#)
- [Public Cloud Diaries](#)
- [VMware and Cloud Computing ~ An Evolutionary Approach to an IT Revolution](#)
- [Taneja Group Executive Summary & Full Report](#)
- [Cloud Readiness Assessment](#)
- [Your Cloud Whiteboard Ad Microsite](#)
- [VMware Executive Resource Center](#)
- [VMware and Cloud Computing](#)
- [VMware CXO Corner](#) (membership required)

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