

## Cisco Cloud Unfiltered Podcast Series, Episode 12: Stu Miniman



Today we talk about the Amazon acquisition of Whole Foods, the difficulty that big companies have innovating, and how easily fake news becomes the truth.

**Niki Acosta:** Good morning, good evening, good whatever it is where ever you may be. This is Niki Acosta. I am your cohost for today's episode of Cloud Unfiltered. I've got my awesome co-host with me Val. Say hi Val.

**Val Benincosa:** Hello.

**Niki Acosta:** One of my favorite guests of all time. I say this because we've done this thing before. Stu Miniman of SiliconANGLE, Wikibon, what else? I'm missing one, theCUBE, theCUBE. Stu, I'm so excited to have you on because you kind of do this thing for a living and short of having any dogs running in the room barking, which might be a problem for both of us, you are always incredibly insightful. Let's start off by telling people about you and what you do, because there may be some people who maybe don't know who you are.

**Stu Miniman:** Thanks Niki and thanks so much for having me. Great to be on a podcast with you again. As you said, I do way more video than I ever really thought that I would. I work for SiliconANGLE Media, which is the umbrella company for a couple of different companies. I joined when it was Wikibon. Wikibon is a research and analyst firm. It's a 10 year old company. I joined them just actually seven years a week or two ago, so we're research focused on cloud, big data, IOT and good old infrastructure because that's my background. I'm an infrastructure guy. I lived on the vendor side for most of my career. Most recently before I joined Wikibon, I was at EMC. I worked for Lucent behind there.

I've got a strong networking background and that led to a lot of this cloud stuff and right around the time I joined Wikibon we started doing this side project called theCUBE, which is a live video program. We're the world-wide leader in live video coverage for tech and so I am at way more conferences than I ever thought I would be. Every thing from the big shows like Amazon Re:invent and VMworld, Dell, EMCworld, down to smaller shows where we talk about things like the AI and various pieces of the infrastructure stack. As a co-host I've interviewed hundreds and hundreds of people. Niki, you've been on the program. Happy to have you in theCUBE alumni. Love talking to start ups and practitioners as well as when we do get the big name executives thought leaders in the industry.

Niki Acosta: What is it like going from the vendor side to kind of taking an outside in view. You were at EMC for a while.

Stu Miniman: Yeah. I spent 10 years at EMC actually. From 2000 to 2010, you stay inside the company and especially a big company like EMC now, even bigger now that they have been gobbled up by Dell. I was in engineering for a bunch of years. I was in the CTO office for my last three years. I thought that I had a good view of the market landscape. You said, we're a big player, lots of companies like to talk to us. I cover a broad spectrum of things. When I left, it was like oh my gosh. It felt like kind of the blinders were opened up. Not blinders that were blinding us, but keeping you focused on everything that had to do with EMC.

Now there's this big, wide world with start ups you've never heard of, people at the periphery that you never ran across. It's just such a really, really big world out there, and with my analyst hat on as well as doing theCUBE, you get inundated from all angles and all technologies that people like, oh we want to tell you about this or come on your program. It's really opened my eyes a bunch to see just how more diverse the world was then even I thought working for a big player.

Niki Acosta: Why do you think that is? You think it's just tribal group thing? Just the function of how people operate or do you think it's inherent parts of culture to where older companies have different habits than newer companies?

Stu Miniman: Yeah. When I look when I was inside the company, from when I was in engineering to when I took more of a strategic role working in the CTO office, when I'm in engineering, I'm worried about what I have to do this week, what we have to deliver this month, maybe this quarter. When I worked in the CTO office, you're looking out, working with partners, looking out at technologies. You've got so many things that you need to work on, and there are people that can get to you, and people that feel that they're never going to be able to reach you.

I worked at corporate headquarters. I had been a field person in a previous job and corporate life can sometimes be a little bit of a black box. It's just how much bandwidth I had, how many people can get to you, and I started doing some of the social media stuff my last few years at EMC, which opened my view a little bit. When you're out on the outside, especially as an independent analyst, everybody wants to try to teach you something, think maybe you can help connect them to their audience, and see what can be done there. Niki, just as expected, my dog walked by in the background.

Niki Acosta: I wouldn't care. I just had my husband come and grab mine. I was on mute because mine were barking. Good times. Never a dull moment on Cloud Unfiltered, where the dogs are unfiltered even.

What are some of the cooler things that you've been hearing about? Obviously there's a lot of, last week or earlier this week, the obviously the big news Friday was Whole Foods and Amazon. We were talking pre show about just the gravity of what that means. What do you think that means for the grocery industry?

Stu Miniman: I mean, look I am by no means no expert on the grocery industry but it's funny. Here's what I'll try to connect it and see if this resonates. In the cloud world we've been talking about, oh there's this hybrid thing and this multi thing. I said, Niki are you a hybrid shopper or a multi location shopper? We all stop at the convenience store. We'll go to a regular grocery store. We all have our stacks of boxes from Amazon sitting there. Just like that in the cloud world, customers, we all have our SaaS applications. Most people have their own data centers. I work for a really small company. We don't have our own data center. Sure do we have a couple servers here and there sitting under a desk. For the most part we use cloud services in the public cloud as well as SaaS. Boy, Whole

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Foods, my mind was just spinning thinking about it. You take some of the basic things, oh okay. Amazon now has a bookstores and they were thinking about this new grocery shopping. They can really accelerate that plan by going into Whole Foods.

They are going to have locations closer to all of us now and while I don't think that they're going to have a room in the back that they're going to have all the books and all the other things we're going to get from Amazon, there is that closer connection to the customer where you can get probably be able to check out some of their electronics. Maybe there'll be some delivery options for household items. When you see the stats as Amazon is one of the largest diaper companies in the country, as well as I think they are now the number one battery supplier. Amazon, Amazon Basics, all those things, the line I've used for Amazon over the last three years is they are scary good because in the IT world, we've seen just the disruption that they've been having, and you look at just there is no segment of the market that they might not touch. As Jeff Bezos says, number one, "It's always day one. There will be no day two. We're going to keep driving." Number two, if there's margin out there he's got resources to try to just go, streamline it and take advantage of that.

Niki Acosta: Go ahead.

Val Benincosa: What stops them? How can this plan possibly backfire? What could be bad about their rapid pace of innovation and stuff like that? Do you see anything stopping the or anything coming in to cause a lot of issues for them?

Stu Miniman: The strength of Amazon is they've got lots of different plays. Grocery, this could be, who knows if this is going to work. People could get up in arms. The people that like Whole Foods say I'm going to stop buying from them and I'm going to do all my shopping at Trader Joes. Each individual market but Amazon, they've got a lot of resources, they're okay with going in. I mean, remember they created a phone and it was a total flop and nobody liked it.

Val Benincosa: Right.

Stu Miniman: They're not going to win every single time in every single market, but they have the resources. To be honest, they are very pointed with their investments. I mean, a 13.7 billion dollar investment in Whole Foods definitely is wow. I don't think anybody was like, oh yeah, yeah. This is exactly what they expected Jeff Bezos to do. He's aggressive. He does the rocket stuff to try to get into that market. There's so many different areas.

Val Benincosa: News papers, yeah, everything.

Niki Acosta: Drone delivery.

Stu Miniman: Washington Post. Right. Drone delivery. Yeah Niki. How exciting would it have been. Okay, Niki. Kids and juggling all this stuff. How far is the Whole Foods away and when can I start getting my drone delivery so that I just say, Alexa, add this to my cart and when I get a certain amount of things, they're going to have a box just land in my backyard and I've got everything. Sounds pretty cool to me.

Niki Acosta: I'm waiting for it. I mean, I use some delivery services but I've noticed a pretty large disparity in pricing when you go to a store versus like ordering through a grocery delivery app. The pricing is so different. You don't get the specials. You don't get to pick your own produce. There's still something great about going to the grocery store. I just happen to do it on the least busiest times that I can, which is usually a Tuesday. Tuesday night is a great time to go to the grocery store.

Stu Miniman: Yeah absolutely. If I'm in the grocery industry I'm a little worried. Heck if I'm a delivery company like FedEx and UPS, I'm really worried about where Amazon is going.

Val Benincosa: Oh yeah, yeah. Hey so Stu, another question. This is the exciting stuff that's happening in the private cloud space. I guess it's not private cloud, it's just Amazon doing its thing right. What's exciting you right now in the private cloud space? What's exciting to you there? Is it [inaudible 00:10:52] or the multi cloud, the hybrid cloud? What's interesting to you right now?

Stu Miniman: I think that's a great point because the public cloud, obviously the growth is phenomenal. Amazon-- can't help but be impressed. When I'm asked what conference to go to, the number one on my list is come to Re:invent. There are 35,000 people last year. There's probably going to be like 50,000 this year. I'll be doing theCUBE there. I love it. The community is phenomenal. Microsoft is doing a great job. Google is really interesting. When it comes to that private piece, when we've talked about hybrid and multi cloud, we actually wrote at Wikibon about two years ago, we wrote a new category what we called true private cloud. The reason we called it true private cloud is because what we were calling private cloud before was really virtualization. Things like virtualization plus.

At the OpenStack conference, they were like, that was version 1 of cloud. We said that wasn't cloud. It's kind of BS. Really, how do we really get the automation and when I want to look at the data, and I want to look at the applications, how do I make something that really is hybrid or multi cloud and exactly as you said, things like Kubernetes is pretty exciting to be able to make that real. I was at the Red Hat Summit earlier this year. They made a partnership with Amazon to be able to take OpenShift, the Kubernetes type solution and take the stuff that I have in my own data center, and be able to have access to the services that are available on the public cloud. That's really exciting, because people are worried about lock-in when it comes to cloud, what services am I going to have available, and things like Kubernetes, and just containers in general allow me hopefully to have some Independence between where I write something and where it can go.

I was actually at the Cloud Foundry Summit last week talking about a lot of similar things. How do I take my application and give it a little bit more ability and flexibility?

Niki Acosta: Stu, put your analyst hat on for a second. There's people that are, I'll put it this way. We had a customer talked about looking at the market like the Goldilocks zone. You've got companies. You had like a particular date. Companies before this date are kind of old school and companies after this date are new school. I think the date was 2010 or something. He said, now what we're starting to see is this Goldilocks zone, where even smaller companies are going to need traditional infrastructure for some things and traditional infrastructure users are going to need cloud for some things. Everyone is kind of like meeting in the middle. Do you see that happening? I see it happening with some folks but it doesn't seem as ubiquitous as I thought it would have been by now.

Stu Miniman: Yeah. I tend to look at, we need to look at your applications. Look at that in a spectrum. I've got my new apps and if I'm the born in the cloud, cloud native type solution, that I'm embracing microservices. I know what I'm doing with it. Where I build them and how I build them in scale. Lots of those are in the public cloud but we see some of the really big companies out there that like, oh well. They were on Amazon and they switched to Google. They were on Amazon and they brought it back to their data center and then they went back to another public cloud provider. How I build and where I build it, is something that we can look at.

The problem we have for most companies is I don't just have the cool, new applications, I've got hundreds or thousands of applications, and that's where things like Kubernetes

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and Cloud Foundry can really give me a platform so that I can take my new apps as well as some of my older apps, get them on this environment, and give them really flexibility where I can take my applications and have a little bit of distance between that and the infrastructure. That's the goal. I mean, Niki you probably remember. We used to talk about PaaS all the time, was the future of what cloud was going to be. We feel, most people don't talk about PaaS anymore. That platform term comes in here and that is I have my applications live there and some of them I'm just going to migrate over. Some of them I'm going to start pulling apart and refactoring, and some I'm going to build brand new.

That's the lens I tend to look at things and you're right. Some applications and some infrastructure I can really define really easily and say, this fits, really short lived, need to be able to change very rapidly. It's probably going to live in public cloud versus oh okay. I really understand this. I need to minimize the cost and maximize the utility I have. It's probably something that would live in my data center but there's lots of stuff that sits in the middle, that it depends. Strategies are changing.

When I talked at most practitioners today, and you say, "What is your cloud strategy?" The ink is still drying on it and it's still sorting out all the details.

- Niki Acosta: Is that surprising to you? It seems like for folks that have been involved in cloud for a long time, it almost seemed like cloud was a no brainer. There were just so many advantages. Why hasn't it moved faster? Who's buying it? Is it lines of business? Is it IT? Is that the problem? You've got all these people who've been responsible for all these disparate pieces in different silos that are now being forced to come together?
- Stu Miniman: Well, if IT was easy, we wouldn't need so many of us I guess. Right. The problem is, is that IT is very fragmented. Everything tends to be additive. I talked to plenty of companies that are still doing lots of mainframe. They've got mainframe. They're running Docker and things like that in the mainframe environment. Thing I worry about, like my applications, something I've been kind of railing on the last few years is think back to the early days of virtualization. One of the earliest use cases that I heard was you had an application where front end like Windows NT. Windows NT was going end of life. Oh and the server just say it was like a DL380. That was going end of support. What do I do with this old application. Oh I got to rewrite it. Oh that's going to be horrible. Stick it in a VM and I can make it live for another five years. The problem was, is that application already sucked and your users already hated it. You're going to keep that and run it even longer. Every company you talk to, how's your time card solution? How's your-
- Niki Acosta: Expense solution?
- Stu Miniman: Expense solution. How old are these things? Oh well it's mobile now. It's great. Yeah. Right. We need to look at applications specifically. Hold on. I've got to take care of my barking dog here for a second.
- Niki Acosta: Yeah no worries. He's on mute. That's great. For those of you who can't see, I had to pick mine up and put it in my lap because he was whining at my feet. This is Darlin Marlin. He's made a cameo before for those of you who are just listening and can't see him. He is a cockapoo and he is my golden child. I'm not going to lie. People always say that they don't have favorites. I have a favorite dog and it's this one.
- Val Benincosa: Beautiful.
- Niki Acosta: I have a big neurotic dog who sheds a lot and I always wear black and he is white and I've got a little yappy Chihuahua terrier mutt. Then I've got Marlin. The designer breeds are worth it. He was not cheap. He was like a lot of money, four digits, but he's totally

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worth it. He doesn't shed, which is great too. He looks like fuzzy or like an ewok, wacca, wacca, wacca.

Stu Miniman: Hey I'm back. Sorry about that.

Niki Acosta: No worries. One question I always like to ask, and it's a question that I've asked a guest, and I may have asked you this before. When you think about disruption, what is it that is going to fuel disruption? Is it technology? Is it culture? If it's both, what's the breakdown?

Stu Miniman: Yeah. No it's a really good question Niki and yeah we argue. I talk to other analysts. We look at ourselves and say okay. Things are moving much faster than they were before. Therefore, if I don't start doing the next thing, chances are my competition is going to do it and therefore competitive pressures are going to need to make me change. That being said, inside most enterprises, it's not just one person or one group. It tends to be, I have this one application and I have to run it this way and I run the business on it. There are some companies that are just going to get forced. They're either going to get put out of business or they're going to have something horrific that is going to need to make them change.

If you read the Phoenix Project by Gene Kim. It's a great example of okay. The board comes. We're going to have to lay off people because we're not moving fast enough. We know if you're not moving at a certain pace, and your competition is, things are just going to shift. When I look at our business, we've been doing theCUBE now for gosh since 2010, a number of years, we keep investing in our technology. We keep adding more pieces. We've got a whole software team developing tooling to help us understand and leverage what we're doing.

The whole artificial intelligence AI and machine learning. AI has been talked about for I think it's order magnitude, 100, 150 years. These aren't new things but the tools we have available, the access to more services, what cloud really gives us. One of the things that cloud gives us is the access to if I need to spin up thousands of cores in an instant, I could. You just log in to your account and you go and do it. The access to do things that before only the biggest companies with millions of dollars of budgets and years to bring that down much faster was something that when we did our first review of big data, four or five years ago, it was taking those really big things that only certain companies could do and driving it down market and speeding it up.

AI, one of the big things about that is taking, we have all this information out there that we have access to, and are out in the general public and how do I make use of that? How do I take advantage of that?

Niki Acosta: Or how do you thwart the nefarious use of that?

Stu Miniman: Oh boy.

Niki Acosta: I posted something on my Twitter the other day. I was looking at just I saw an article about the President's Twitter followers and some people who have been studying his Twitter followers. Of course, they're fake. Look, you and I know, we both know people that pay for followers. I'm not one of them, but we both know people who do that.

There was another article that I saw that I jumped off on that one and it was fake news is a service. There were like, it showed like these apartments that had gotten busted by the government in the Asian countries that were click farms. They had a wall, literally a wall of phones and they confiscated thousands of sim cards. Basically, it was the job of these people to go and just click and things and review things to get them pulled up and so they could trick the algorithms into getting their product to stick to the top.



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That's crazy. There was another guy who was writing about, this is an NPR story this week. A guy who studies Google search trends and he said, "Man, you can learn a lot more about areas of the country and people's habits because Google is where you go to express your deepest darkest desires, fears." It may not be something you have a conversation with somebody about, but you find out there's a lot of women going on line and the scariest thing he found was the number of searches for abortions. He could like pin point where these things are happening, which is just a fascinating case study of the human psyche that I don't think we've ever had before.

- Stu Miniman: Yeah. Niki, don't we know, Google, Amazon, and the NSA know everything about us.
- Niki Acosta: Everything.
- Stu Miniman: Yeah. You bring up the whole fake news type discussion. I had one of the hosts we had for theCUBE, a woman Rebecca Knight, who wrote for the Harvard Business Review actually, and she turns to me during one of the interviews. She's like, "Stu, how do you know what information to trust and believe?" It was like, that's a really good point. My joke is first of all, as an analysts, anything that a vendor tells me about their product, obviously is a lie. Right? Anything you tell me about your competitor, I might believe a sliver of truth of that. All of us is, I used to love reading the existentialist stuff when I was in high school and even beyond. Exactly. One of my favorite books, of course love 1984, but Brave New World.
- Niki Acosta: My favorite book.
- Stu Miniman: My absolute favorite, and unfortunately I think we live there because it says in there anything you are told like 100 times, just kind of embeds itself in there. My kids, you ever pull out of the driveway without your seatbelt on? They start screaming. Oh my god. You can't drive without that. You're like, well, I remember when I was a kid there were no seat belts in the back.
- Niki Acosta: There were no seat belts.
- Stu Miniman: Or anything like that. Just the things is to what we believe and why we believe it is something that's really interesting. Scares me a little bit even when I was like writing white papers when I worked on the vendor side, through being an analysts. It's you think about understanding and directing thought. I mean, come on Niki, the clouderati. We made everybody think that there was only one true cloud and it was the public cloud or something like that. It is crazy to think about what becomes truth.
- Niki Acosta: Truth. Yeah.
- Stu Miniman: Exactly.
- Niki Acosta: It's amazing to see how flexible the truth has become.
- Val Benincosa: It reminds me too when I went to the first DockerCon and I just started thinking, there's all these companies here, and it seemed like all you really needed was a cute logo and a tag line or something and you were legit. You were a really good company. What was the truth of what those companies actually offered and stuff?
- Stu Miniman: The first, first DockerCon, the one where I listened to like Facebook and Yahoo and Google talk about how they were using containers and it blew my mind. You're right, when you dig in and you're like, some of the other companies there so what was real

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and what they had there, it was just like. Oh hey. We have this cool, new thing and everybody is hopping on it.

Val Benincosa: How do you know which company is worth researching and covering and stuff?

Niki Acosta: Call Wikibon.

Val Benincosa: That's what I'm asking you.

Stu Miniman: None of the three of us live in Silicon Valley, so obviously we don't have the truth. In Silicon Valley, if the VCs funded it, it must be real.

Niki Acosta: Right.

Val Benincosa: Oh of course. Yeah of course.

Niki Acosta: Unicorns, rainbows, horary. Hey man there's a lot of money in it and I get why people do it. I mean, good night. You don't really need that much intellectual property it seems like.

Val Benincosa: You need a really cool logo.

Niki Acosta: Yeah.

Val Benincosa: A mascot, you know?

Niki Acosta: You know what's interesting, is I look a lot of these acquisitions and of course, being involved in OpenStack I've had a lot of friends that have been acquired. It seems like a really interesting thing that happens. In a lot of ways, it's the culture and the processes and the tools and the sort of empowerment that allows these companies to move fast. When you get absorbed into a larger company, you now have to sort of assimilate to the rules and the processes. It's one thing to buy a company for technology, but I think people are falling short and not realizing that it's not just the technology that's making that company well differentiated and disruptive. It's the culture that comes along with it. I see people throwing technology at problems all the time. They say, "This technology solution will solve your problem." Most of the time I don't really think that the problems are technology driven. I mean, sure there's a speed factor that comes a lot with that. I think in a lot of ways, the reasons why a lot of large companies can't move fast is culture. Their cultures are just not well suited for innovation as they should be.

Val Benincosa: I imagine it gets harder as the companies get larger.

Stu Miniman: Yeah, absolutely. I mean, there's been lots of research done on just this corporate structures, the typical corporate structure is really patterned after what the military did once again, quite a long time ago. Commanding control filtering things up, making decisions.

Niki Acosta: Silos, yeah.

Stu Miniman: Absolutely. Every once in a while I go to these conferences where they focus on innovation and I had the opportunity to talk to Dan Pink. If you haven't read his book, Drive, it's phenomenal. He's done quite a few books to what gets us engaged, what helps us move forward, and everybody looked at models like Google is 20% time to say oh can we innovate by spending time on that. At the end of the day, when I talked to him I said, "Can big companies innovate?" He's like, "Really no. Big companies can't innovate. Can people innovate? Can they buy innovative things and therefor accelerate



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them or deliver them? Sure. In general, no. Big companies have the way that they do things. Their sales force is incentivized a certain way. Moving it is really challenging."

I don't know if I'm 100% bought in. The conference I was at last week I was talking to 100 year old financial and insurance companies that are trying to transform themselves into software companies. Look at companies, anybody like Nike or GE or Wells Fargo. There's lots of companies that are doing pretty cool things but at the IT side. It is really challenging to change this thing. Change in culture is really difficult. Niki, as you point out, it's not just oh cool. Throw some great new tool on top of it and everything is going to be wonderful.

Val Benincosa: No. Just get [inaudible 00:29:56] running on your site. You'll be fine. That's all you need.

Stu Miniman: Come on, Blockchain. Blockchain everything.

Val Benincosa: You just need a Blockchain. That's the problem.

Stu Miniman: Hyperledger I think will be the answer for all industry.

Niki Acosta: Serverless bro. AI is going to make it program itself.

Val Benincosa: I got to ask you too. You've interviewed like hundreds, maybe thousands of people and stuff. I mean, any big takeaways just maybe some of the more interesting interviews you've done? What's impressed you about all these people you've talked, maybe some commonalities that some of these people have? I don't know, just something interesting about being able to talk with so many people. I just love any insight you have from that. It's cool.

Niki Acosta: Who's fun to party with Stu?

Val Benincosa: Yeah that kind of stuff.

Stu Miniman: Come on Niki. The OpenStack crew for years was always fun, before all the money dried up. Yeah, Val from interviews, I love talking to some of the practitioners. The ones that are doing cool things. I've interviewed some really good young people that have driven their careers and are helping really change inside. I interviewed a guy that works at a service provider, and he's like 30 years old and he's like the CTO already. He's been with the company like eight years and just talk about his career path and where he goes.

I've been on the podcast, the Geek Whisperers, good friends of mine. Yeah, Niki knows them well.

Niki Acosta: Shout out.

Stu Miniman: Shout out to those folks. Where you can take your career and people that can learn from what you're doing is always really interesting. Val, commonalities is the ability to fight against some of that status quo out there, be able to articulate clearly, vision for where the company needs to go and help delivering it. It's tough to do. The inertia of most companies is so tough to fight against.

Val Benincosa: Yeah.

Niki Acosta: How do you do it? How do you fight against it? What's the magic pill? What are the magic pills?

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Stu Miniman: Get out.

Val Benincosa: Take the money and run.

Stu Miniman: Yeah. I think what you do is you go to 99 designs. You find a really cool logo. You tell a good story Val says and go from there. You can go start up your own company and eventually you'll be big enough that you'll be slow.

Niki Acosta: Yes. There you go. Look, I think I see with time and technology that things are going to get better. You know, the old CEO at Rackspace and my old crazy boss, the guy whose OpenStack was his idea, Jim Curry, and [inaudible 00:32:44] are now, they have a new firm and they're investing in companies that are people centric. These aren't like get it, get out fast. They're really focusing on people and I was thinking about that. I was like, wow. That's really interesting. In a time where people are focused on automation technologies and all this other stuff. Really, what are those automation technologies geared at? What are these new apps geared at? They're ultimately geared at making the customer experience better, for whatever it is that you sell or do.

I think to some degree they're on to something because I think people at some point are just going to go back to valuing the human connection. We see it though social media. It's great to like keep up with your friends on Twitter and Facebook and all that, but there's nothing like, being in a room, hanging out with your friends.

Stu Miniman: No Niki, the robots are going to take all our jobs and we're going to be out of work real soon.

Niki Acosta: If that robot can clean my house, sign me up

Stu Miniman: They've got lots of robots that can clean your house.

Niki Acosta: I want a robot that does laundry and cleans my house.

Stu Miniman: I thought I saw one that even, it's pretty expensive but not only does it wash your laundry, but it might even start folding it. It takes a while.

Niki Acosta: I saw that too.

Stu Miniman: That's pretty awesome.

Niki Acosta: That's pretty genius.

Stu Miniman: Yeah I tell you. Out of we do so many events. We did a couple years ago, we did an event with Andy McAfee, and Erik Brynjolfsson who wrote The Second Machine Age so there was the MIT Sloan School, so pretty smart guys. They really pitched that we need to be able to race with the machines. How do we make sure that all of these robots don't take away all of our jobs and make it so that we're going to have a few that have lots of money and everybody else is going to be in trouble. Actually they say it's really the fat middle of the market place that is really in trouble, the middle class to be wiped out. Actually, they've got a new book coming out next week, I'm excited about. I think it's like platforms and robots and things like that.

Niki Acosta: No way. Who was that? Who were the authors again?

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Stu Miniman: Andy McAfee and Erik Brynjolfsson. I'll send you the link. You can put it in the liner notes if you want.

Niki Acosta: I would love that. I would love to have them on too. I love talking to people like that.

Val Benincosa: Yeah that'd be awesome.

Niki Acosta: We are running out of time. I know you've got something coming up at the hour. Tell us about your new studio. This is so cool. I'm so excited for you.

Stu Miniman: Thanks Niki. We've got our Massachusetts based office. I'm actually working remote today. In Marlboro Mass, we have a small studio. In Palo Alto, California, so right in the heart of Silicon Valley where all the wonderful money and ideas is happening. We've got a brand new 4,500 square foot studio right off of East Charleston Street. It's on Commercial Street so John Furrier is there. He does a weekly show where he talks to valley people.

Niki Acosta: Valley people?

Stu Miniman: It's a lot. John always love the VCs or people that used to do that. He calls it Silicon Valley Friday. I was out there last week. I loved it. We're building it out so we've got access to lots of bandwidth. It's got a green screen. We actually used our product launch for one of our clients there and leveraging that studio more. While we do theCUBE at about 100 events a year, we can leverage that studio too. Instead of going to Barcelona for Mobile World Congress, we do two days of coverage from our studio thanks to some of our sponsors. Looking to leverage that more and we'll still be flying all over the place to go to lots of shows, but can do way more in our studio too.

Niki Acosta: One last question, for those of us who are on camera frequently, what do you use to prevent shine?

Stu Miniman: Oh gosh, here at home it's just make sure you don't have the florescents over head. We've started to use, our production people I usually have a little bit of powder or that matte gel stuff because I need the anti shine awful. I just managed to get some nice, soft lighting in this room so I'm not too bad. Yeah.

Val Benincosa: I think I got the shine going on all over here. You're doing good Stu.

Stu Miniman: Thank you.

Niki Acosta: You are doing good. Stu, I can't thank you enough for joining us. It is always, always a pleasure. I can't wait to have you back on our show again. Where are you going to be over the next few months?

Stu Miniman: I've got, the big one that I think a lot of people will be at will be VMworld. I've actually, Niki believe it or not, I haven't been I Vegas yet this year. I was so excited. I've been out to San Francisco a bunch of times. I've been basically everywhere that JetBlue flies direct in the US from Boston. I feel like I've been there. VMworld and Amazon Re:invent are the two biggest shows. If you go to theCUBE.net, you can actually find most of our events that we'll be at and of course hit me up on Twitter if people want to get in touch with me sooner.

Niki Acosta: Best Twitter name ever, @stu, S-T-U.

Stu Miniman: Super simple.

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Niki Acosta: That's it. Super simple. Thank you so much for joining us Stu. Tomorrow folks, we're doing this back to back because we had to reschedule, but tomorrow we've got James Waters from Cloud Foundry. I'm really, really excited.

Stu Miniman: James is awesome. I interviewed him last week.

Niki Acosta: Yeah. What should I ask him? Anything I should ask him about?

Stu Miniman: Let me see? Impending IPO? No he can't answer that.

Niki Acosta: We tried.

Stu Miniman: Absolutely but he'll definitely pick up on some of those discussions with platforms that we talked about that's core to their mission. The thing that's interesting, talk about those young, new companies versus big legacy companies if you will. Most of his clients tend to be those big financials.

Niki Acosta: Yes.

Stu Miniman: Those big, older companies so aren't they all dead? I mean, they're all going to get Netflixed and AirBnB'd out of the world.

Val Benincosa: Exactly.

Niki Acosta: Thank you so much Stu. Thank you Val. Folks, don't forget to follow us, subscribe on SoundCloud, iTunes. If you like it, hit like. If you liked the format. If you don't like the format, leave a comment, let us know. Is it too long? Is it too short? Tell us who we should have on the show. I wish I could have a million Stus because it's always fun, but that's not possible. Write us a line. Drop us a line. Follow us @ciscocloud and we will see you tomorrow. Everyone say bye.

Val Benincosa: See you later.

Stu Miniman: Bye.

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