Journey to the Private Cloud
Delivering IT-as-a-Service

Virtual Computing Environment Coalition
Imagine the Power of Three!

- **The Virtual Computing Environment coalition**
  Cisco and EMC, together with VMware, have committed to extensive and on-going collaboration to lead the journey to pervasive virtualisation and private cloud with technology innovation, business partnership, venture investments and partner ecosystem leverage.

- **Technology Innovations**
  Vblock Infrastructure Packages

- **Integrated Pre-Sales, Services and Support**
  Vblock Unified Customer Engagement

- **Partner Ecosystem Leverage**
  Vblock Partner Ecosystem
A New Model for Computing

Mainframe -> Client/Server -> Web -> Cloud
What is Cloud Computing?

- **Cloud computing**
  
  An approach to computing that uses a shared resource to deliver computing that is consumed as a service.
  
  All cloud computing types are capable of on-demand, elastic, self-service delivery from a shared pool of resources.

- **Private/Internal cloud**
  
  A cloud computing environment that a private organisation creates for its own private use.

- **Public/External cloud**
  
  Cloud computing provided as a service to the public from a provider’s shared resource.

- **Hybrid/Federated cloud**
  
  Cloud computing environment created by federating and pooling resources together from an organisation’s private cloud with the resources from a third-party provider.
The Private Cloud: Why Now?

- IT Infrastructure
  - Complex
  - Inefficient
  - Inflexible

- IT Budget
  - 70% Maintenance

![Pie chart](image)
Steps to take on the Journey…

1. Virtualize aggressively…
2. …onto building block units…
3. …manage a catalog of service offerings…
4. …evolve IT processes to a cloud operational model…
5. …blur the constraints of geography
The Journey to the Private Cloud

IT Production
Lower Costs

Business Production
Improve Quality of Service

IT-as-a-Service
Improve Agility

15%  30%  50%  85%  95%

Microsoft

Oracle
SAP

Platinum
Gold
The Journey to the Private Cloud

- Rapid deployment model of virtualized infrastructure
- Pre-integrated and validated solutions reduce total cost of ownership
- Service-level driven through predictable performance and operational characteristics
- Improved compliance/security and reduced risk

Accelerate Time to Results—Reduce TCO
Vblock Infrastructure Packages
A New Way of Delivering IT

Benefits:

 Accelerate the journey to pervasive virtualization and private cloud computing while lowering risk and operating expenses
 Ensure security and minimize risk with certification paths
 Support and manage Service Level Agreements
  Resource metering and reporting
  Configuration and provisioning
  Resource utilization
 Vblock is a validated platform that enables seamless extension of the environment

Secure, Extensible, SLA-Driven Infrastructure
Vblock Infrastructure Packages

Scalable Platform for Building Solutions

- **Vblock 2:**
  Extensible to meet the most demanding IT needs

- **Vblock 1:**
  Broad range of IT capabilities for organizations of all sizes

- **Vblock 0:**
  "Private Cloud in a Rack"
  Test/development platform for Partners and customers

Designed for a Broad range of Use Cases
Vblock Infrastructure Packages Family
Infrastrucure Options for Pervasive Virtualization & Private Cloud

Vblock 0
Entry-level “Cloud in a rack” Infrastructure

Vblock 1
Scalable, Private Cloud Infrastructure

Vblock 2
Large-scale, Public, Private & Hybrid Cloud Infrastructure

Performance/Scale

10’s  100’s  1,000’s  10,000’s

Capability
Vblock Infrastructure Packages

Architecture Details

- Enables incremental scaling with predictable performance, capability and facilities impact
- Best of breed technologies
  - Compute: Cisco UCS family
  - Network: Cisco Nexus family, Cisco MDS 9000 series
  - Storage: EMC Symmetrix or EMC Unified Storage (Celerra, CLARiiON)
  - Virtualization: VMware vSphere 4
  - Unified Infrastructure Management framework

Pre-Engineered, Pre-Integrated and Validated
Accelerating Virtualization…
Accelerate IT Standardization and Simplification

Enable Virtualization at Scale—Simplify IT
Balancing Business Choice and IT Control

Vblock Infrastructure Packages
The Foundation for Private Clouds
Vblock Roadmap
Joint Development

- Business Support
  - App Dev and Test
  - Analytics

- Business Critical
  - Virtual Desktops
  - Collaboration

- Mission Critical
  - Email
  - Enterprise Support
  - ERP
  - OLTP

Consumption Model
- Increase agility – IT as a Service

Operational Model
- Reduce operational expenses – Unified Management

Vblock Evolution
- Reduce capital expenses – Consolidate and Virtualise

Choice
Control
Efficiency
Vblock Seamless Support Experience
Enabling Pervasive Virtualization and Private Cloud

- Unified inter-company collaboration tool
- Joint problem re-creation labs
- Single experience for onsite and remote support
- Cross-company, cross-product-trained support experts
- Cooperative Engineering Groups

- Common metrics and alignment
- Shared problem resolution and escalation processes
- Documented processes via best practice Support Implementation Plan
VCE Partner Ecosystem – World Wide

Systems Integrators

Service Providers

- Computacenter (AG)
- CTC Itochu

Channel Partners

(Partial list, examples)
## VCE Partner Ecosystem – APJ

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Vblock Impact: Customer Example

- **Server Provision Cycle**: Cut from 46 days to 35 minutes
- **Server Costs**: Reduced by 40%
- **Hardware Deployment Time**: Decreased by 40%
- **Overall Hardware Utilisation**: From less than 10% to more than 40%
EMC Corporation

Situation

- Needs virtual desktops to secure intellectual property and enhance desktop management capabilities
- Unable to accurately size end state; plans to buy capacity incrementally as demand materializes
- Tight security, data loss prevention, and single sign-on
- When acquiring companies, needs to expedite the migration to EMC’s corporate applications

Solution

- Standardising on Vblock 1 now; Vblock 2 in planning

Business Benefits

- Rapid provisioning services to help migrate acquired companies to EMC’s corporate applications
- Deploying validated Vblock architecture with embedded security avoids weeks of time spent on design, build, and testing
- Incremental infrastructure is easily added to meet future demand
Industry Leaders, Best of Breed Technologies

89% of server virtualisation market\(^1\)

68% of total managed WAN (CPE) & network based equipment services market\(^2\)

>50% of virtual server deployments\(^3\)

2010: Vblock Customers
World Wide – 120
APJ – 18+\(^4\)

\(^1\) Source: Gartner October 2009
\(^2\) Source: Synergy Research June 2008
\(^3\) Source: Forrester 2009
\(^4\) Source: VCE Company 2010
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Thank You

For more information, please visit  vce.com