

SIM March 2012 Breakfast

Migrating to the Cloud

March 13, 2012

Jim Battenberg



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Jim Battenberg
Rackspace Cloud Evangelist

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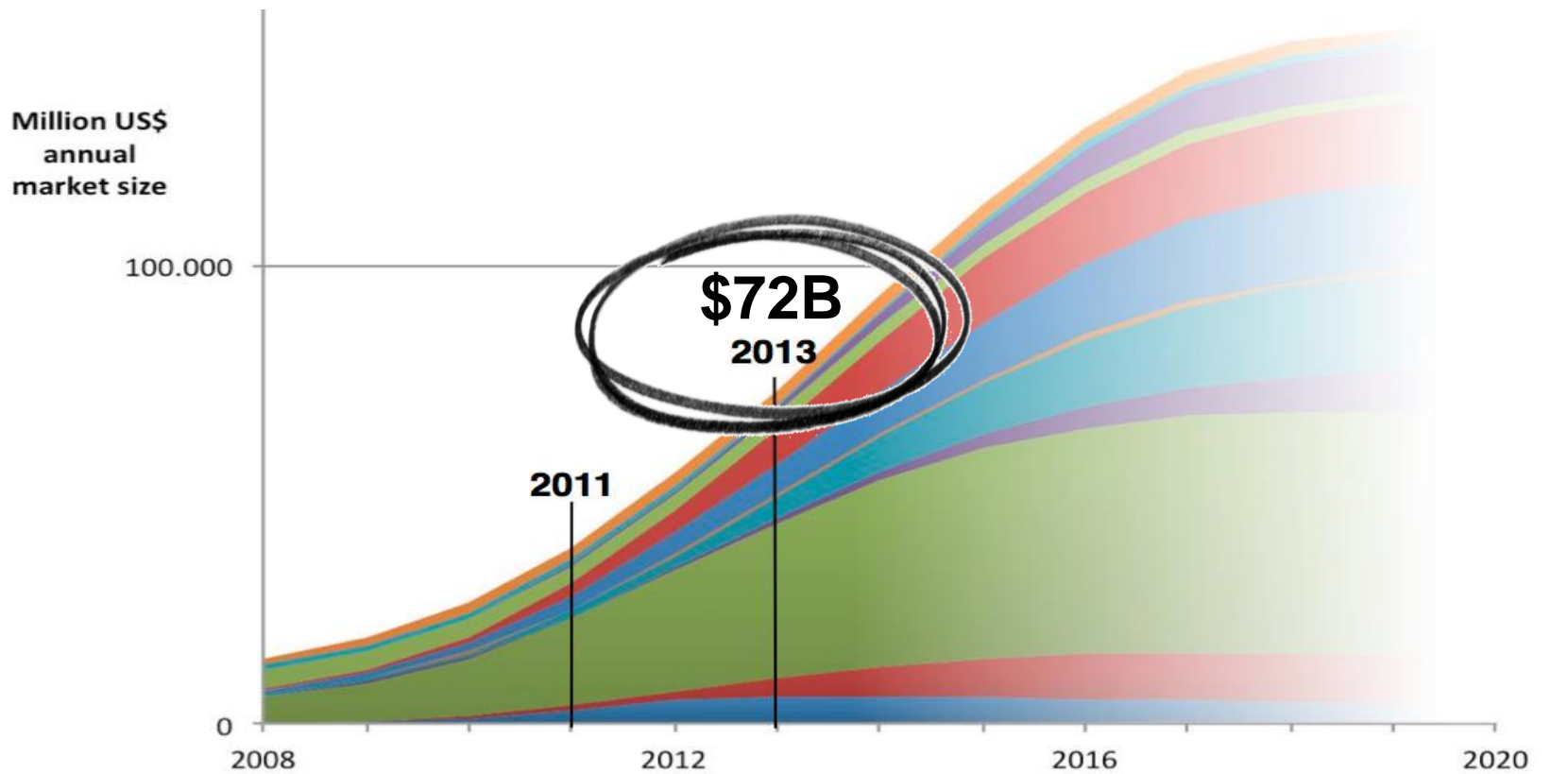
CLOUD IS THE FUTURE



"The bulk of business computing will shift out of private data centers to the 'cloud'."

– Nicholas Carr

SIZING THE MARKET: HOW BIG?



Forrester, "Sizing the cloud," March 2011



WHY THE BIG SWITCH?

*Dynamically scalable
IT resources
provided as a service*

ACCESSIBILITY
SPEED

COST

- “Utility Billing” (pay as you use)
- “Unlimited” processing and storage
- Elasticity to scale up or down
- On demand, self-service
- Highly automated

- **Maximize revenue**
- **Reduce cost**
- **Expedite time to market**
- **Focus resources**
- **Do more projects**

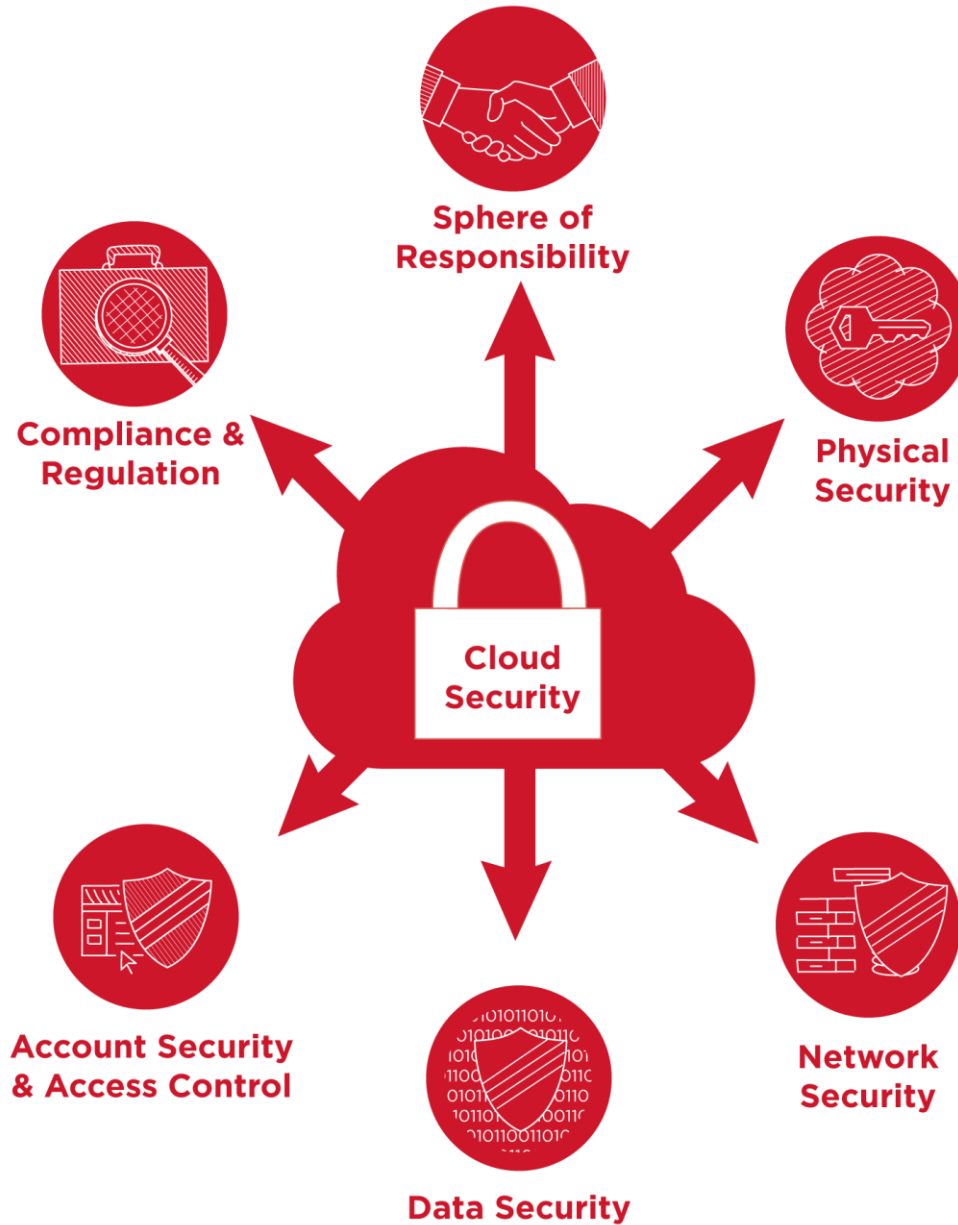


Fear #1: The Cloud is Insecure

PASSWORD



Security - Partner with your Service Provider



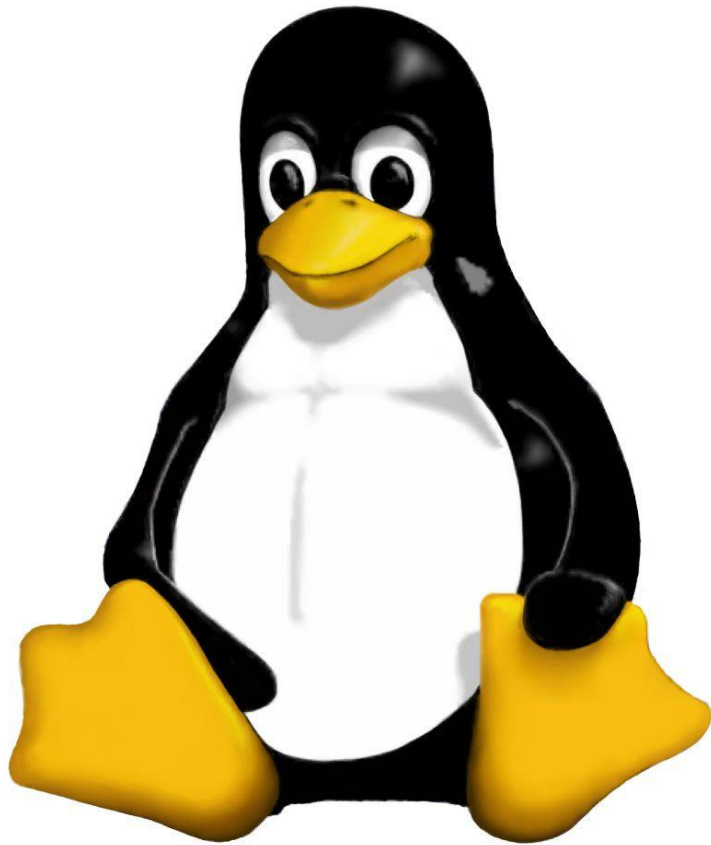
Fear #2: The Cloud is Proprietary





Proprietary, closed public Clouds can be a problem.





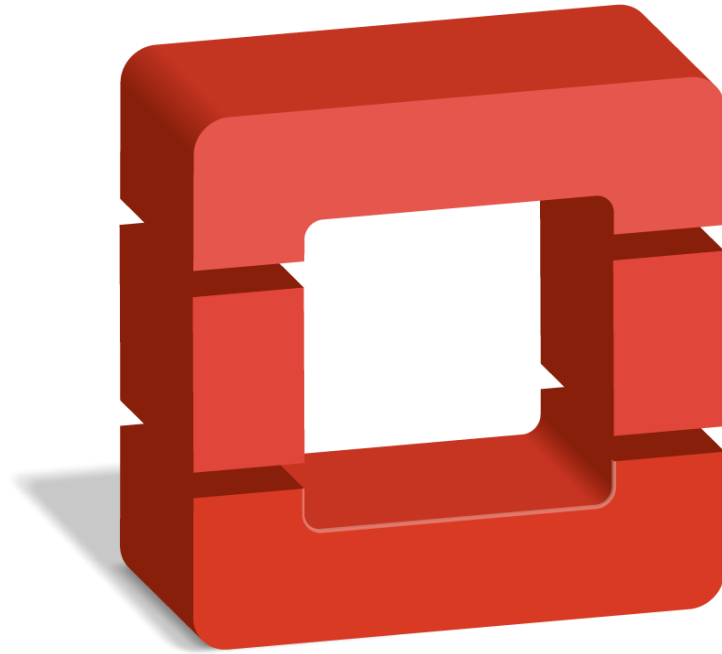
Linux

**On the other
hand...**

**Remember how
this guy disrupted
enterprise IT?**

The Cloud Will Have an **Open Source** Operating System.





openstack™

CLOUD SOFTWARE





Creating Open Source software to build public and private Clouds



OpenStack Compute

Software to provision virtual machines on commodity hardware at massive scale



OpenStack Object Storage

Software to reliably store billions of objects distributed across commodity hardware



OpenStack Image Service

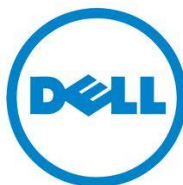
Services for discovering, registering, and retrieving virtual machine images



OpenStack Community Today

150+ Companies

2,600+ Community



A PATTERN OF ECOSYSTEM DRIVEN MARKETS

VISIONARY



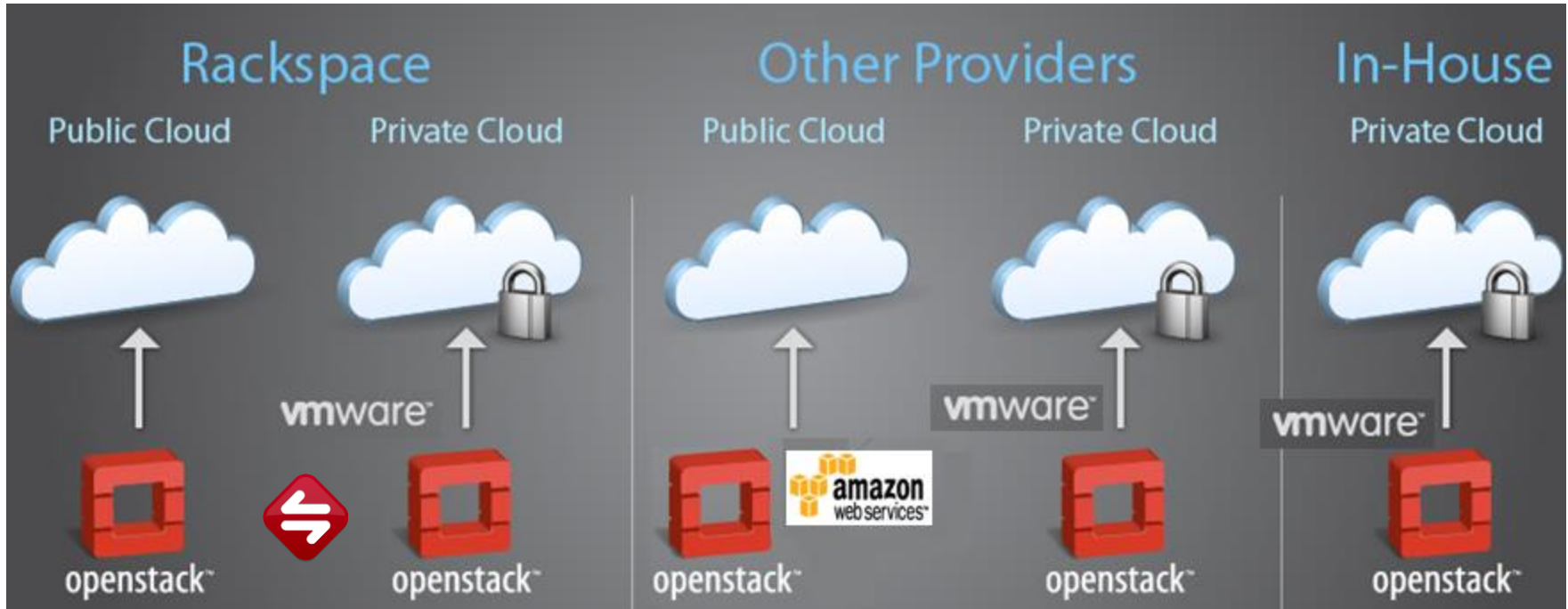
MASS CONSUMABLE



OPEN



RACKSPACE VISION: OPEN FEDERATED CLOUD



Fear #3:
There is no
Customer Service
in the Cloud



How Accessible is your provider?

PHONE

CHAT

EMAIL

TICKETS

FORUMS

twitter

877.934.0407



THANK YOU

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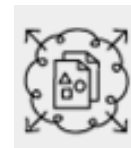
 **Cloud Sites**
Quickly host scalable and reliable websites



Email



Cloud Drive



SharePoint



CIO: DON'T LET CLOUD "HAPPEN" TO YOU!

Rackspace will Help CIOs to Evaluate Hybrid Cloud Services

