

# SharePoint & The Cloud

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*SharePoint Evangelist*



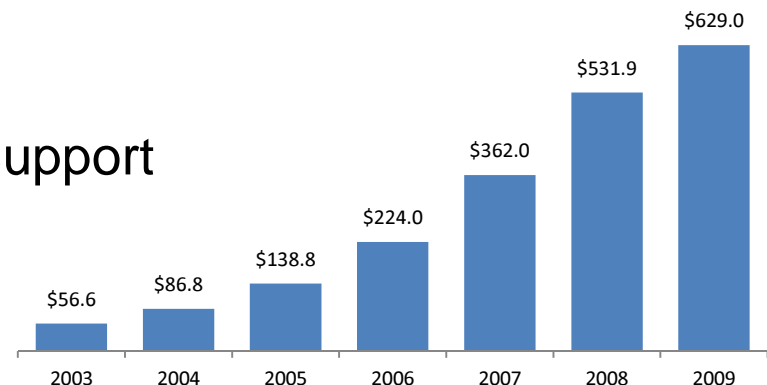
# Fast Facts About Rackspace

- Founded: 1998 / IPO 2008
- **NYSE: RAX**
- Headquarters: San Antonio, TX
- Offices:
  - Austin, TX
  - London, UK
  - Amsterdam, NL
  - Hong Kong, China
- Data Centers:
  - Chicago,
  - Dallas,
  - Hong Kong,
  - London (3)
  - San Antonio (2)
  - Virginia (2)
- 3,200+ Rackers;
  - 2,600 dedicated to Customer Service/Support
- 118,000+ customers
- ~66,000 Physical Servers online
- ~75,000 Cloud Servers online

## 2010 REVENUE



## Annual Revenue (\$M)



# **Current: *State of The Union***

# Truly a New Era of Computing

70's – 80's  
Mainframe Era



90's – 2000's  
Client Server Era



2010 – beyond  
Cloud Era



Cheaper, more accessible, more powerful

- **#1 Priority is Virtualization**
- **#2 is Cloud Computing**

*“By 2012, 20% of businesses will own **NO** IT assets”*

– Key Predictions, January 2010

**Gartner**

# Building Blocks of IT

## People



- Database Engineers
- Operating System Technicians/Administrators
- Systems Security Professionals
- Network Experts
- IT Consultants

## Hardware & Software



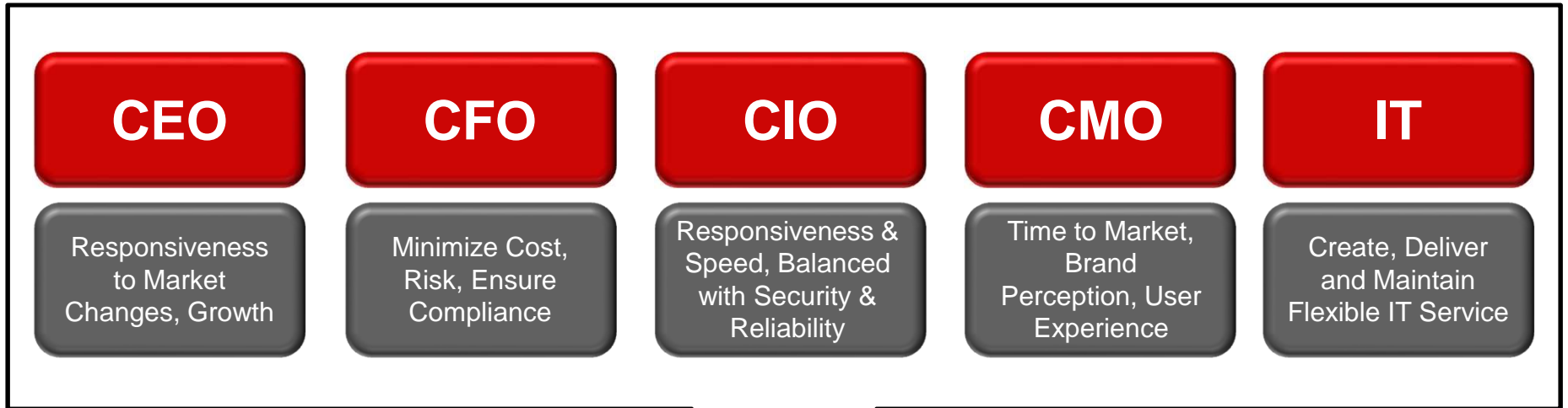
- Servers, Firewalls, Load Balancers, Routers, Switches
- Operating Systems
- Management Tools
- Virtualization, Storage

## Space & Connectivity



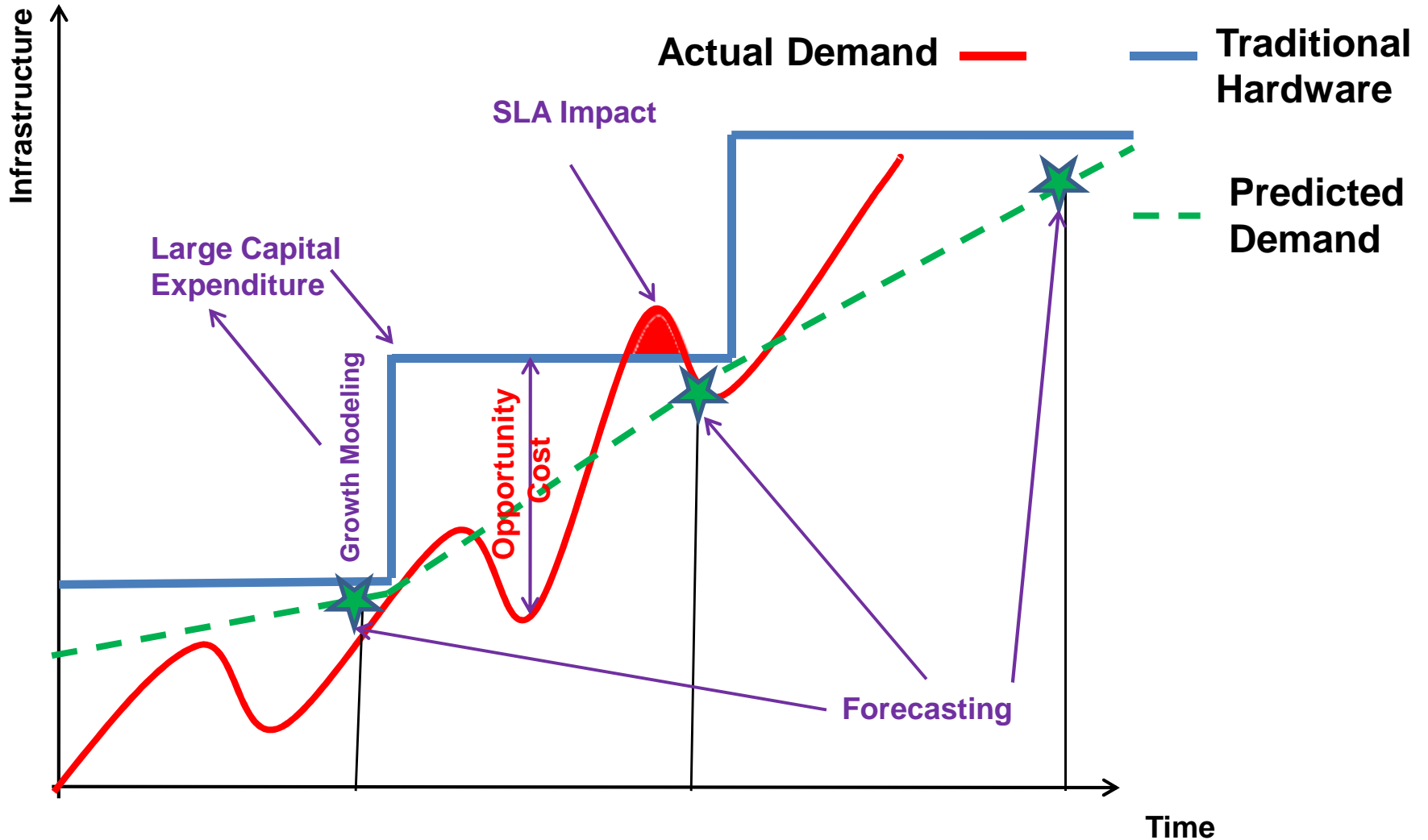
- Power & HAVAC
- Network Access
- Physical Security
- Logical Security
- Bandwidth

# RESPONDING TO CUSTOMER NEEDS



Optimal Infrastructure Requires both  
Dedicated and Cloud Components

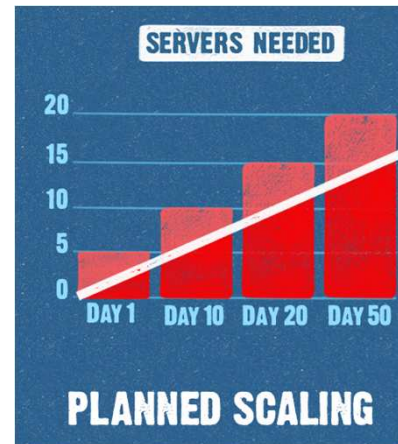
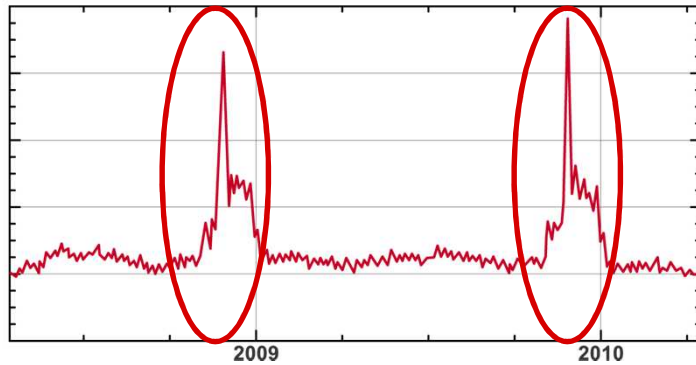
# Traditional Capacity Planning: - Wasteful Over-provisioning vs. Risk



# VARIABLE DEMAND = PROVISIONING CHALLENGE

## Ex) Spikes in Load:

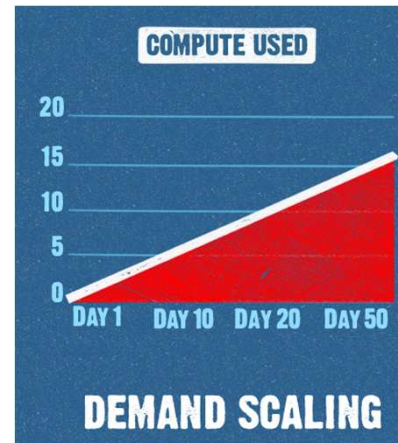
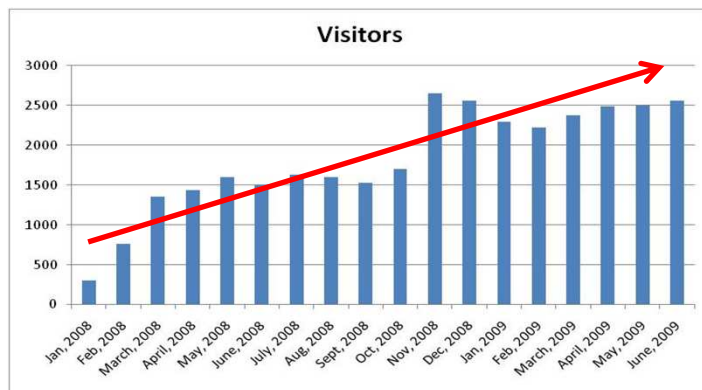
Holiday Retailer Page Views



- Traditional server capacity building model results in underutilization during low demand periods

## Ex) Predictable but Growing Load:

High growth company



- Cloud allows scaling, achieving Economies of Scale with higher ROI

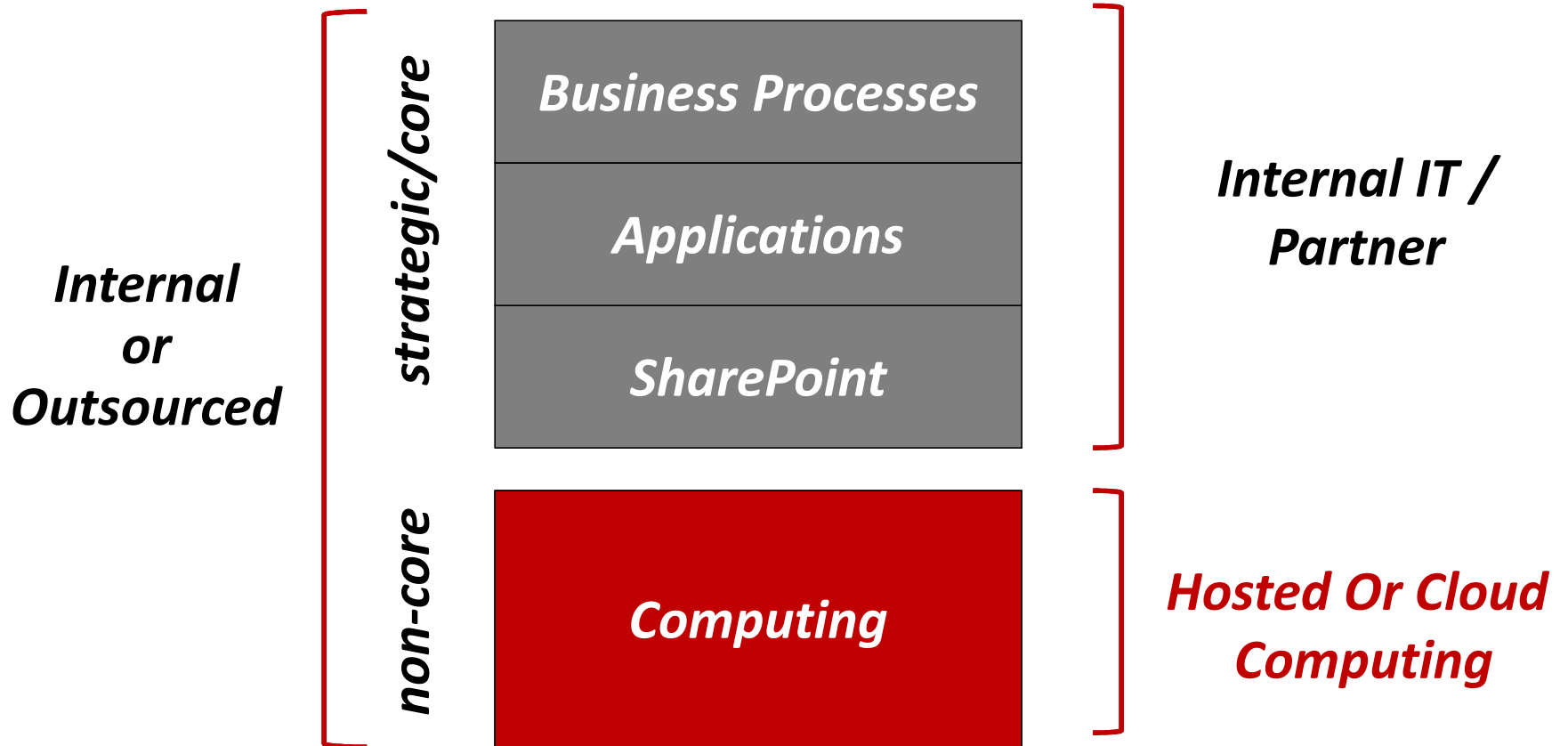
# **Challenge The Resistance;** **A New Way To Think...**

# A New Way to Do IT

*OLD Model*

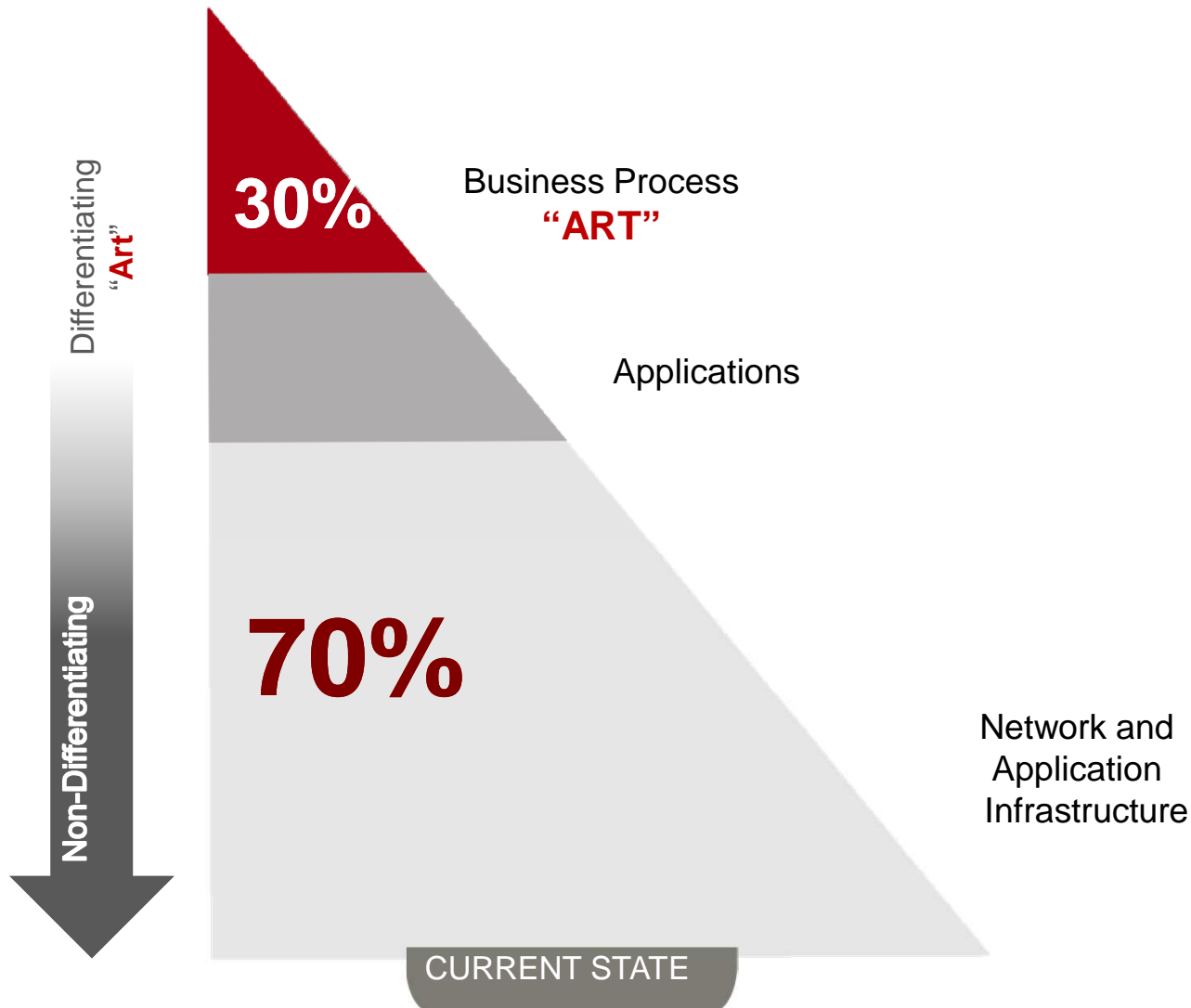
*IT Buckets*

*NEW Model*



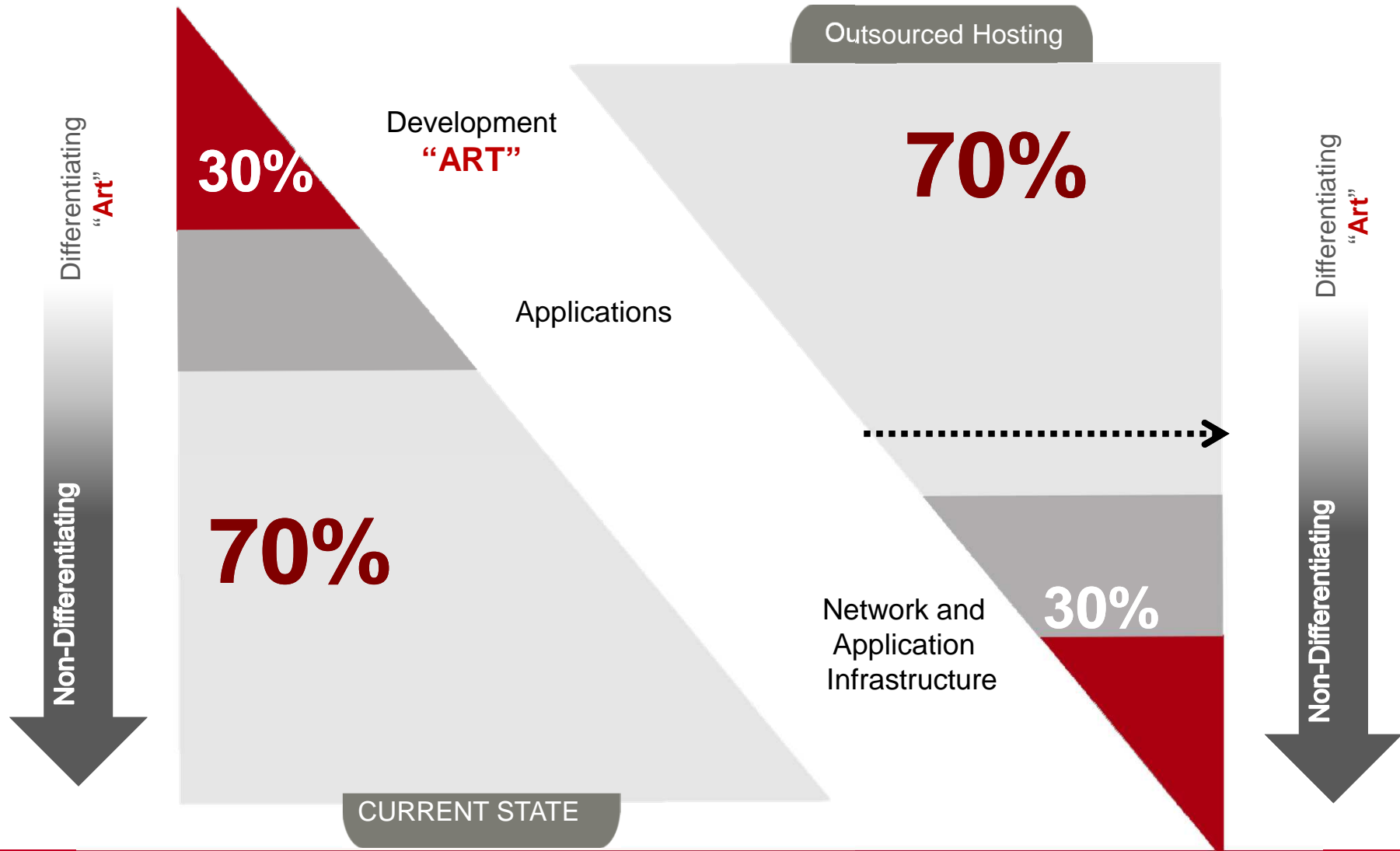
# The 70:30 Rule - Efficiency Ratio:

- **Embrace Your Art...*BE AN ARTIST***



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- **Embrace Your Art...*BE AN ARTIST***



# CLOUD OVERVIEW

# HAVE YOU HEARD...?

70% of data is stale after 90 days and 80% of overall data is unstructured

“Over the next five years data will grow by 650%..”  
“44x increase over the next decade...”

“80% of Fortune 1000 enterprise will use Cloud technology in some capacity.”

*“..the HDD industry will ship more Petabytes for enterprise applications in the next two years than it did in the preceding 20 years.”*

# RISE OF THE ENTERPRISE CLOUD

The cloud-services market was worth **\$17 billion** in 2009, and projects it to swell to **\$44 billion** by 2013, for a compound annual growth rate of 26%.”



“58% say cloud computing will cause a radical shift in IT.”

“47% say they are already using it or actively researching it.”

- CIO Magazine (From IDC Report) Oct. 2008



“By 2012, 20% of businesses will own no IT assets.”

- Gartner Key Predictions, Jan. 2010

**Gartner**

# Cloud is for **EVERYONE...** Not Everything

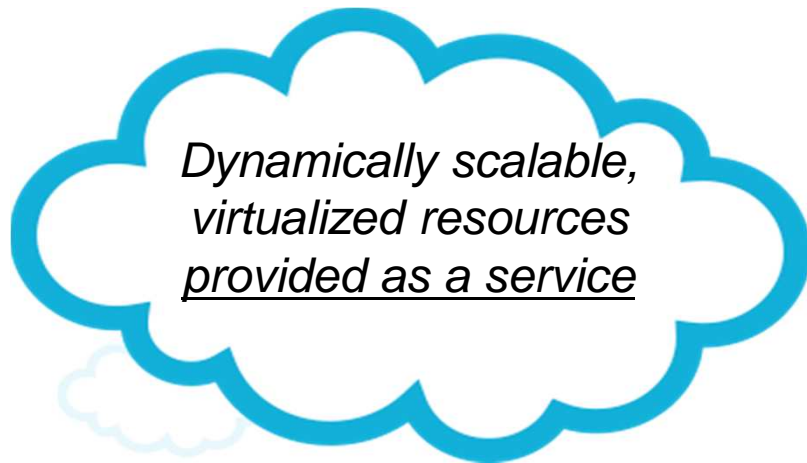


*Every  
Firm*

*Not  
Every  
App*

# WHY THE BIG SWITCH?

For a variety of reasons, cloud technologies are too compelling to ignore.



- “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

# Cloud Types

## Software as a Service



### Target: End users

- Collaborative applications
- ERM, CRM, Supply chain apps
- Ops and manufacturing apps
- Engineering applications

## Platform as a Service



### Target: Developers

- Development tools
- Database, Middleware
- Infrastructure software

## Infrastructure as a Service



### Target: Developers, Sys Admins

- Server, Storage, Network
- OS, Virtualization, File system

# CLOUD IS FOR EVERYONE, NOT EVERYTHING



## Good Fit







- Workloads with highly variable traffic (ie. marketing promos or product launches)
- Workloads that are temporary in nature
- Test and Pre-production systems
- Software development
- Batch jobs requiring minimal security
- Blogs, Media Rich websites
- Storage and Backup solutions
  - **RBS – Remote BLOB Storage**



## Not a Good Fit

- Workloads requiring high IOPS
  - **SQL, Search, FAST, Index**
- Large relational data bases
- Workloads requiring significant regulatory compliance, accountability
- Legacy software not designed for cloud
- Workloads requiring detailed utilization measurement for billing or capacity planning
- Workloads requiring a lot of hardware customization

# BENEFITS OF VARIOUS COMPUTING PLATFORMS

<b>Compute Platform</b>	 <b>Dedicated Hosting / Virtualization (Private Cloud)</b>	 <b>Cloud Hosting</b>
<b>Ideal for</b>	<ul style="list-style-type: none"> <li>▪ Highest security</li> <li>▪ Clustered solutions</li> <li>▪ Credit card processing</li> <li>▪ Back Office</li> <li>▪ High IOPS databases</li> <li>▪ Apps requiring high steady state perform</li> <li>▪ Disaster recovery</li> <li>▪ Predictable cost</li> </ul>	<ul style="list-style-type: none"> <li>▪ Rapid scalability</li> <li>▪ Utility pricing</li> <li>▪ Programmatic accessible (API)</li> <li>▪ Raw compute power</li> <li>▪ High traffic variable load</li> <li>▪ Web Email</li> <li>▪ Software Development</li> <li>▪ Test and Development</li> <li>▪ Social Media</li> <li>▪ Storage and Backup</li> </ul>
<b>Provision Time Cost to Scale</b>		
<b>Compliance Configurability</b>		

# TRADEOFFS

## ***MANAGED HOSTING***



***HOUSE***

## ***PRIVATE CLOUD HOSTING***



***APARTMENT***

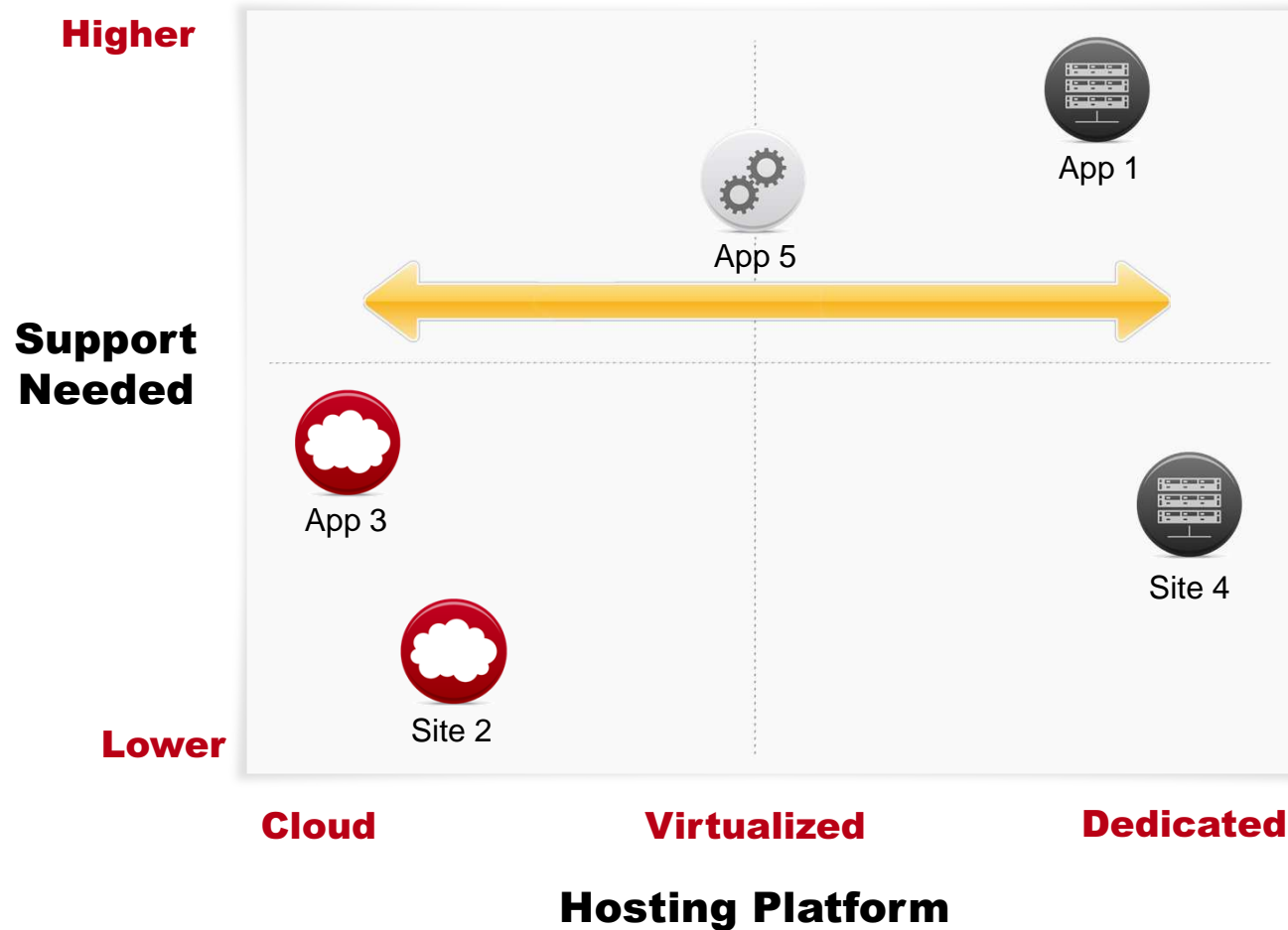
## ***PUBLIC CLOUD / SaaS***



***HOTEL***

# HYBRID HOSTING

# RIGHT PLATFORM + RIGHT SUPPORT = BUSINESS ADVANTAGE

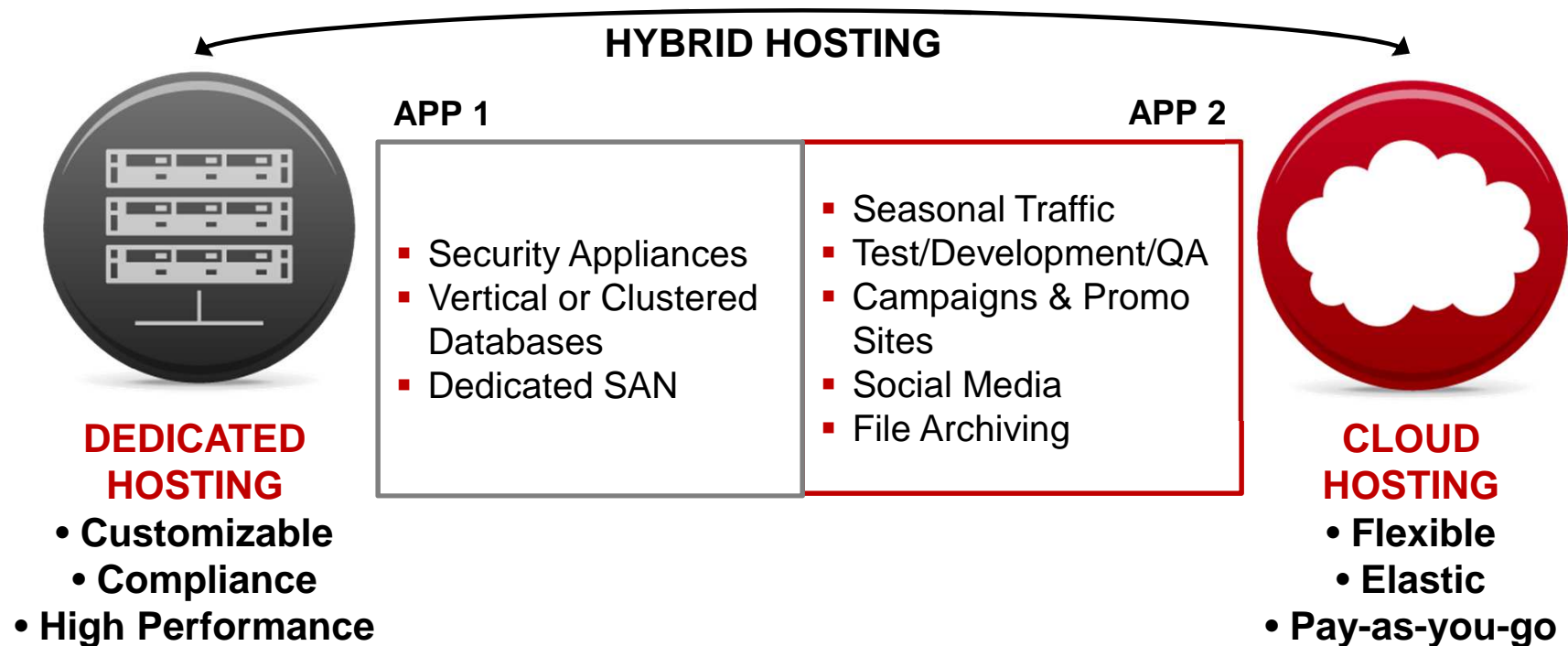


# HYBRID HOSTING

## EMERGING MODEL FOR SCALABLE APPS

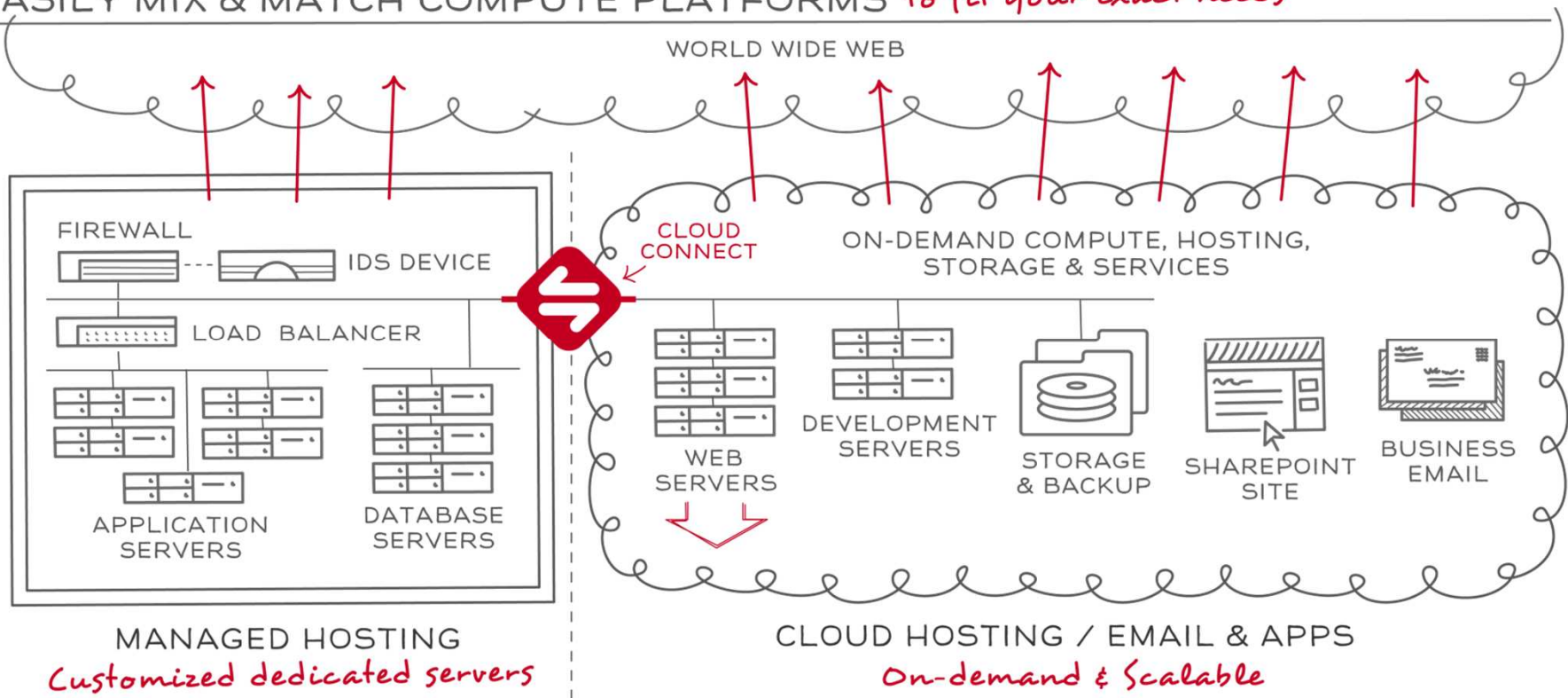
Dedicated AND Cloud

Two Independent Applications



# Hybrid Platform

EASILY MIX & MATCH COMPUTE PLATFORMS *to fit your exact needs*



- Bringing the best of Managed Hosting and Cloud together
- Cloud Connect facilitates the connection

# SEAMLESS INTEGRATION



Cloud Connect creates a Seamless **Compute Solution**

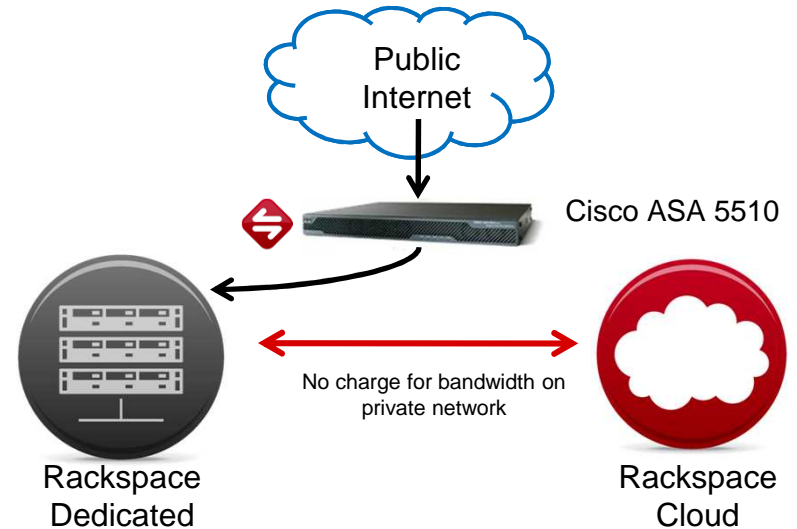
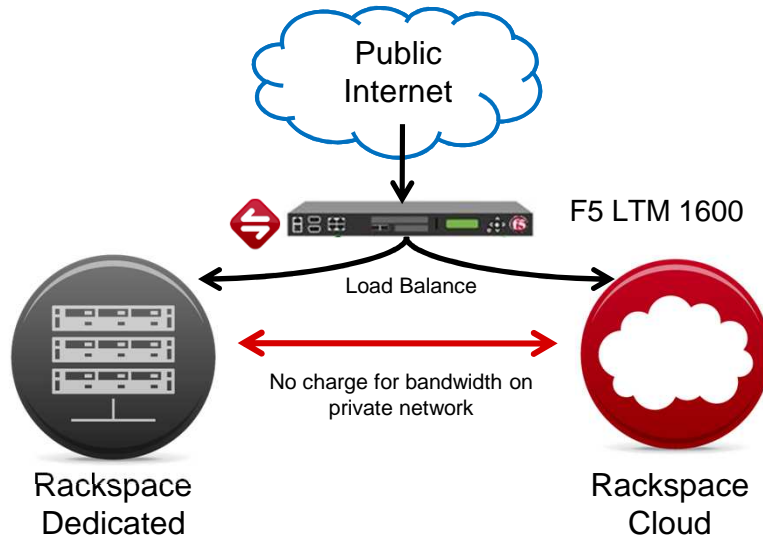
## F5® Load Balancer

Enhanced Security and Load Balancing  
between Cloud and Dedicated Servers

OR

## Cisco® ASA Firewall

Lower Cost Isolated Connection  
between Cloud and Dedicated Servers



# UNLESH YOUR ORGANIZATION

- **Lower barriers to Innovation**
  - Minimal to NO capital requirement
  - Quicker to validate Proof of Concept
  - Speeds time to market
  - Easier execution
- **Minimizes downside; Flex with the Market**
- **Reduce P&L and Capital Expenditures**
  - Lower TCO
- **Large and small companies can compete equally**
- **Increase SLA**
- **Implement more efficient Disaster Recovery (DR) models**
- **Create & Validate new business models**



# QUESTIONS & ANSWERS

Don't be shy. Ask away.

# Thank You

...and don't forget about the Evaluation Forms 😊