

## Cloud Deployment Models

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## **Application Delivery Model Changing**

## **Boundary-less IT**



Backup as a Service
DR as a Service
Compute

Infrastructure as a Service







Software as a Service

Mobile applications
Collaboration applications
CRM applications
Core versus context



Platform as a Service

Cloud Scalable Applications

Dynamic Resource Apps

Geo distributed Apps

Rapid App Development



## The New Normal for IT

#### FROM...

- Builder & Operator
- Complex technology
- Perimeter based Security
- Asset ownership
- Install/integrate/upgrade
- Static & permanent
- Central IT control
- Technology skills

#### TO...

- Broker of Services
- Simple products
- Encapsulated Security
- Business results
- Elasticity up and down
- Instant IT via credit card
- Business skills

Everyone has to think like a service provider



## **Cloud Success Starts with Strategy**

- What business pressures are you experiencing?
- What IT challenges are you facing?
- How do these align with and affect your financial strategy?
- What is your strategy for risk migration?
- What compliance or security requirements must be satisfied?
- What is your sourcing strategy for external cloud procurement?



## **Your Strategy Starts With Your** NetApp Service Products

#### Categorize requirements based on business needs

#### **Public Cloud** Private Cloud Web Hybrid Dev/ Apps **Test Operational Flexibility** IT **Apps Application** Silos Zones of Virtualization Custom Apps

Strategic Value

#### **Public Cloud**

- Adapt to dynamic demands
- Self-service & pay-as-you-go
- Readily available cloud services

#### **Private Cloud**

- Core defined-services
- Highly dynamic
- Self-service & metering

#### Zones of Virtualization

- Core IT application consolidation
- Moderately dynamic
- No self-service requirements

#### **Application Silos**

- App requirements unique to silo
- Dedicated & optimized hardware
- Static environment



## **Data Considerations for Cloud**



Data Management Paradigms

- Disaster recovery
- Development and test
- E001101011 110101001

Cloudburst for peak workloads

- Multiregion application continuity
- Data center migration and consolidation
- Performance bus apps/data analytics

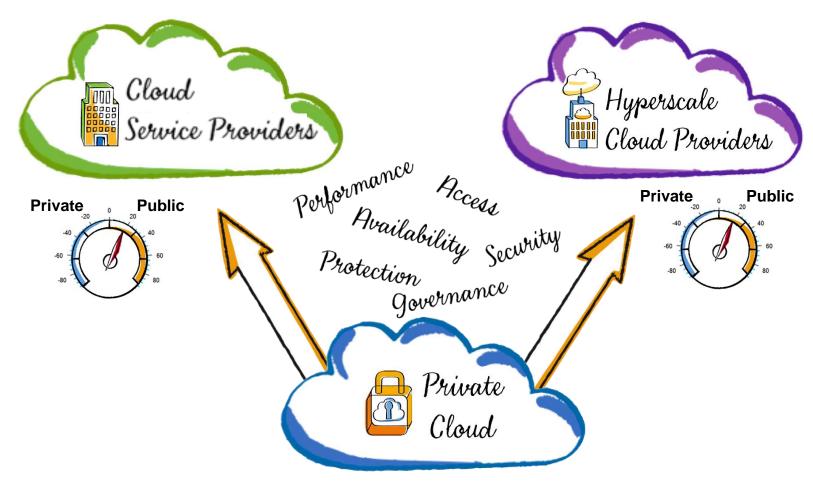


Security (Risk Tolerance) or Compliance

Data Stewardship



## The Need for Seamless Cloud Services

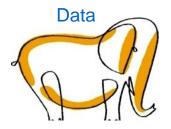


Integrate public resources while retaining control



## ...And Data Doesn't Move Easily



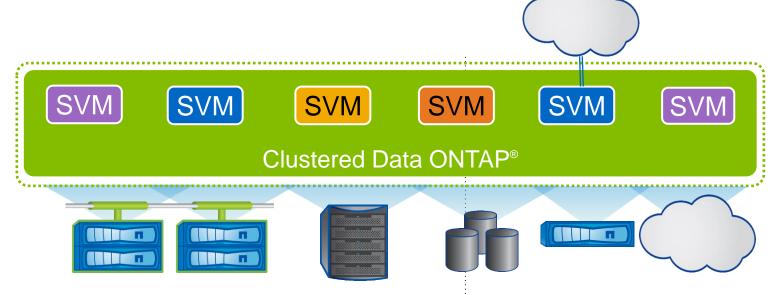


Compute is agile; data is not

- Data needs to be close to compute for performance
- Moving data between clouds is difficult
  - Time consuming
  - Expensive bandwidth
  - Cloud formats are often incompatible
  - Data services are not consistent



## A Foundation Designed for Cloud



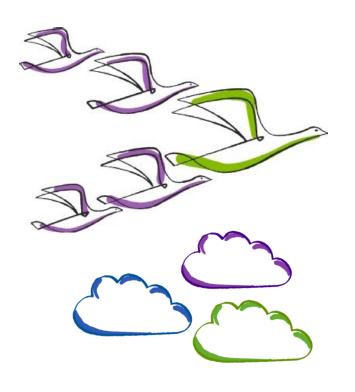
## Key cloud features:

- Native Data containers
- Secure multi-tenancy
- Pooled virtual resources

- Efficient data transport
- Rich data management
- Standard Protocols



## **Foundation for Hybrid Data Centers**



## Only NetApp® delivers:

- Universal data platform
- Dynamic data portability
- Extensive customer choice

Your data, any cloud, endless possibilities



# Thank you



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