



proudly present:



STRAWBERRY COCONUT CLOUD

You choose the flavor

TOM HOPKINS



CLOUD COMPUTING

Revolutionizing Entertainment & Media
The Impact of Mobile Cloud Computing & Big Data

WEST 2013

OCTOBER 27-29, 2013
The Cosmopolitan
Las Vegas, NV



WIDESCREEN LCD Display

INTERNET TV

NEW SHOW!
MONDAY
AT 7 P.M.!

the Real Executives OF HOLLYWOOD

CAUTION:
Players at Play

FULLHD



PLAY GAME

POINTS

LEVELS

PERKS



the Real
Executives
OF HOLLYWOOD







2:50 PM 100%

the Real Executives OF HOLLYWOOD



CAUTION:
Players at Play

PLAY VIDEO

the Real Executives OF HOLLYWOOD



CAUTION:
Players at Play

PLAY GAME

LEVELS

POINTS

PERKS



Every app = unique needs



SECURITY



SCALABILITY



AGILITY



AVAILABILITY



How do you meet all these needs?

SECURITY



SCALABILITY



AGILITY



AVAILABILITY



HYBRID CLOUD

HYBRID CLOUD



HYBRID CLOUD



“2013: Year of the Hybrid Cloud”

NETWORKWORLD

“Savvy IT organizations are devising a hybrid IT strategy that is built on internal and external clouds”

— Gartner 2013 Cloud Planning Guide

Gartner.

“Three quarters of firms using IaaS today use or plan to use a hybrid cloud strategy”

—Forrester Research, 2013

FORRESTER

“I’m convinced 2013 is going to be the year of the hybrid cloud infrastructure.”

— Tracy Corbo, principal research analyst
at Enterprise Management Associates.

EMA



Workload



Media Delivery

KEY NEEDS

Global, bandwidth intensive



Workload

 **eCommerce Catalog**

KEY NEEDS

Spiky, unpredictable



Workload



Big Data

KEY NEEDS

High performance, elastic



Workload



**Custom Application/
Legacy Application**

KEY NEEDS

Security, integration



Workload

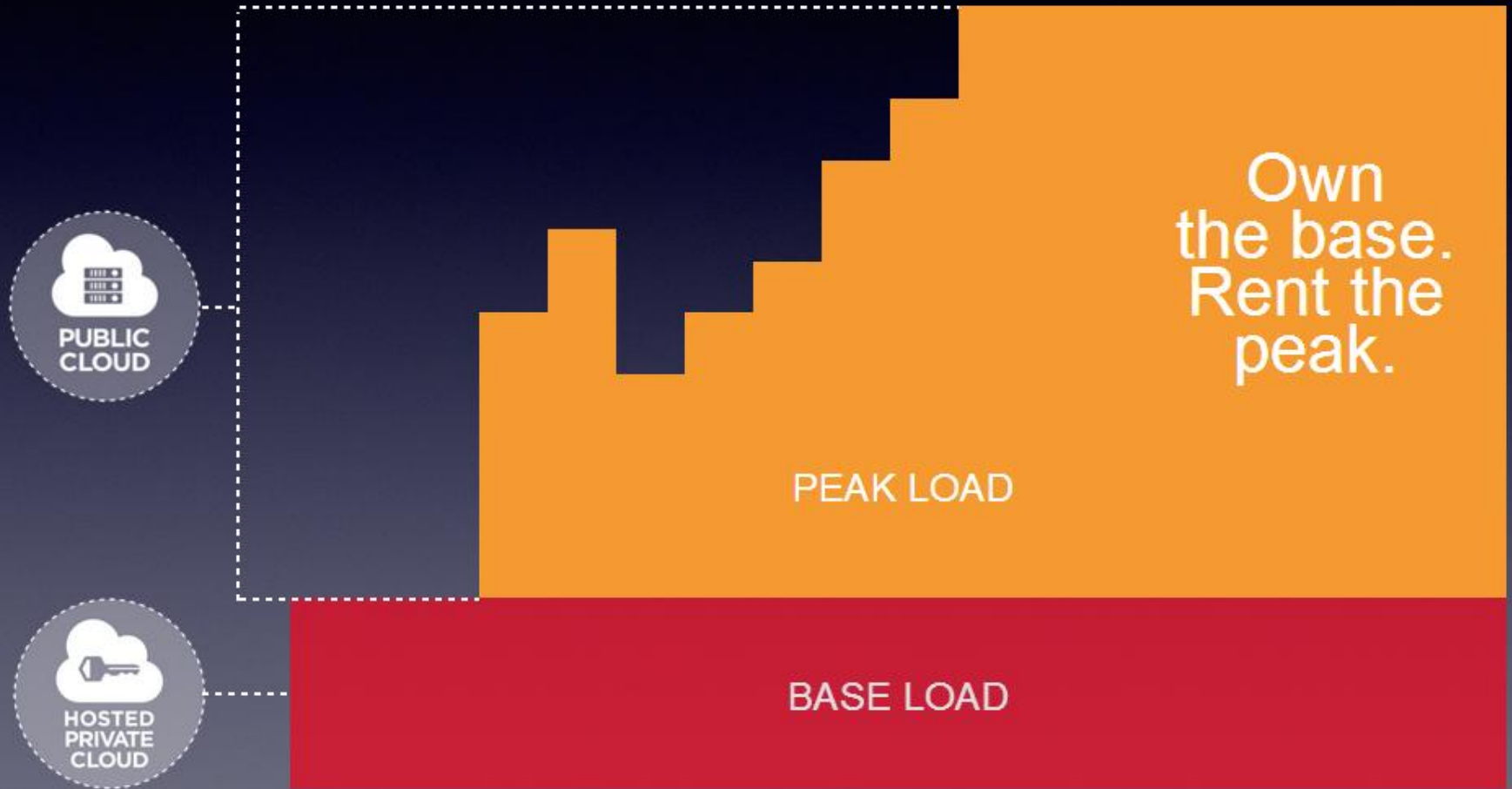


Dev/Test/Stage

KEY NEEDS

Elasticity & scalability

HYBRID CLOUD



OPEN ENABLES HYBRID



Single Infrastructure API Across:

- Public Cloud
- Private Cloud
- Dedicated Bare Metal (incubation)

COMPANIES USING OPENSTACK



- Comcast
- Bloomberg
- Best Buy
- National Security Agency (NSA)
- PayPal
- CERN
- HubSpot

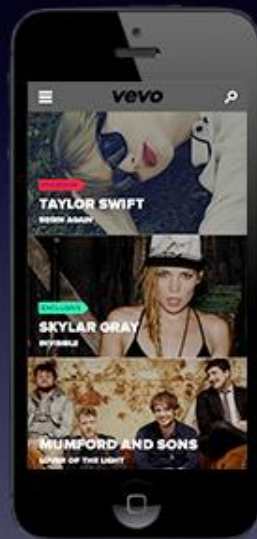
COMCAST XFINITY X1 RUNS ON OPENSTACK



CASE STUDY

vevo

vevo



SITUATION

- Web-based music video and entertainment service
- 68 million visitors/month
- 3 billion video streams/month

CHALLENGES

- Storage and transfer of large media files

vevo



**DEDICATED
HOSTING**



**PUBLIC
CLOUD**

SOLUTION

- Hybrid solution
- RackConnect for management of large media files
- Dedicated environment
- Custom servers
- Managed storage
- Scalable compute in the cloud for CPU-intensive transcoding

CASE STUDY

MAJOR BROADCAST NETWORK

MAJOR BROADCAST NETWORK



SITUATION

- Major broadcast network with huge sports and entertainment properties

CHALLENGES

- Critical flagship Web sites for network and sports division and major show sites
- Massive, mostly static sites need high reliability
- Key entertainment show sites need to be ready for huge seasonal spikes in traffic

MAJOR BROADCAST NETWORK



**DEDICATED
HOSTING**



**PUBLIC
CLOUD**

SOLUTION

- Hybrid solution
- Private virtualized and dedicated hosting for large mostly static sites
- Public cloud for sites with huge seasonal needs
- Critical application services for reliability

CASE STUDY:

HubSpot

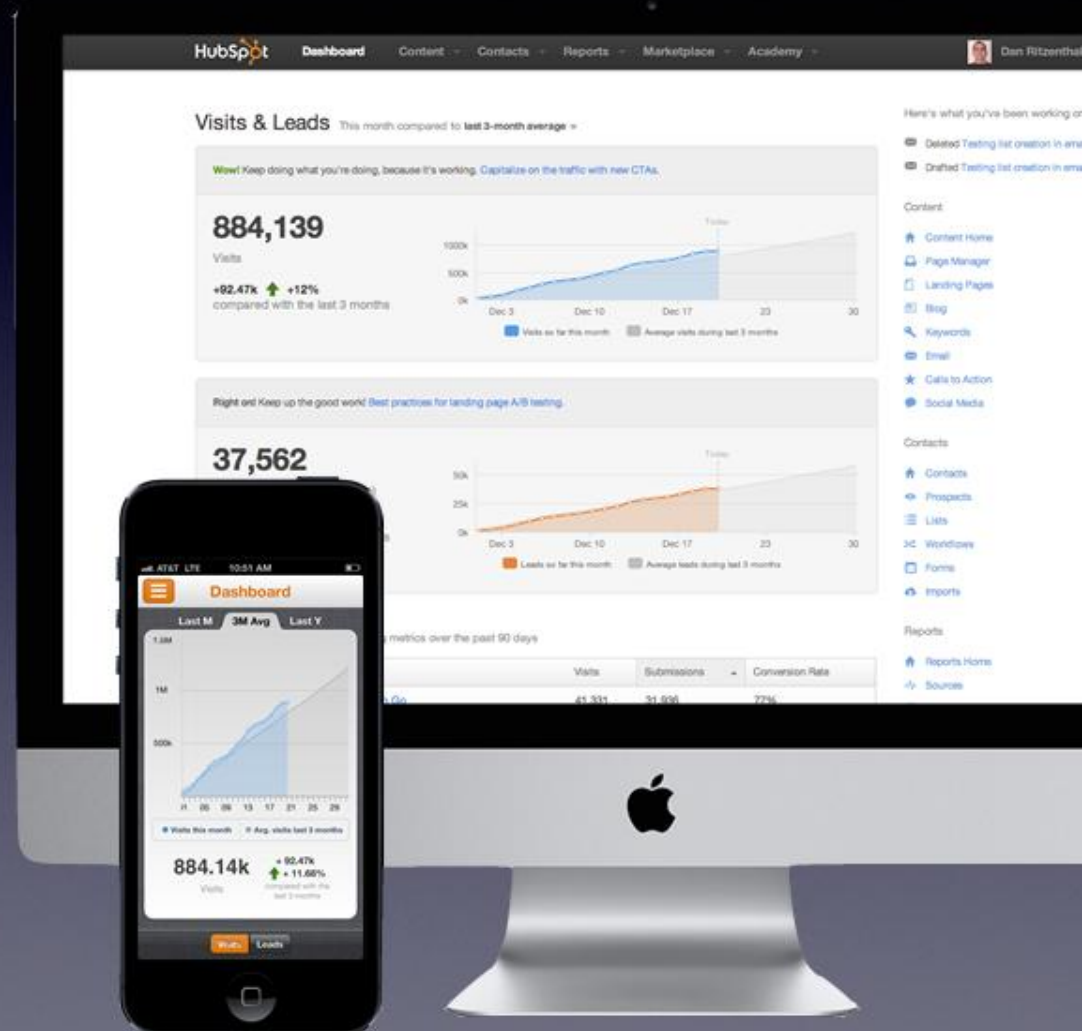


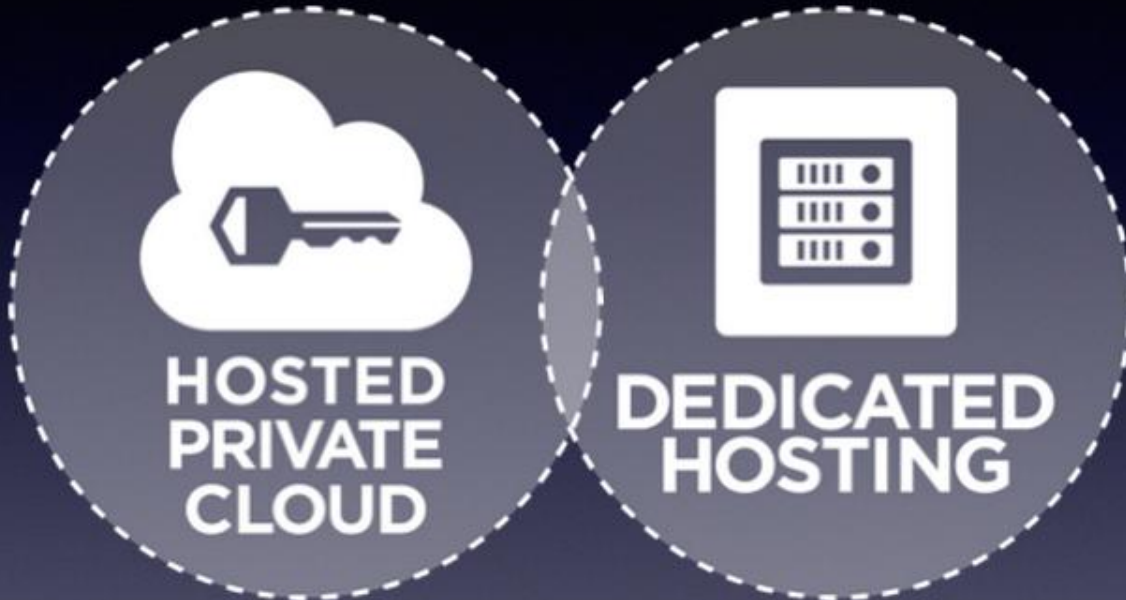
SITUATION

- 8,000 customers / 56 countries
- Continuous deploy and provision
- 75 updates/day
- Idea to production=20 mins.
- Ran only Public Cloud

CHALLENGES

- More control
- More reliability (Goal=99.99%)
- Image parity
- Determine own destiny





SOLUTION

- Hosted Rackspace Private Cloud
- Dedicated (Bare Metal)
- Hybrid Cloud



1/2013



11/2011



Diablo

108 Cores
0.9TB RAM

8/2012



Essex

224 Cores
1.8TB RAM

Folsom

2004 Cores
21TB RAM



RESULTS

4x

EFFICIENCY
IN THE
SAME WORKLOADS

IMAGE PARITY

HYBRID CLOUD



HYBRID CLOUD

SECURITY



SCALABILITY



AGILITY



AVAILABILITY





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