



proudly present:



*HyperElasticity™

Handling Spike Events

Reza Rassool, CTO Kwaai Oak

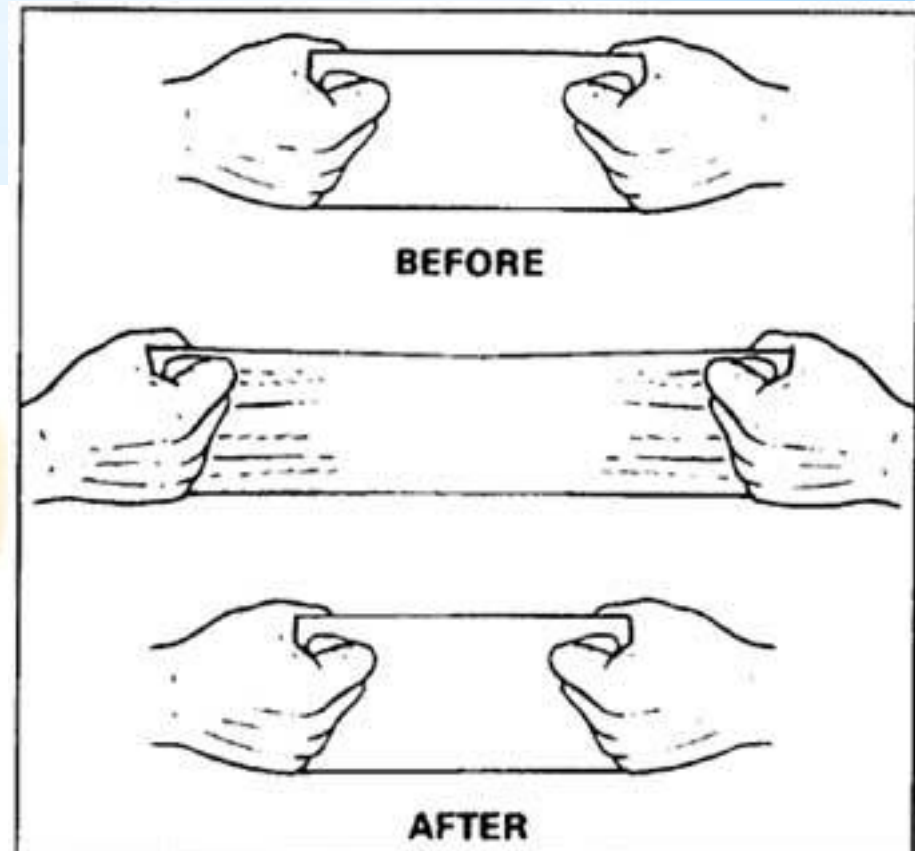


CLOUD COMPUTING

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

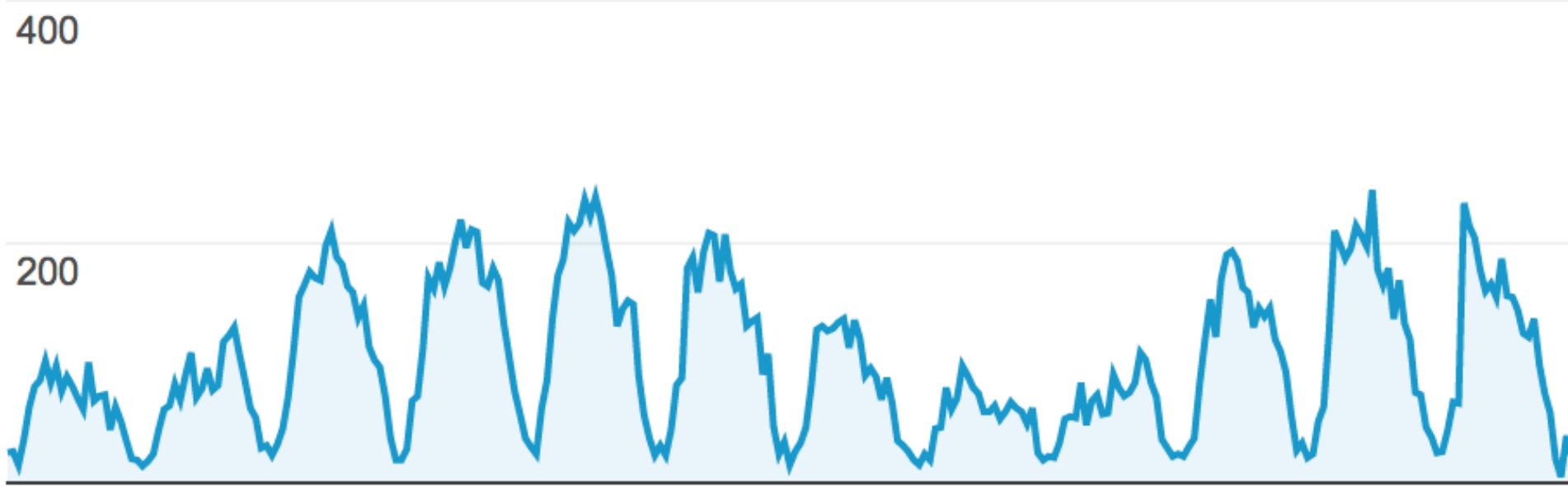
WEST 2013

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



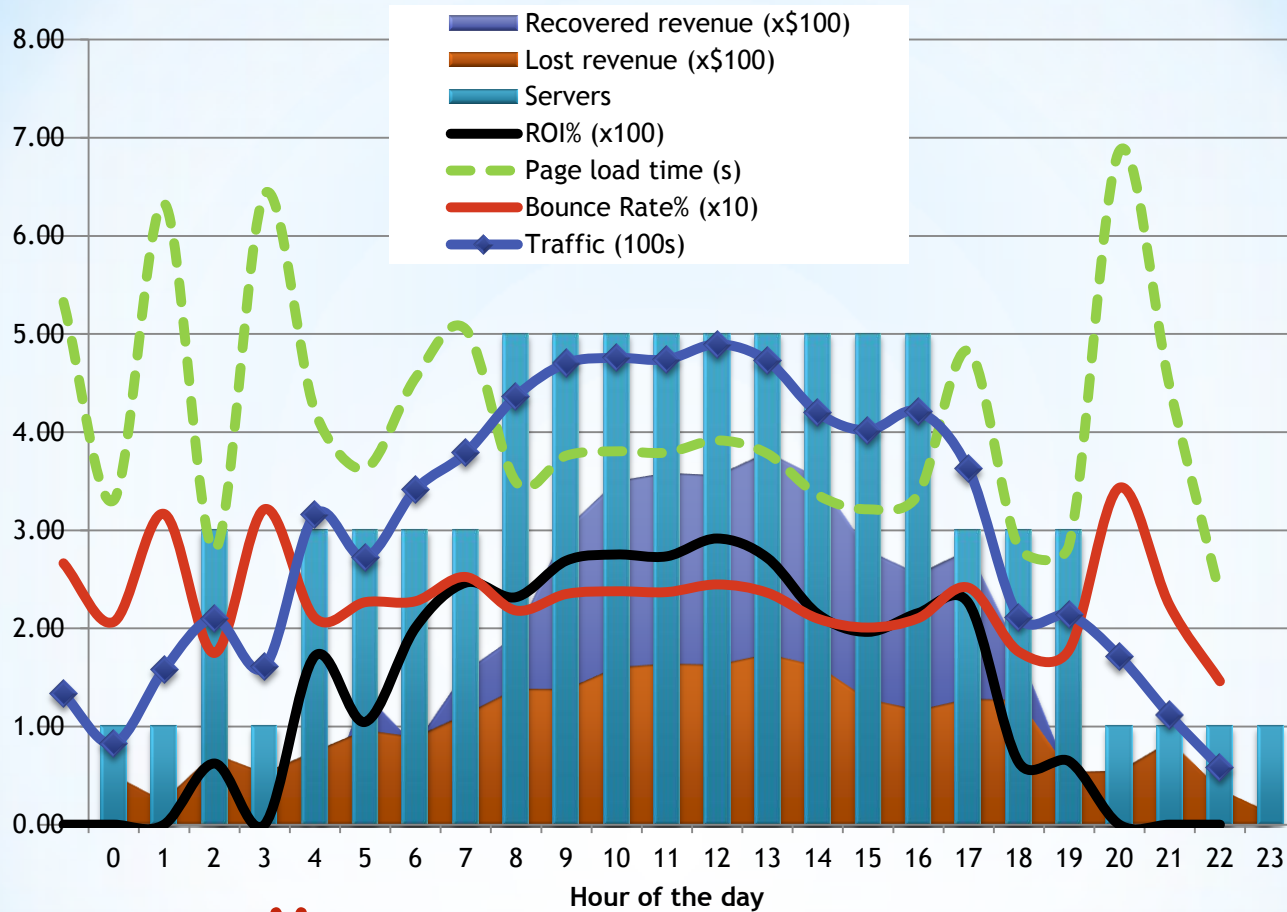
*What is Elasticity?

● Visits

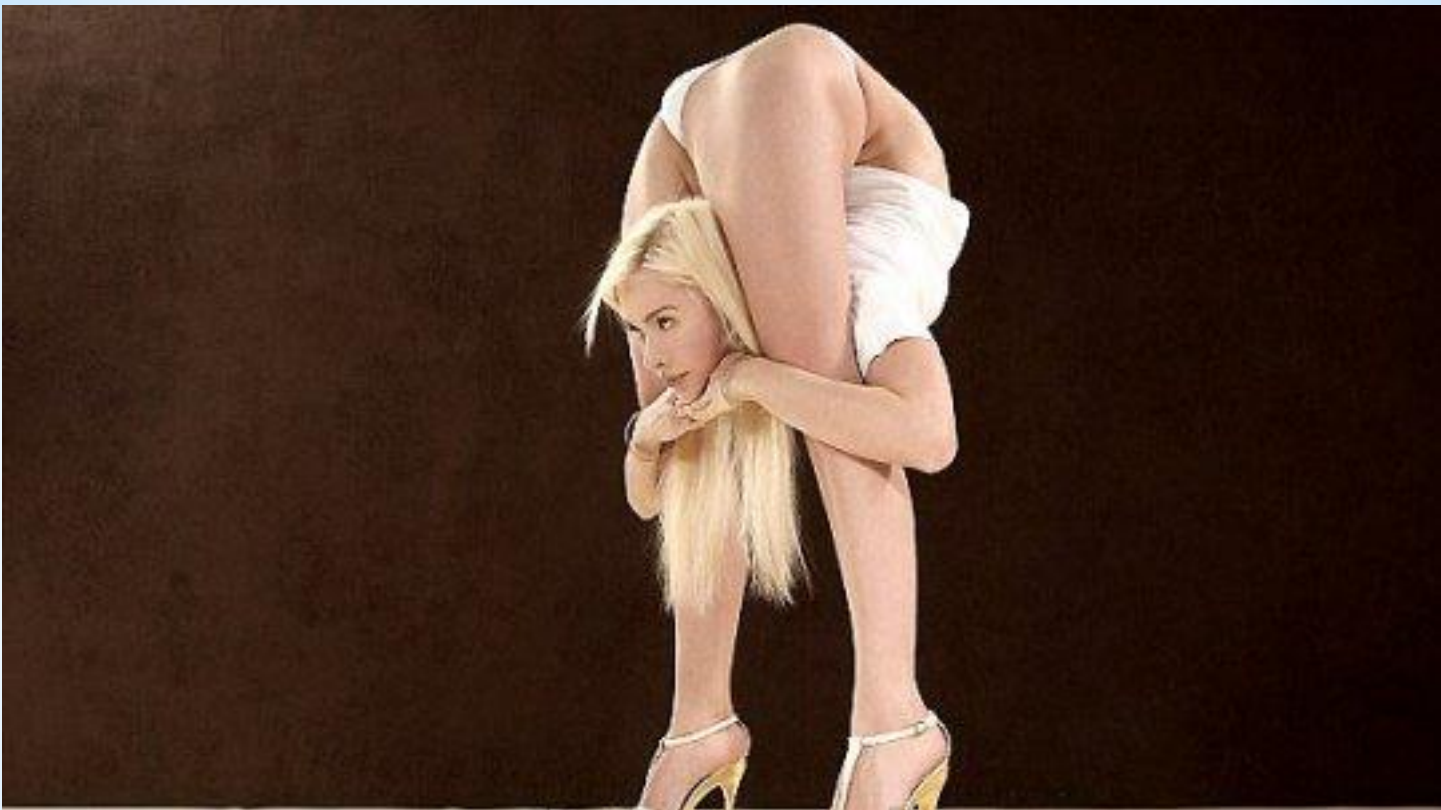


Jun 8

* **Varying Load**



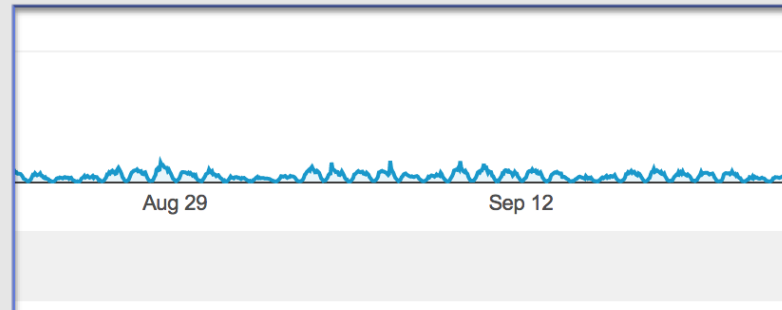
* Elastic Auto-scaling



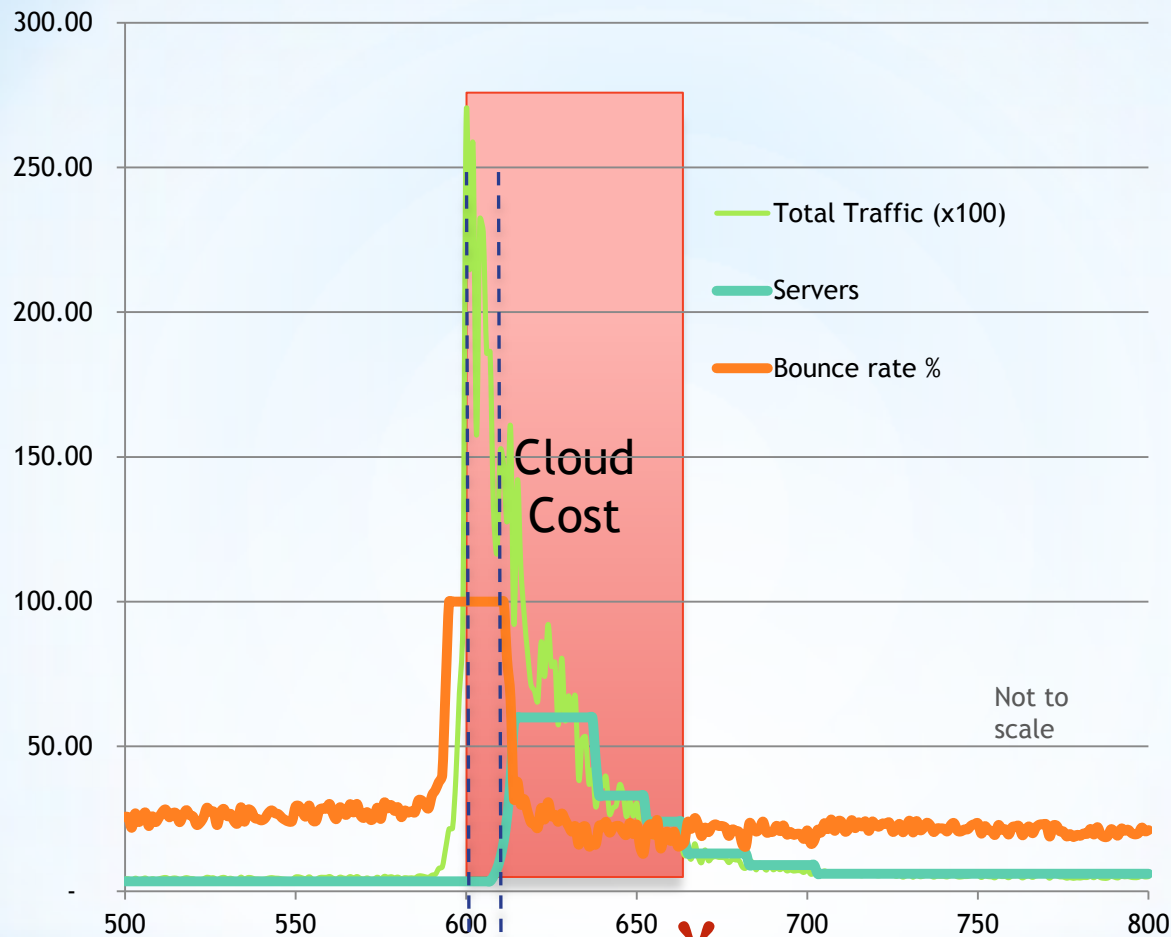
*What is HyperElasticity?

Standard cloud elasticity can cope with slowly* varying loads

But what about unexpected spikes?



* Spike Event



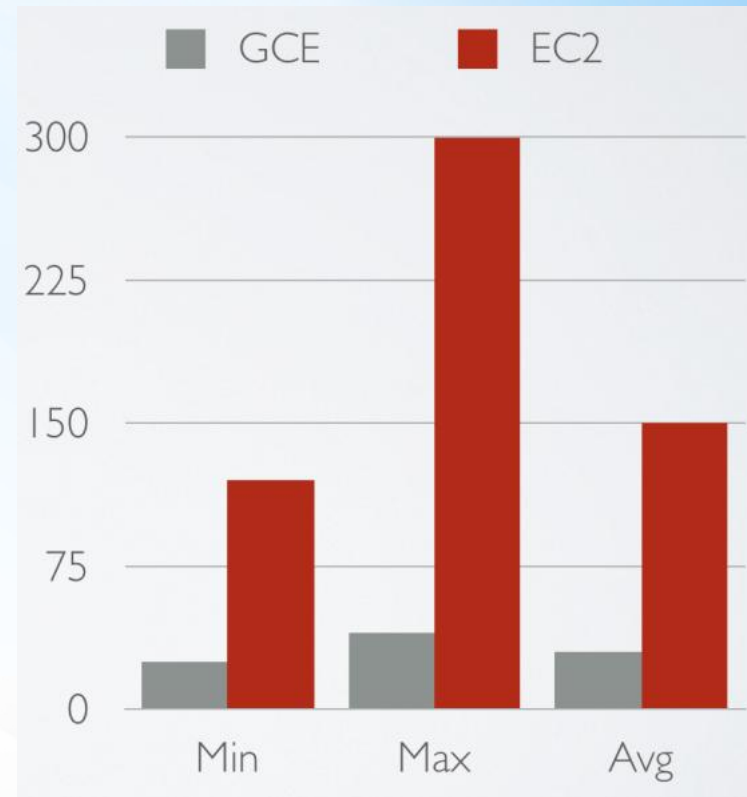
* Linux boot latency results in lost revenue

* Cloud billing unfairly pads charges long after the spike is over.

* Spike Event

Linux Boot
time 15mins

- * Faster booting nodes - see GCE
- * Sub hour billing
 - * Google GCE (10 min)
 - * MS Azure (1 min)



Google Compute Engine

Compute Engine is an infrastructure as a service that lets you run your large-scale computing workloads on Linux virtual machines hosted on Google's infrastructure.

Pay for what you use. Enjoy minute-level billing increments (with a 10 minute minimum charge) so you don't pay for compute minutes that you don't use.

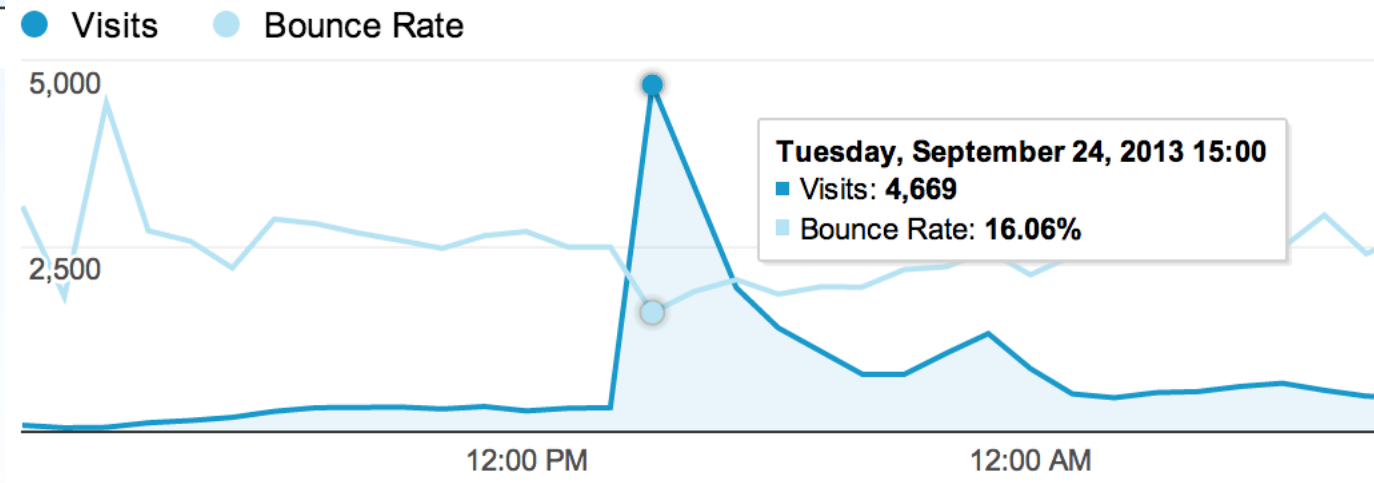
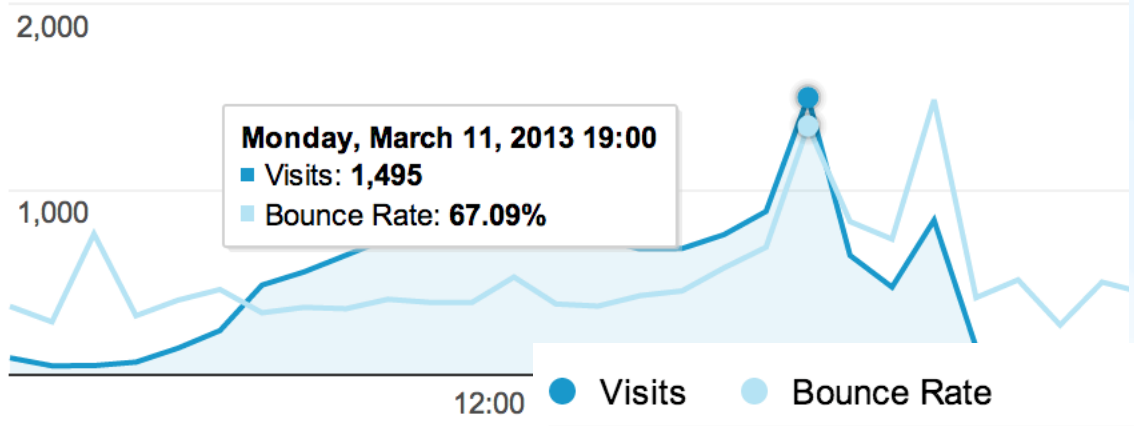


* Options



Windows Azure™

● Visits ● Bounce Rate



* Results

- * Faster boots
 - * Sub-hour billing
 - * Timely feedback metrics
 - * User centric performance metrics
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- * Don't be afraid to compute ROI
 - * Lost revenue
 - * Recovered revenue

* Conclusion