



proudly present:



Hybrid Clouds – The End State



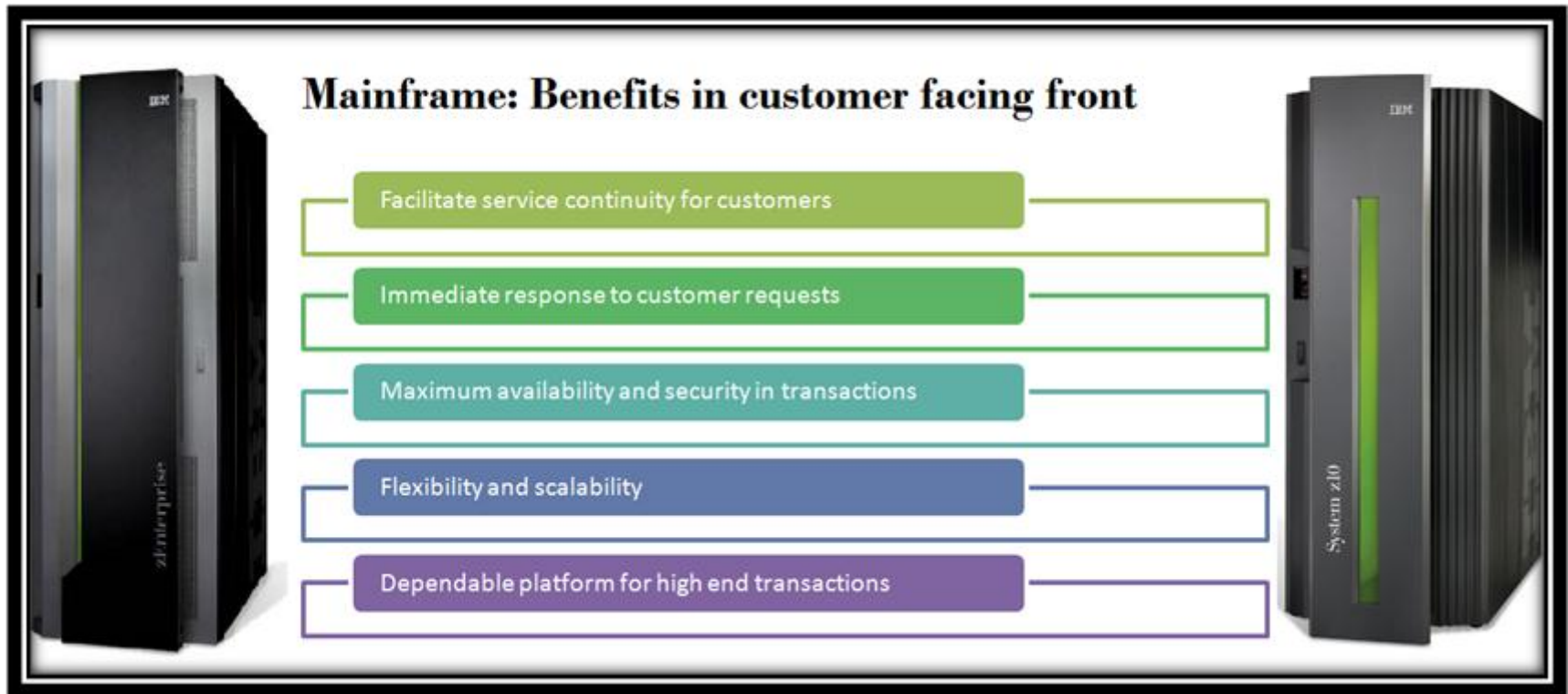
Michael Elliott – Dell Enterprise Cloud Strategy

ElliottMichael.com

CLOUD COMPUTING
Revolutionizing Entertainment & Media
The Impact of Mobile Cloud Computing & Big Data **WEST 2013**

OCTOBER 27-29, 2013
The Cosmopolitan
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Cloud is not a mainframe, or is it?



Cloud goes beyond the hype



Enterprise cloud application revenues reached **\$22.9B** in 2011 and is projected reach **\$67.3B** by 2016.



60% of server workloads will be virtualized by 2014.



Global cloud traffic will account for **nearly two-thirds** of total data center traffic by 2016.



Projected Market Spend of
\$241 Billion
by 2020

85% of organizations will use cloud tools moderately to extensively in the next 3 years.

68% of spending on private clouds

- Bain and Dell



Currently **46%** of business data is stored outside of internal IT structures.



Over the past three years nearly **74%** of data centers increased their physical server count.

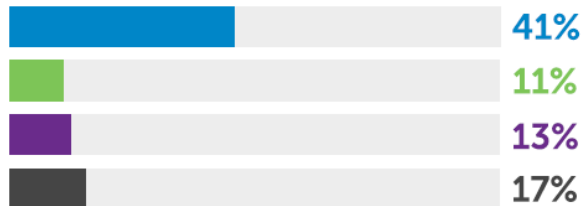


IaaS cloud management & security and PaaS are growing from **\$7.6B** in 2011 to **\$35.5B** in 2016.

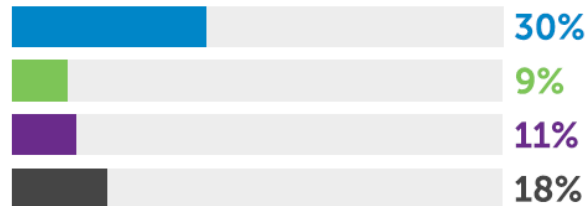
Private cloud is growing fast



Internal private cloud (IaaS in your company's or a collocated data center, for internal use only)



Hosted private cloud (IaaS on dedicated physical infrastructure at a service provider)



Public cloud (pay-per-use hosting of virtual servers at a service provider, with shared physical servers)

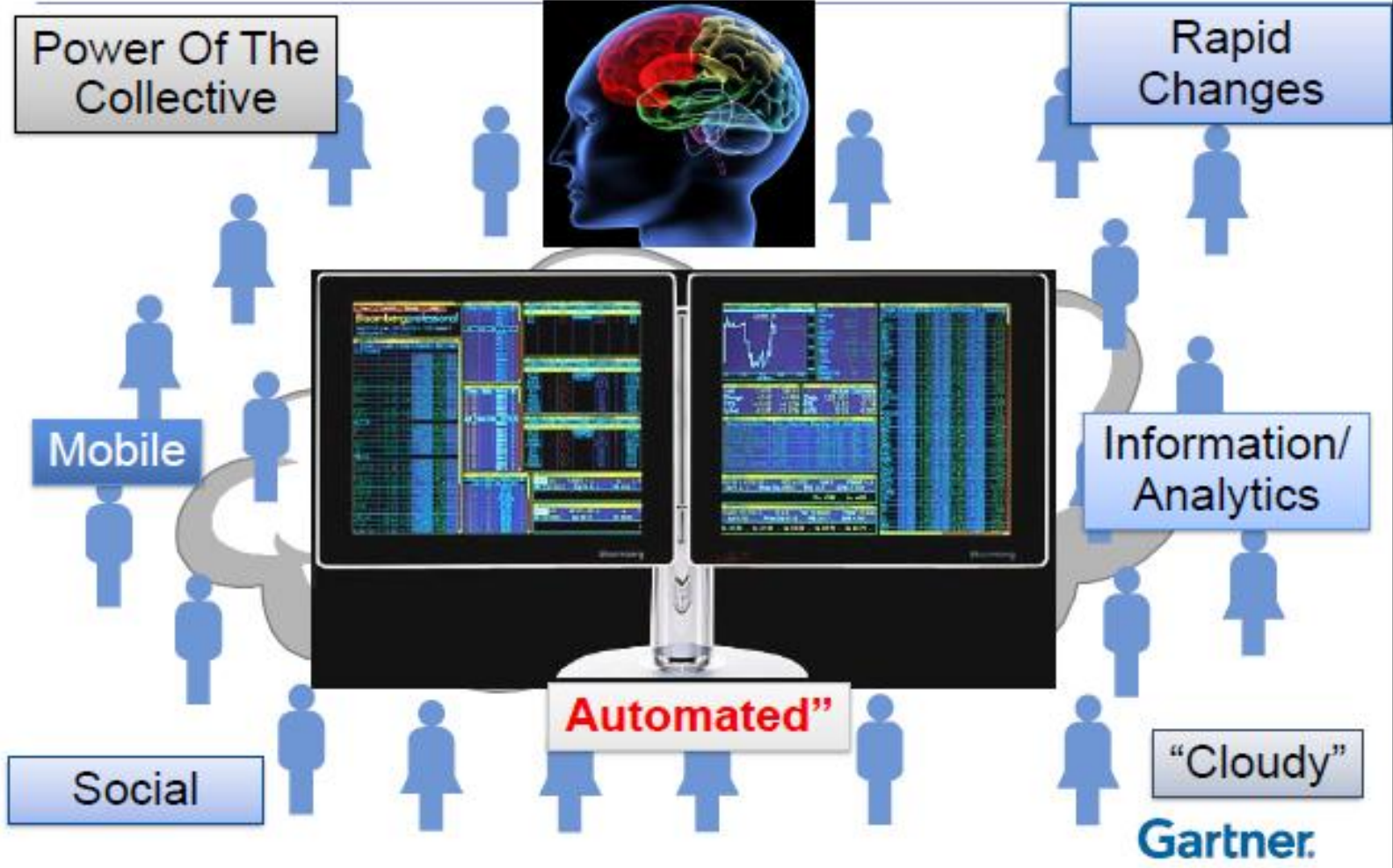


Source: Forrsights Hardware Survey, Q3 2013, Forrester Research, Inc.

Base: 711 North American and European IT decision-makers at firms with 500+ employees

- Piloting, implemented or expanding implementation
- Planning to implement in next 12 months
- Planning to implement in a year or more
- Interested but no plans

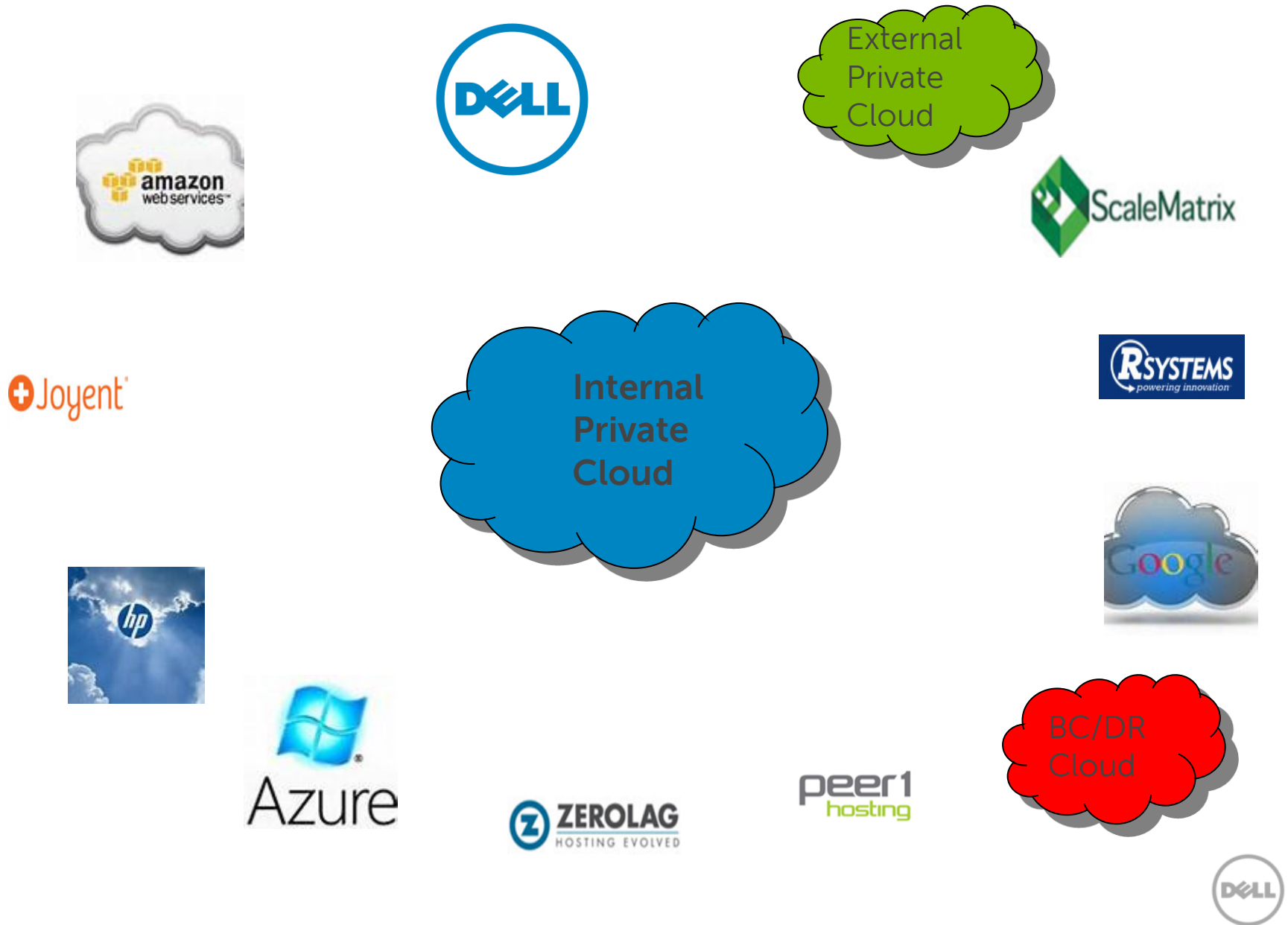
Future Data Centers Built For Change NOT Built To Last



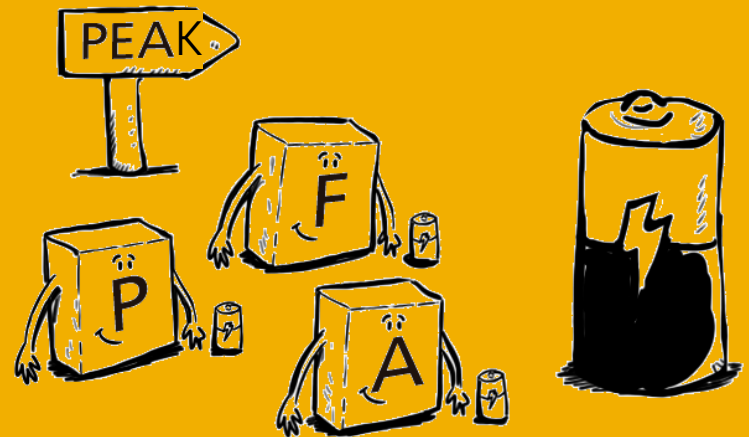
South Park – Not in the Cloud



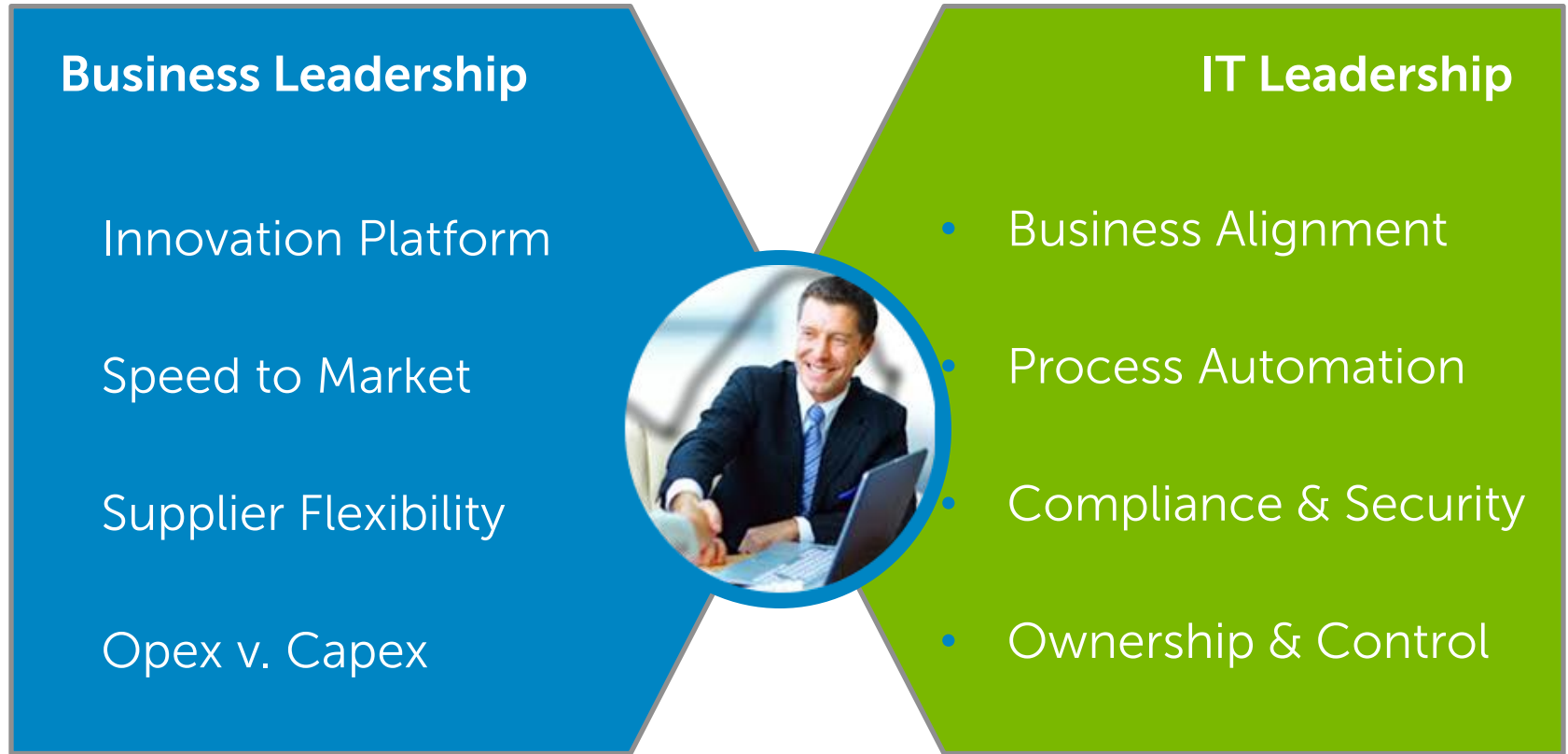
Hybrid Cloud Defined



Life of a workload



Cloud is a strategic business conversation



Cloud Initiatives are more likely to succeed when driven by business imperatives.

Many ways to transform

Application, infrastructure & desktop delivery

Basic Infrastructure Provisioning



Infrastructure configuration & lifecycle management

as-a-Service (aaS)



Ability to deploy & run select infrastructure, desktop & app resources

Automated Workload Deployment



Deploy & run select workloads as a defined service

Self-Service IT Delivery



Pre-defined, packaged IT services delivered & managed through a self-service portal

Optimized Service Delivery & Management



Blended delivery via on-premise/off-premise infrastructure with end-to-end management

Key takeaway: Different approaches for different, unique demands



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Thank You



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