Cloud Vendor Selection for Media Companies

Grant Kirkwood

CEO, Unitas Global

UNITAS GLOBAL

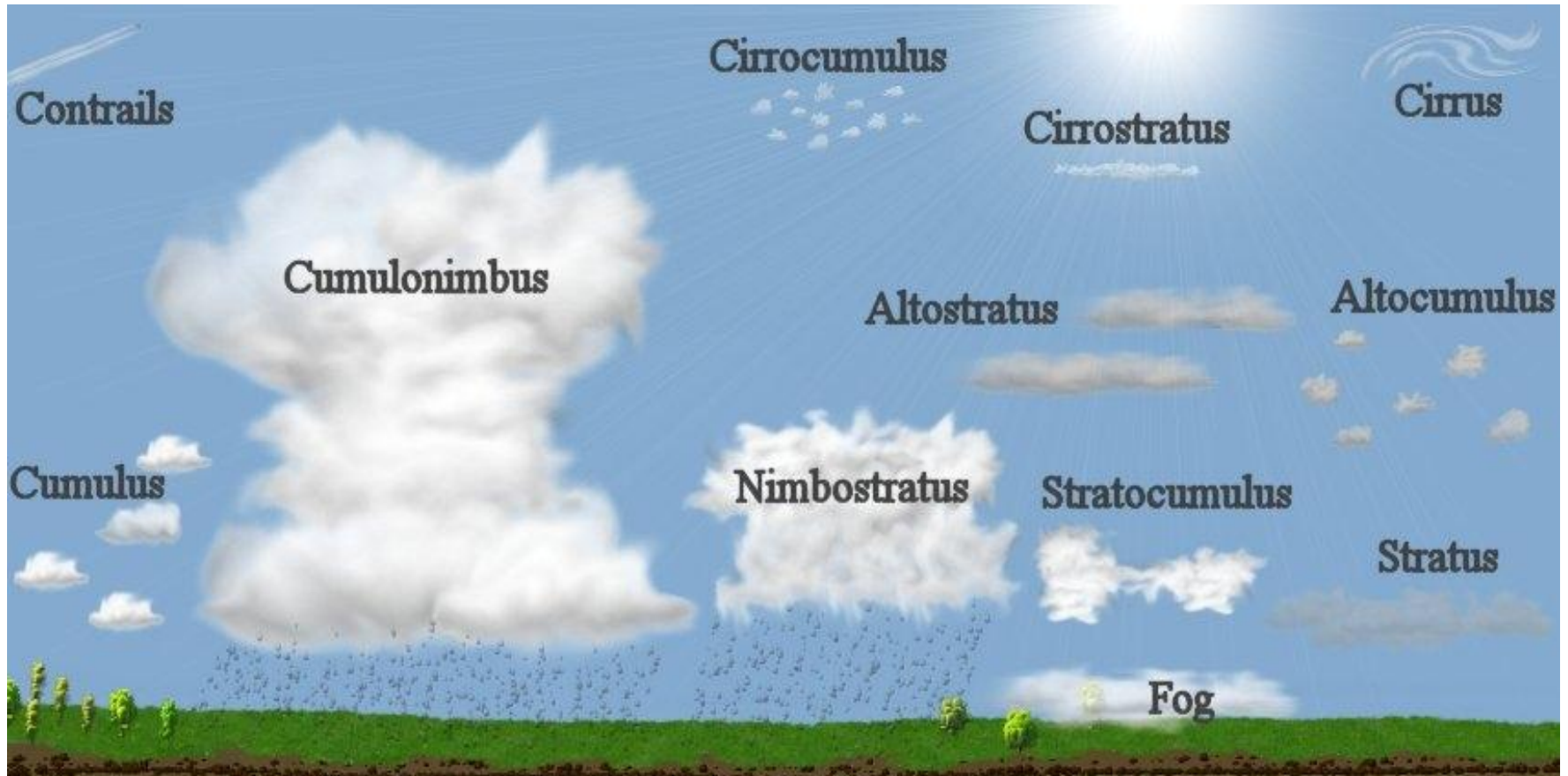CLOUD COMPUTING WEST 2013

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

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

Many types of clouds

What are we trying to solve for?

What is motivating us to make a change?

One size does NOT fit all.
We need choices!

Numerous options –
each with advantages and disadvantages

More options….

And more…

Let's compare.

Model	WCM Ultalite S2K	Corvette Z06	Viper SRT10	Porsche 911 Turbo
Price	$34,750	$65,800	$85,995	$131,400
Weight	1430 lbs	3132 lbs	3450 lbs	3660 lbs
Horse power	381 bhp	505 bhp	500 bhp	444 bhp
HP to LBS ratio	4.0lbs/hp	6.2lbs/hp	6.9lbs/hp	8.24lbs/hp
Standing 1/4 mile	10.8 sec @ 136 mph	11.5 sec @ 127 mph	11.8 sec @ 131 mph	13.6 sec @ 124mph
0-100 MPH	9.8 sec	11.1 sec	12.3 sec	12.9 sec
Lat acceleration	1.7g	1.02g	0.96g	0.98g
0-60mph	2.7 sec	3.7 sec	3.9 sec	3.9 sec
Bang per Buck	88 of 100	64.5 of 100	57.9 of 100	48.5 of 100

What's preventing cloud adoption?

Security

What's preventing cloud adoption?

Integration

Key questions.

- What are we trying to accomplish?
- What is the primary motivation for wanting to consider a cloud vendor?
- What cloud services are required to meet our requirements?
- What's preventing our own adoption of cloud computing? What's holding us back?
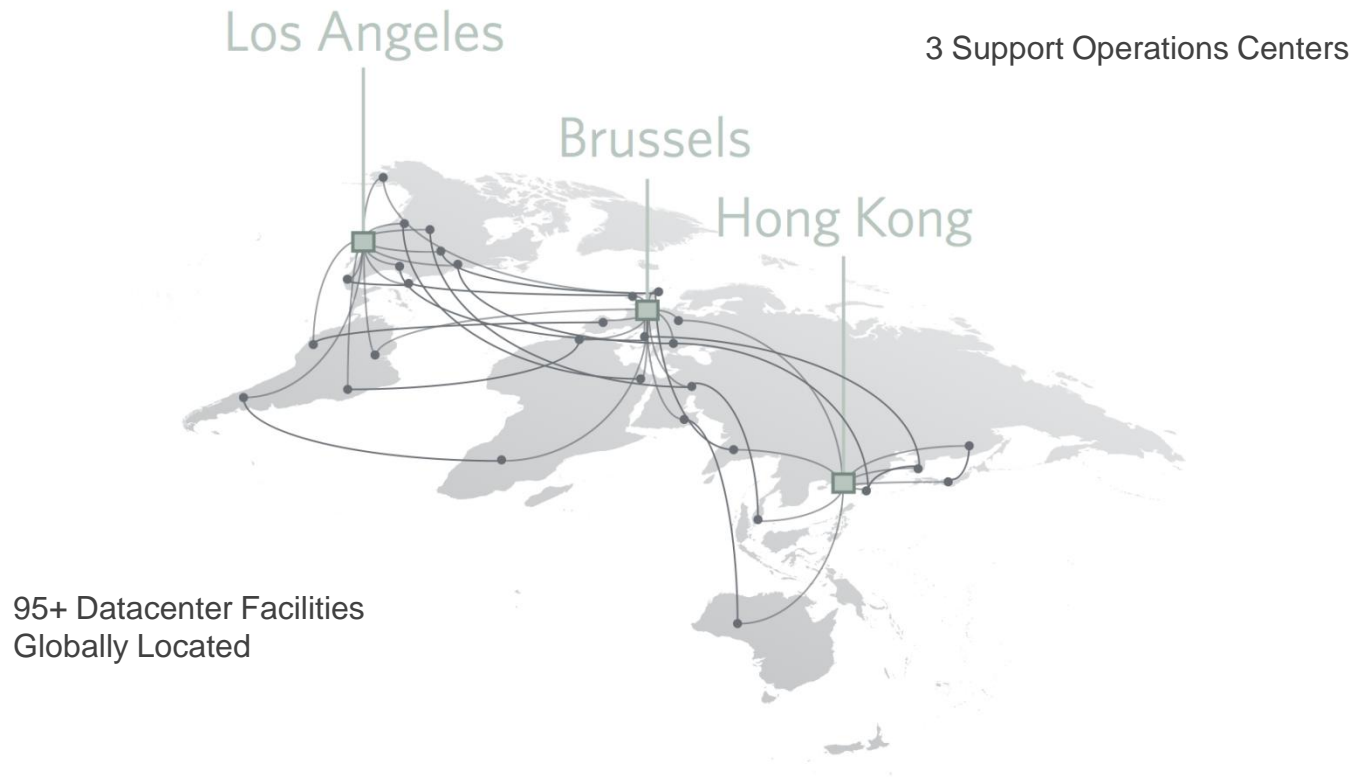
What cloud services do we need?

- Compute
- Rendering
- Collaboration
- Storage
- Private Network
- File Transfer

What to ask cloud vendors.

- What kind of deployment model is used?
- What kind of delivery method is employed?
- How does billing work?
- Security?
- How flexible is the service? Is capacity available on-demand?
- Is it self-service?
- How will I integrate with my existing systems?
- How can I customize the service?

Unitas Global
Enterprise Private Cloud

Los Angeles

Brussels

Hong Kong

3 Support Operations Centers

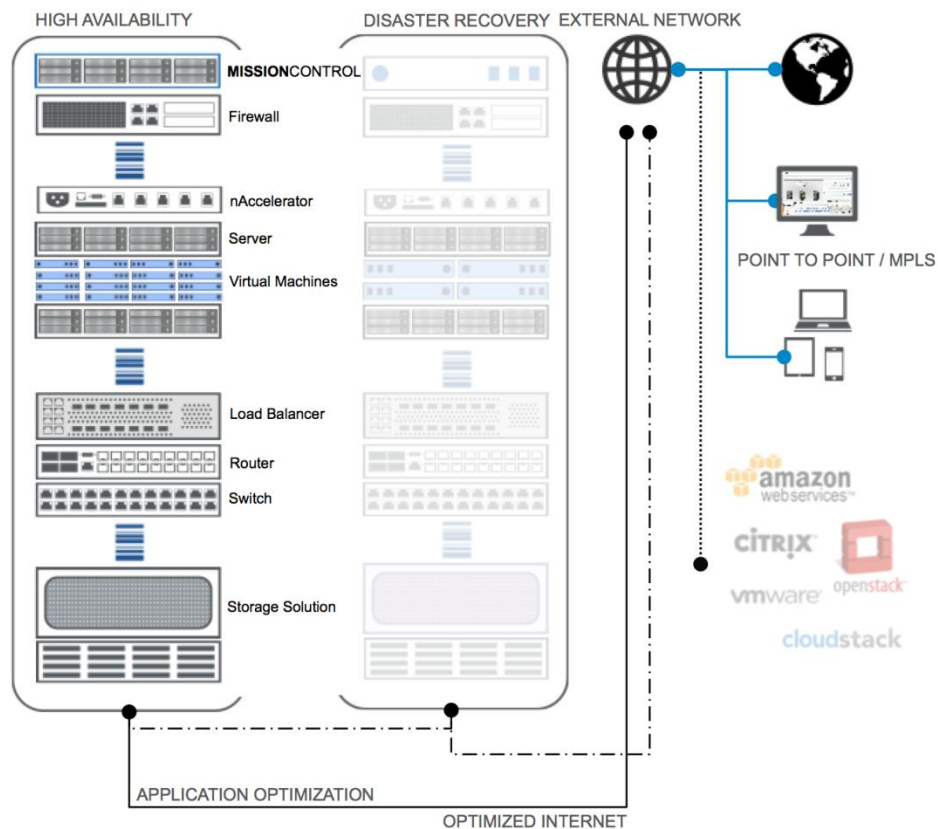95+ Datacenter Facilities
Globally Located

Our Solution

ENTERPRISE PRIVATE CLOUD

The cornerstone of the Unitas Global solution, Enterprise Private Cloud delivers the benefits of cloud computing, but with the assurances and familiarity of private in-house IT infrastructure:

- Custom designed and built based on specific customer requirements
- Technology and service provider neutral
- Private, fully dedicated environment
- Scalable, on-demand resources
- Standards-based, extensible, API accessible architecture
- Single dashboard management for existing environments (MissionControl)
- Regulatory compliance and certifications (PCI, HIPAA, SSAE-16, etc.)

A few media companies using EPC

Cloud Vendor Selection for Media Companies

UNITAS GLOBAL

More information?
www.UnitasGlobal.com