



Joyent is a software company

The Complete Solution to Operate a Cloud

End of the Tunnel? Train?



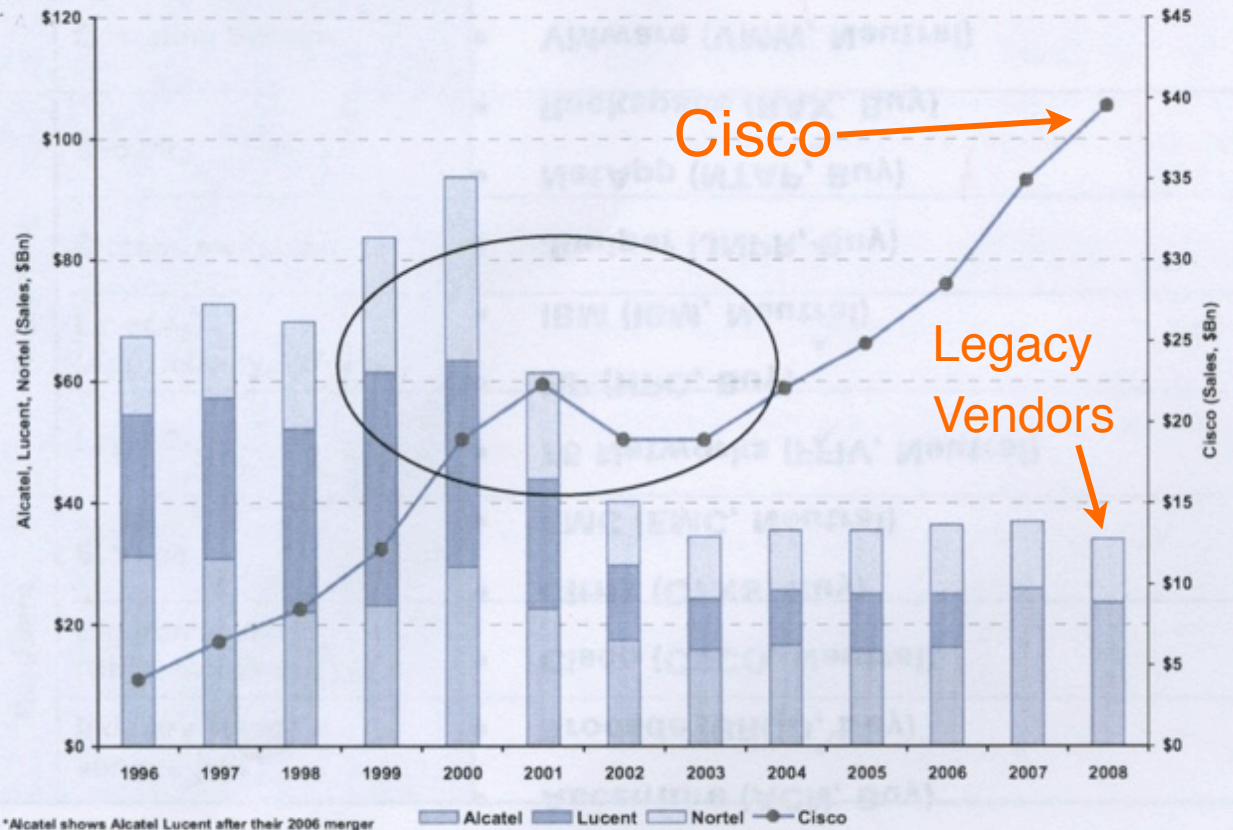
The Light - that's the cloud



Massive disruption coming to the ecosystem surrounding today's data centers.

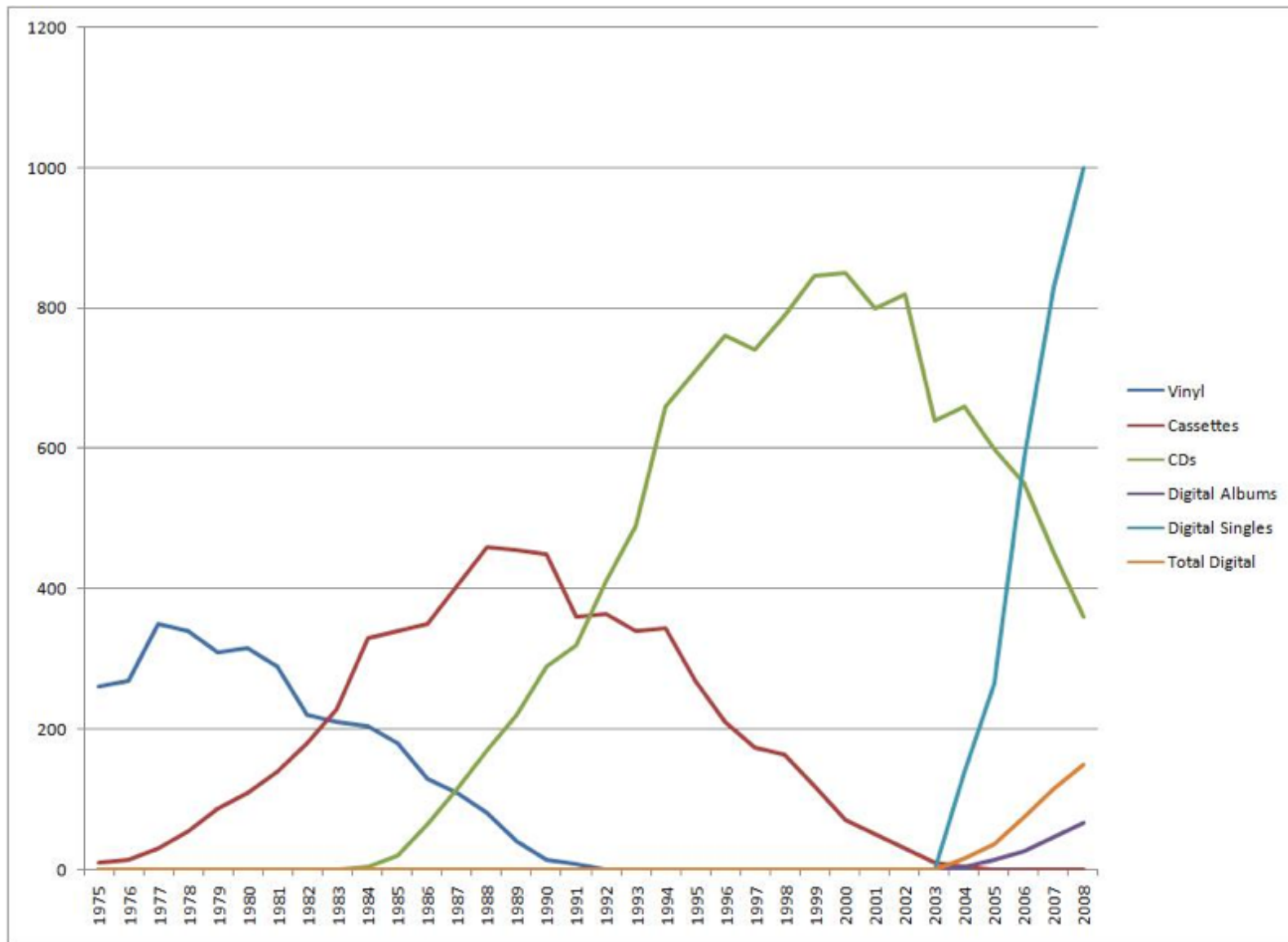
“Similar to transition from legacy circuit-switched networks to IP-based networks,” i.e. Cisco vs. Alcatel, Lucent, Nortel. (Goldman Sachs)

Exhibit 4: The IP transition upended the telecom equipment landscape...
Comparison of Cisco's revenues to that of legacy vendors Alcatel, Lucent, & Nortel



Source: Company data, Goldman Sachs Research estimates.

The Sound - Content Doppler



Two Audiences

1 - Media Creators

2 - Service Providers

Cloud is a train



It Can't Happen to Us

It Can't Happen to Us



LEHMAN BROTHERS



Cloud is happening to you

Problem: Existing software doesn't cut it (e.g, VMWare):

- Google, Amazon and Salesforce have more application know-how: how can you compete if you only use server virtualizations?
- Yields **very low margins**, sub-10%.
- Offers only piecemeal components, **not a complete stack.**

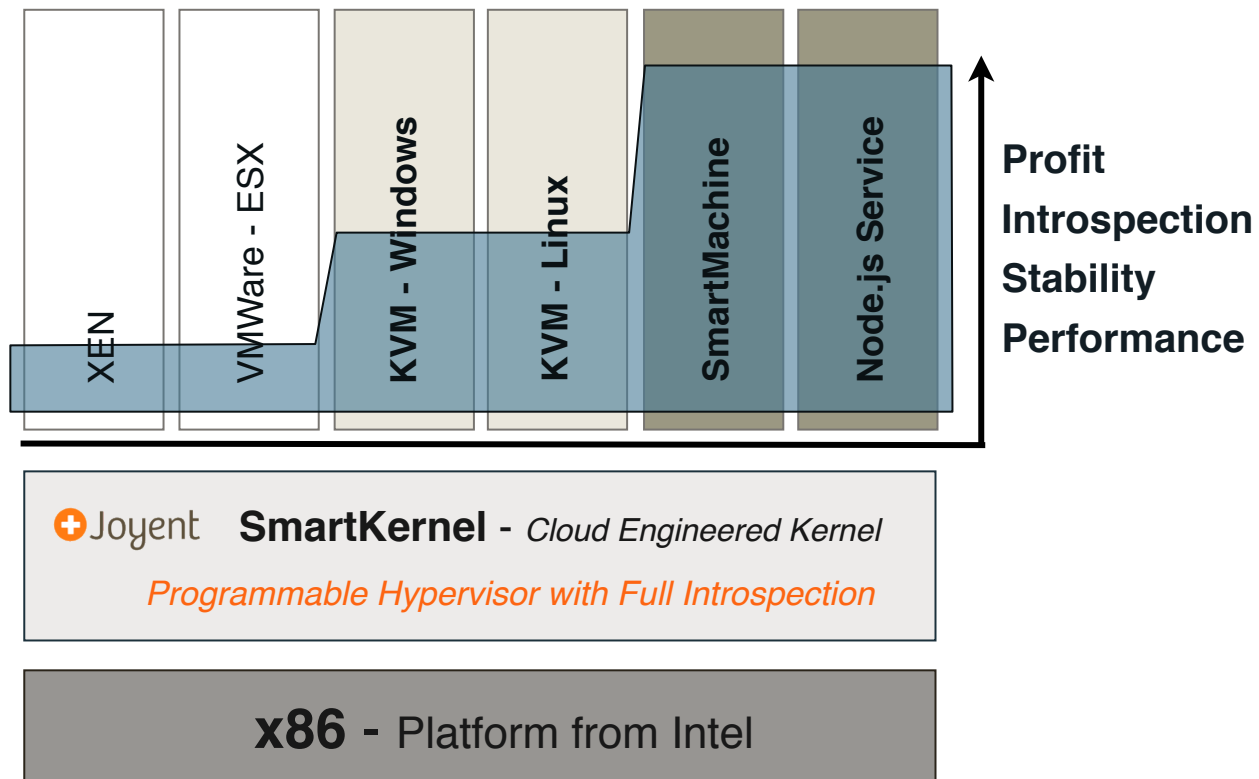
The Complete Cloud Solution



SmartDataCenter

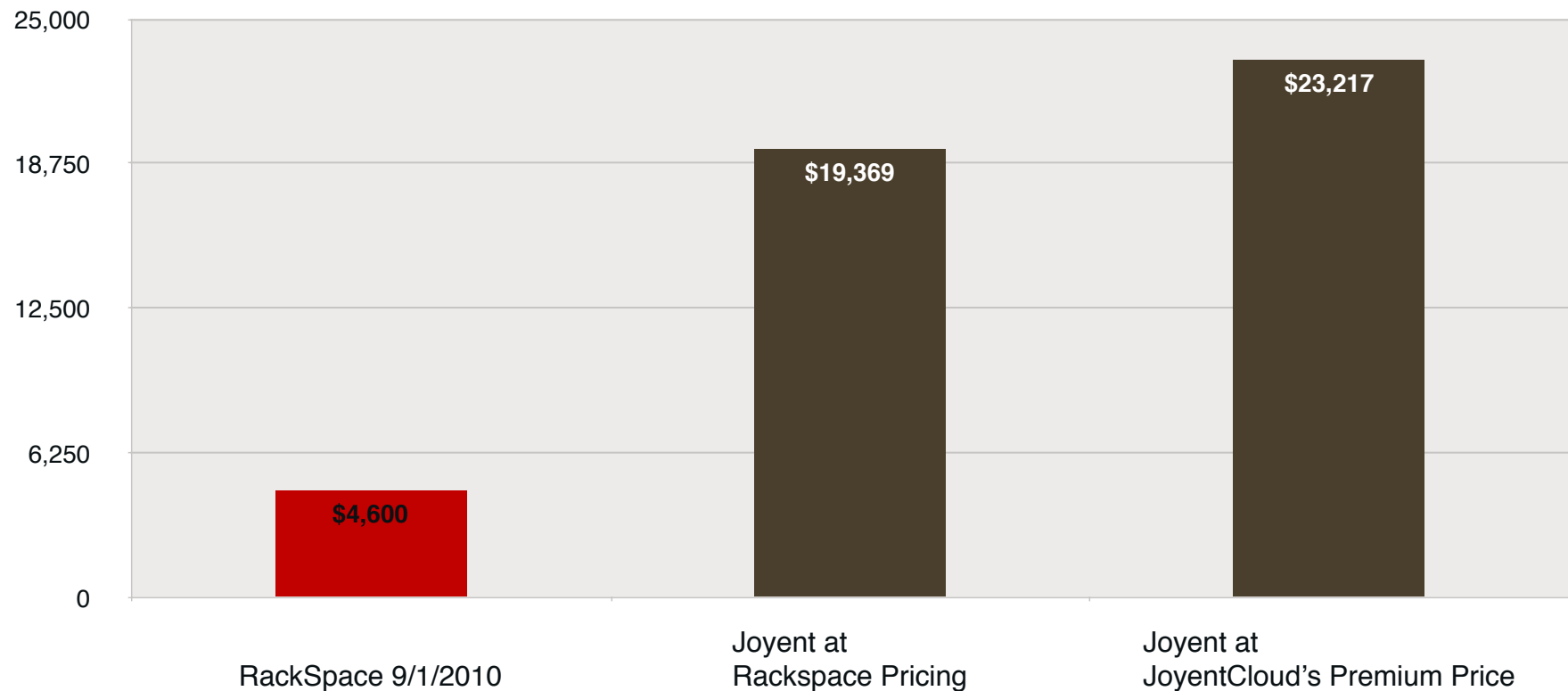
Complete Solution to Operate a Cloud

- Virtual Machines, IaaS, PaaS
- Admin and Operations Portal
- Self Provisioning Portal
- Cloud Telemetry & Analytics
- Extensibility (APIs)
- Billing
- Existing Software Ecosystem
- Integrates w/ Routers, Switches



Why make the SmartKernel?

#1 - More Revenue per Square Foot



Source of Rackspace Rev Number of \$4,600 per square-foot: How the Cloud is Driving Profits at Rackspace - January 4th, 2011 : Rich Miller
<http://www.datacenterknowledge.com/archives/2011/01/04/how-the-cloud-is-driving-profits-at-rackspace/>

Source of Joyent's Calculations

At Rackspace Pricing: 96GB Ram Servers X \$43.80 per GB X 85% Utilization X 12 months X 14 servers per rack / 31 sq ft per rack = \$19,369 Rev per sq ft - note that Joyent VMs are 2X faster than RAX offering.

At Rackspace Pricing: 72GB Ram Servers X \$70 per GB X 85% Utilization X 12 months X 14 servers per rack / 31 sq ft per rack = \$23,217 Rev per sq ft - note that Joyent VMs are 5X faster than RAX offering.

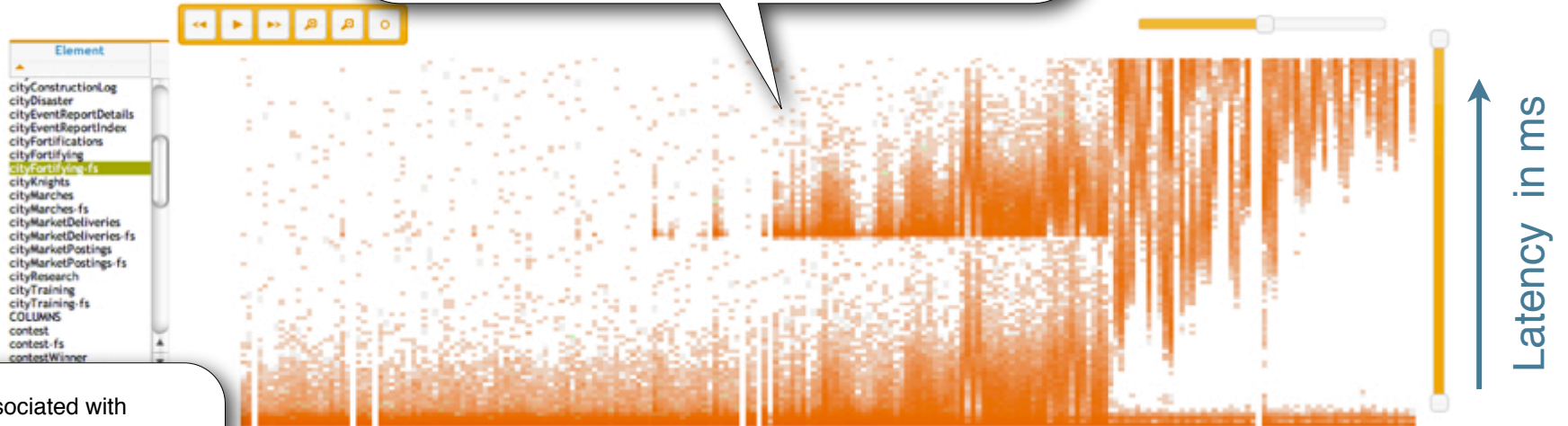
#2 - Telemetry and Introspection (DTrace)

Only Available on Joyent

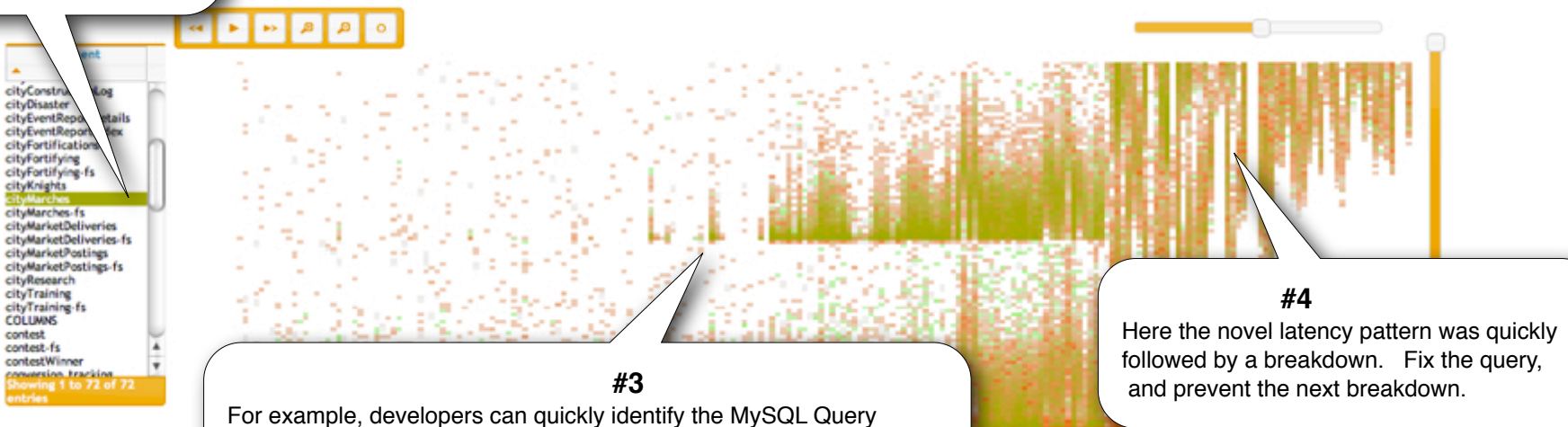


y-axis: mysql query latency, 20 ms max, "-fs" m...

#1 Each dot represents the latency of a process. Many dots in the same place are represented as a darker shade.



#2 Latency associated with Specific Database Tables can be highlighted in a unique color

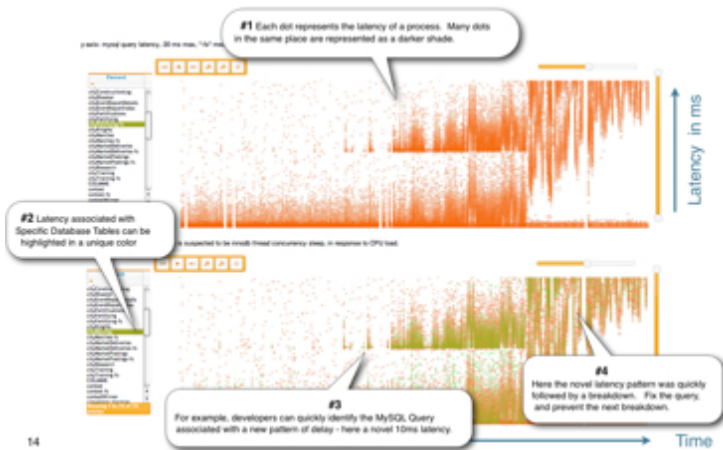


#3 For example, developers can quickly identify the MySQL Query associated with a new pattern of delay - here a novel 10ms latency.

#4 Here the novel latency pattern was quickly followed by a breakdown. Fix the query, and prevent the next breakdown.

#2 - Telemetry and Introspection (DTrace)

Only Available on Joyent



Find the cause of slow downs in a live production applications

1. Faster Performance
2. Customers stop blaming service provider

Result:

Guarantee the cost basis of SLAs

#3 Joyent's Node.js Service



- The next Ruby on Rails, only better
- node.js is the only solution **fast** enough and **light** enough to support the “**Internet of Things**”
- Ideal for MMO Games, Mobile apps and Security/Monitoring applications
- Ideal for Machine to Machine

- HP webOS 2.0 replaced Java with node.js



Developer Center

JavaScript Services

Roll your own services with Node.js

The popular **Node.js** runtime environment is built into webOS 2.0, which means that you can now develop not just webOS apps but also services in JavaScript. The active Node ecosystem is on hand to provide community support and a rapidly growing library of modules that you can use in your webOS services.

Besides powering the new Synergy APIs, JavaScript services strengthen webOS's support for background processing and add new capabilities—like low-level networking, file system access, and binary data processing—to the web technology stack.

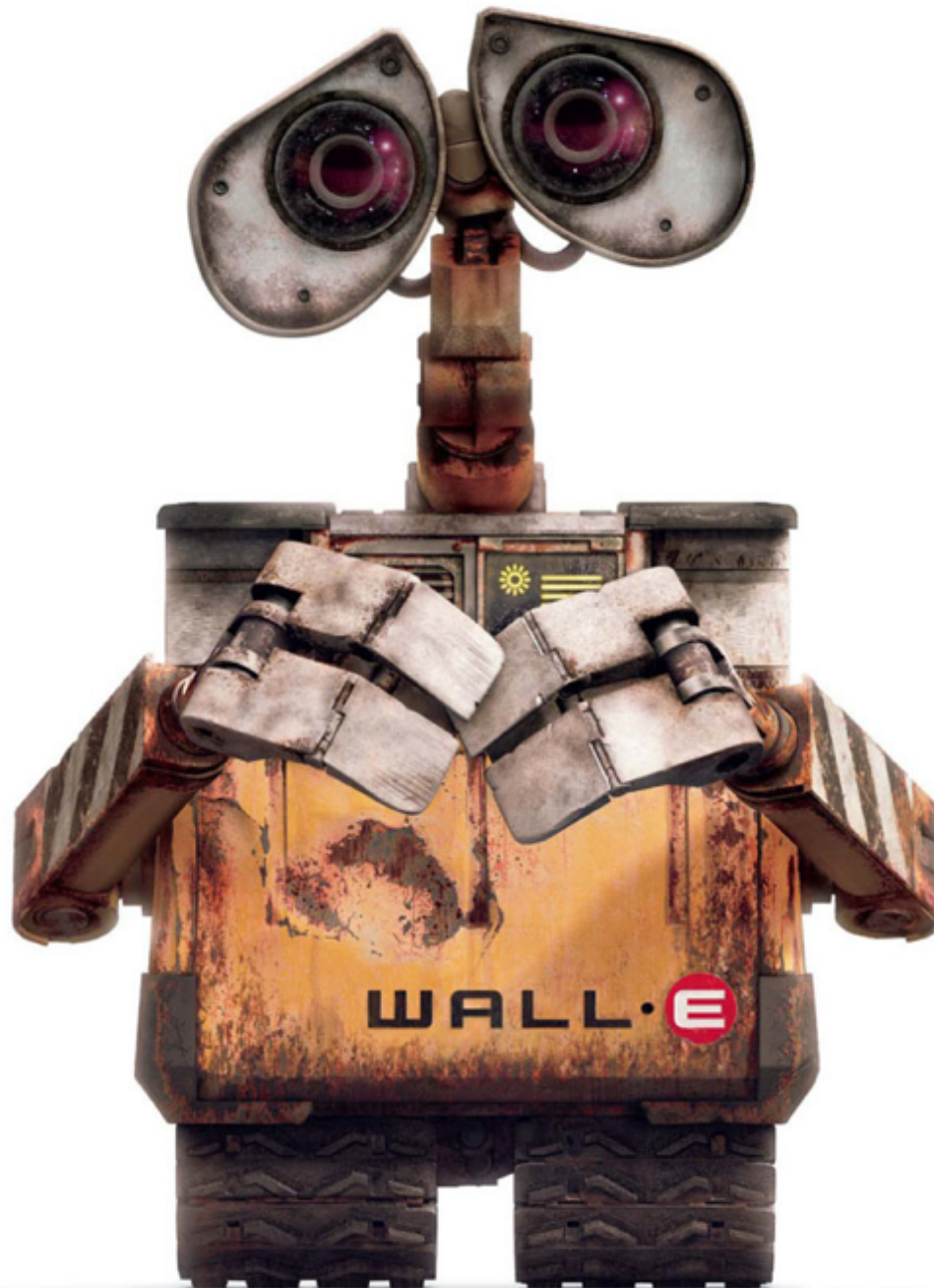


- node is in top 3 projects on github

A screenshot of the GitHub website showing the "Popular Watched Repositories" section. The page header includes the GitHub logo and "SOCIAL CODING". Navigation tabs include "Explore", "Repositories" (selected), "Languages", "Timeline", "Search", and "Tips". Below the tabs are sub-tabs: "Interesting", "Popular Forked", "Popular Watched" (selected), and "Random". The main content area lists several repositories with their names, descriptions, and watch counts. A bar chart is visible to the right of each repository entry.

Repository	Watching
rails (Ruby on Rails)	7171
jquery (jQuery JavaScript Library)	5437
node (evented I/O for v8 javascript)	4154
three20 (Three20 is an Objective-C library for iPhone developers)	3802
diaspora	3574

Possible Node Use Case



Not a Service Provider?

Run on Joyent Technology

Faster, Better, Cheaper



Joyent vs. Amazon (EC2)

3x

more Database
Requests per Sec

5x

faster on CPU
benchmarks

14x

faster Disk I/O
benchmarks

20x

faster Word Press
response

For more details, read <http://www.joyent.com/joyeurblog/2009/09/08/benchmarking-joyent-pricing/>

Joyent Cloud: Business & Customers



- Thousands of customers worldwide

Plus developer communities



The Boston Globe



NORWEGIAN CRUISE LINE
FREESTYLE CRUISING®



Los Angeles Times



Joyent Cloud: Kabam



Kabam is a leading developer of social games on Facebook, connecting millions of sports and TV fans through its extensive network of online fan communities, and has extended that social product expertise to create innovative and engaging social games.

Social networking based games can be a real headache to scale from an infrastructure point of view. The Joyent Cloud has virtually eliminated this problem for us.

JOHN HIGGINS
Dir. Web Operations
Kabam Inc.



Joyent Cloud: LinkedIn



With over a *billion* page views per month bumper sticker from **LinkedIn** is one of the largest Ruby applications on the web. It runs on SmartMachines in the Joyent Public Cloud.

One engineer, one week, and a few Joyent SmartMachines later and bumper sticker was born. The bet was we'd get to a million users in 45 days, we got there in 46.

Jim Meyer, Light Engineering at LinkedIn

LinkedIn Home Profile Contacts Groups Jobs Inbox (999+) More... People + Advanced

Struggling with PPC? - There is a better way. Expand your keywords and ad networks. No cost! - From Bill Quinn

Edit My Profile View My Profile

Krista Canfield

Senior PR Manager for LinkedIn
San Francisco Bay Area | Public Relations and Communications

Krista Canfield "LinkedIn Forms New Links With Qwest, HP & Intel" in @BrandweekDotCom by @ToddWasserman Great quotes from @spatrizi [#in](http://is.gd/bzvsT) via Twitter

6 hours ago · Comment · See all activity >

Current

- Senior PR Manager at LinkedIn

Past

- Senior Account Executive at Horn Group
- On-Air News Reporter at KDLT-TV
- News at WSTM-TV [see all...](#)

Education

- Syracuse University
- Westhill High School

Recommendations 45 people have recommended Krista

Connections 500+ connections

Websites

- Hot Press About LinkedIn
- New LinkedIn Products
- Want to work @LI? Let me know!

Twitter

- KristaCanfield

Public Profile <http://www.linkedin.com/in/kristacanfield>

Summary

Krista joined LinkedIn in January 2008. As LinkedIn's Senior PR Manager, Krista chats daily with professionals and the press about how you can network globally online. She advises professionals about how they can land jobs at the hottest companies, get that next promotion, find experts, achieve career goals, revamp their resume, meet new clients, build their businesses, manage their brand online and receive career advice from LinkedIn's more than 50 million members.

She's helped ambitious twenty-something job seekers who are looking to get that first "real" job as well as moms that are looking for creative ways to re-enter the workforce after having kids. Krista has helped small business owners (like wedding photographers, realtors, event planners, etc.) take their companies to the next level and also talks to "big" businesses and executives about how they can maintain deep relationships with their customers by networking online. Her work at LinkedIn has permitted her to speak with professionals across the globe. By speaking with a wide range of professionals (from entrepreneurs in Canada to business owners in Germany and MBA students in India), Krista has had the unique opportunity of networking with workers from all over the world.

Krista has been quoted in local, national and international print publications and also has appeared on both live and taped radio and TV segments.

She's spoken at numerous events as both a panelist and an opening keynote speaker. Krista is a graduate of Syracuse University and began her career in broadcast television.

...and she's just getting warmed up. :)

Specialties

Spokesperson, interviews, television appearances, TV, radio, newspaper, PR, public relations, reporter, reporting, press, speaker, panelist, etc.

Ads by LinkedIn Members

Strategic Planning
Get your strategic and operational plans to deliver on their promises.
www.methodframeworks.com
From: Method Frameworks

Phase Forward Deal Low?
Unhappy with Phase Forward Merger?
Contact Us Now at 877.363.5972
www.ZLK.com
From: Levi & Korsinsky LLP [What's this?](#)

Krista's Activity [edit](#)

Krista Canfield (Friends of LinkedIn) posted a link:
[LinkedIn Forms New Links With Qwest, HP and Intel brandweek.com](http://brandweek.com)

While Twitter got all the buzz last week after launching its long-awaited ad integration plan, LinkedIn has quietly rolled out a new ad platform: sponsored groups. LinkedIn, considered the most buttoned-down of the social media trio

1 hour ago · 1 Comment · Share

Krista Canfield "LinkedIn Forms New Links With Qwest, HP & Intel" in @BrandweekDotCom by @ToddWasserman Great quotes from @spatrizi [#in](http://is.gd/bzvsT) via Twitter

6 hours ago · Comment

Krista Canfield is returning from a trip to Rio de Janeiro, Brazil, via Triplt.

1 day ago · Comment

Krista Canfield is now using the new LinkedIn for BlackBerry application. [Get it now >](#)

5 days ago · Comment

Krista Canfield LinkedIn is Now in Portuguese / O LinkedIn fala português : <http://bit.ly/d8gg4F>

[The LinkedIn Blog > Blog Archive O LinkedIn fala português < blog.linkedin.com](#)
The corporate blog of LinkedIn, the world's largest professional networking site.

6 days ago · Comment · Share

Krista Canfield LinkedIn is Now in Portuguese / O LinkedIn fala português : [#in](http://bit.ly/d8gg4F) via Twitter

6 days ago · Comment

Krista Canfield shared a link into 2 groups

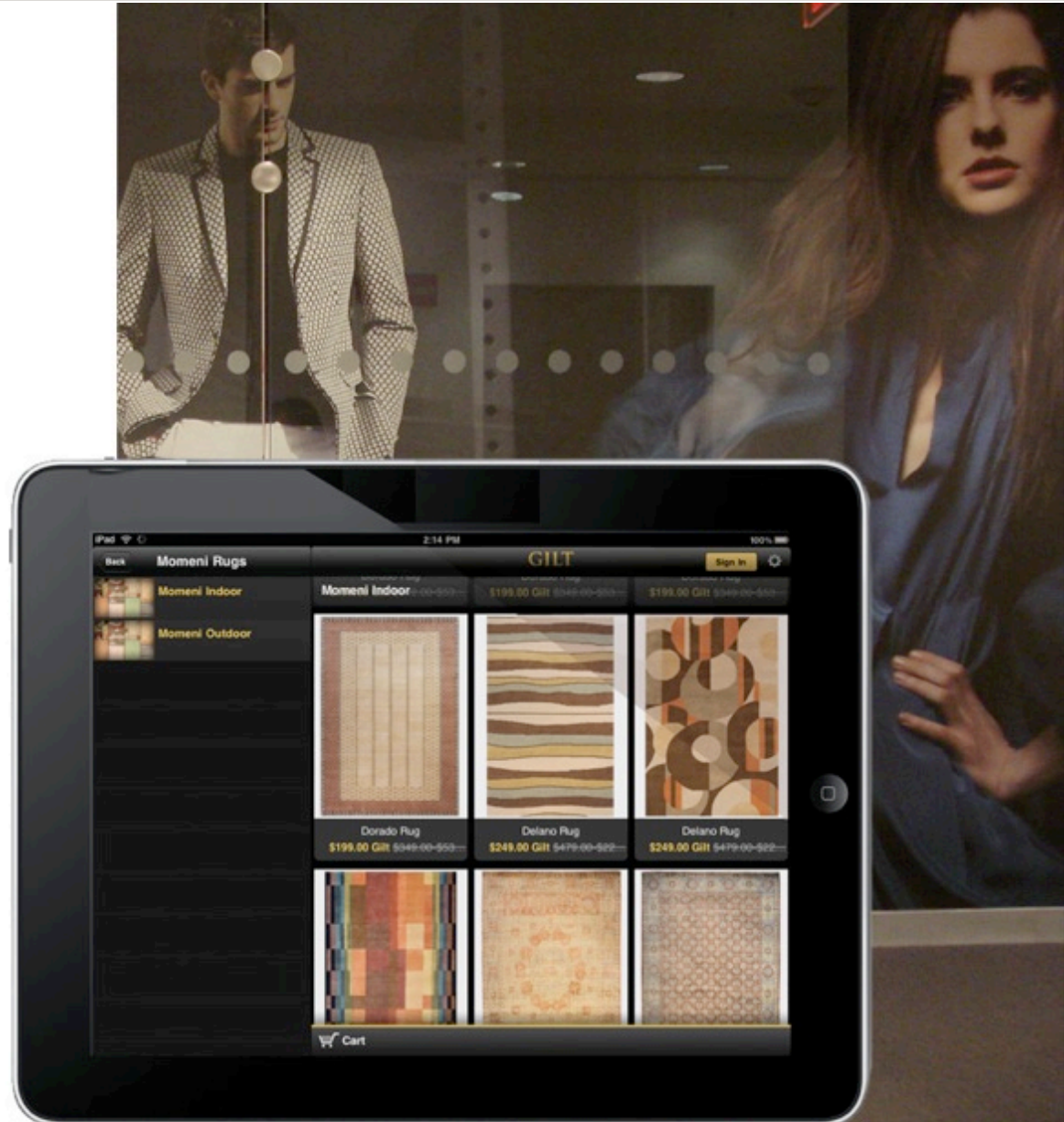
Joyent Cloud: GILT Groupe \$750M+ B2C



Gilt Groupe provides access to coveted fashion and luxury brands at prices up to 70% off retail. Each sale lasts 36 hours and features hand selected styles from a single designer. Gilt.com, Gilt iPhone and iPad applications run in the Joyent SmartDataCenter.

By deploying our infrastructure on Joyent, Gilt Groupe spends less than one percent of revenue on its total infrastructure investment. This is more than 70 percent better than the average company.

MIKE BRYZEK, Founder
and Chief Technology Officer,
GILT Groupe

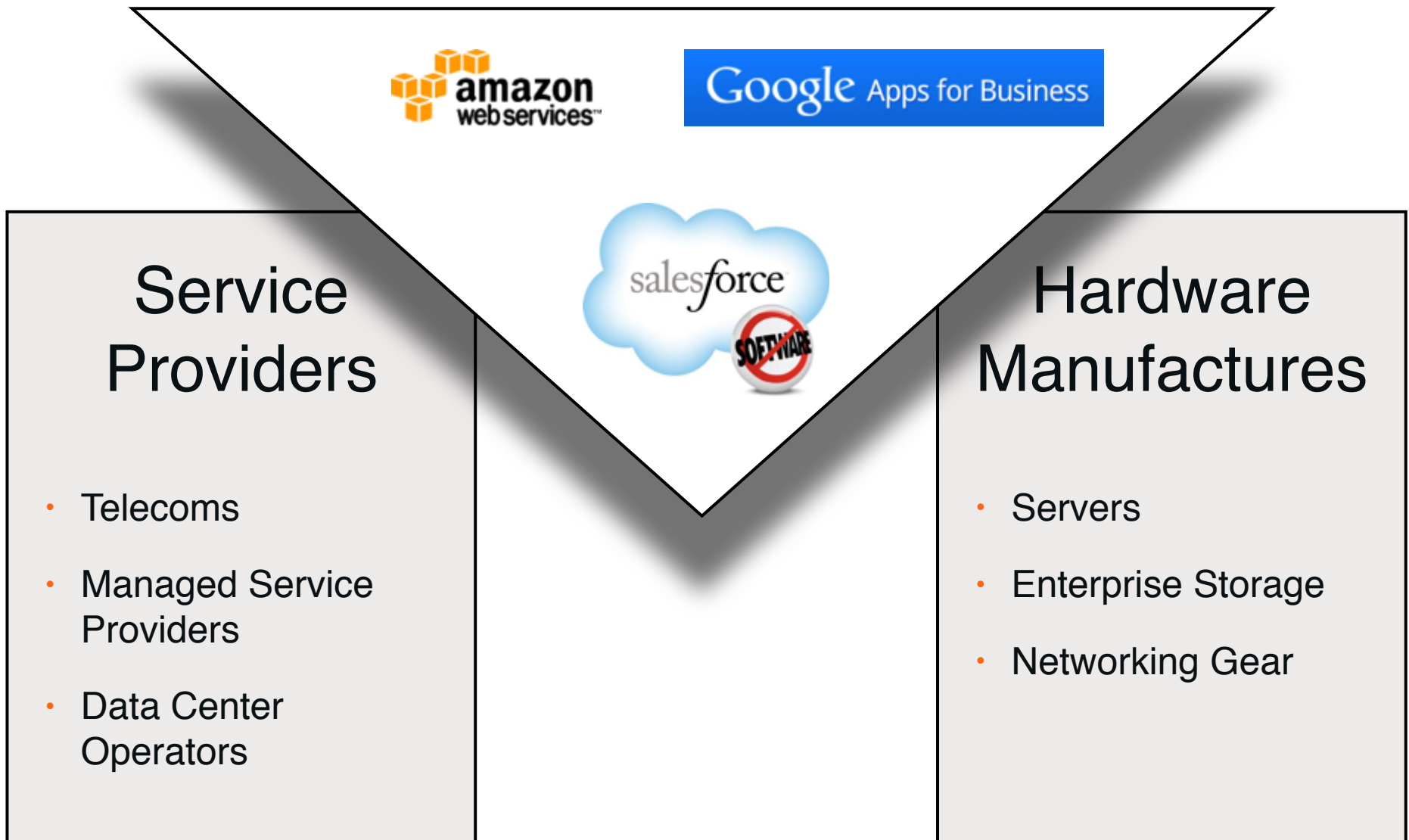


**If you are a Service
Provider...**

Remember the Tunnel and the Train



Cloud is a train





Google Apps for Business

Service Providers

- Telecoms
- Managed Service Providers
- Data Center Operators



Hardware Manufactures

- Servers
- Enterprise Storage
- Networking Gear



**If you are a Content
Provider...**

Remember the Tunnel and the Train



deploy on Joyent Technology

develop in node.js



jonathan@joyent.com



Joyent
smart computing

Thank You