Joyent

Joyent is a software company

The Complete Solution to Operate a Cloud

End of the Tunnel? Train?

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The Light - that's the cloud

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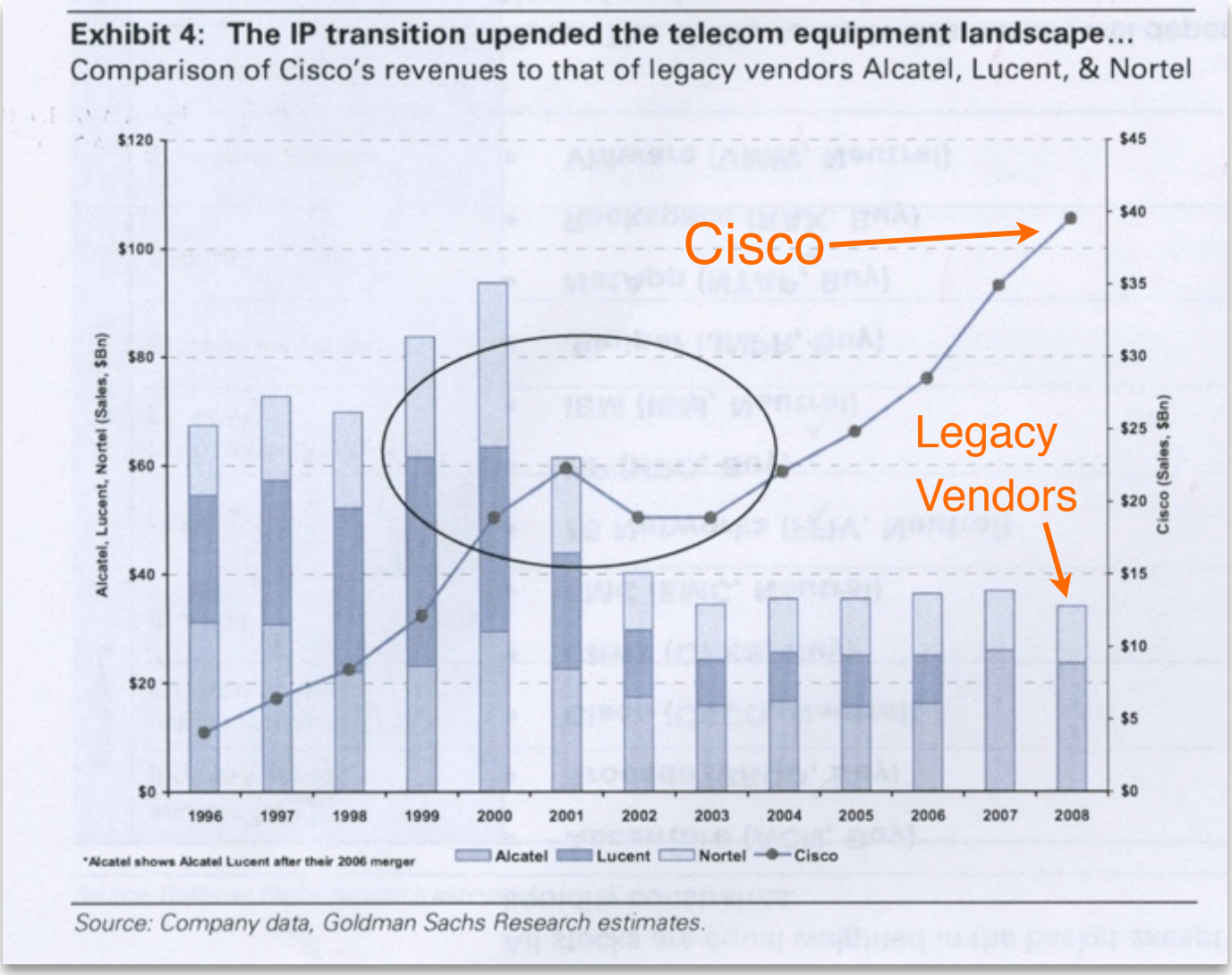
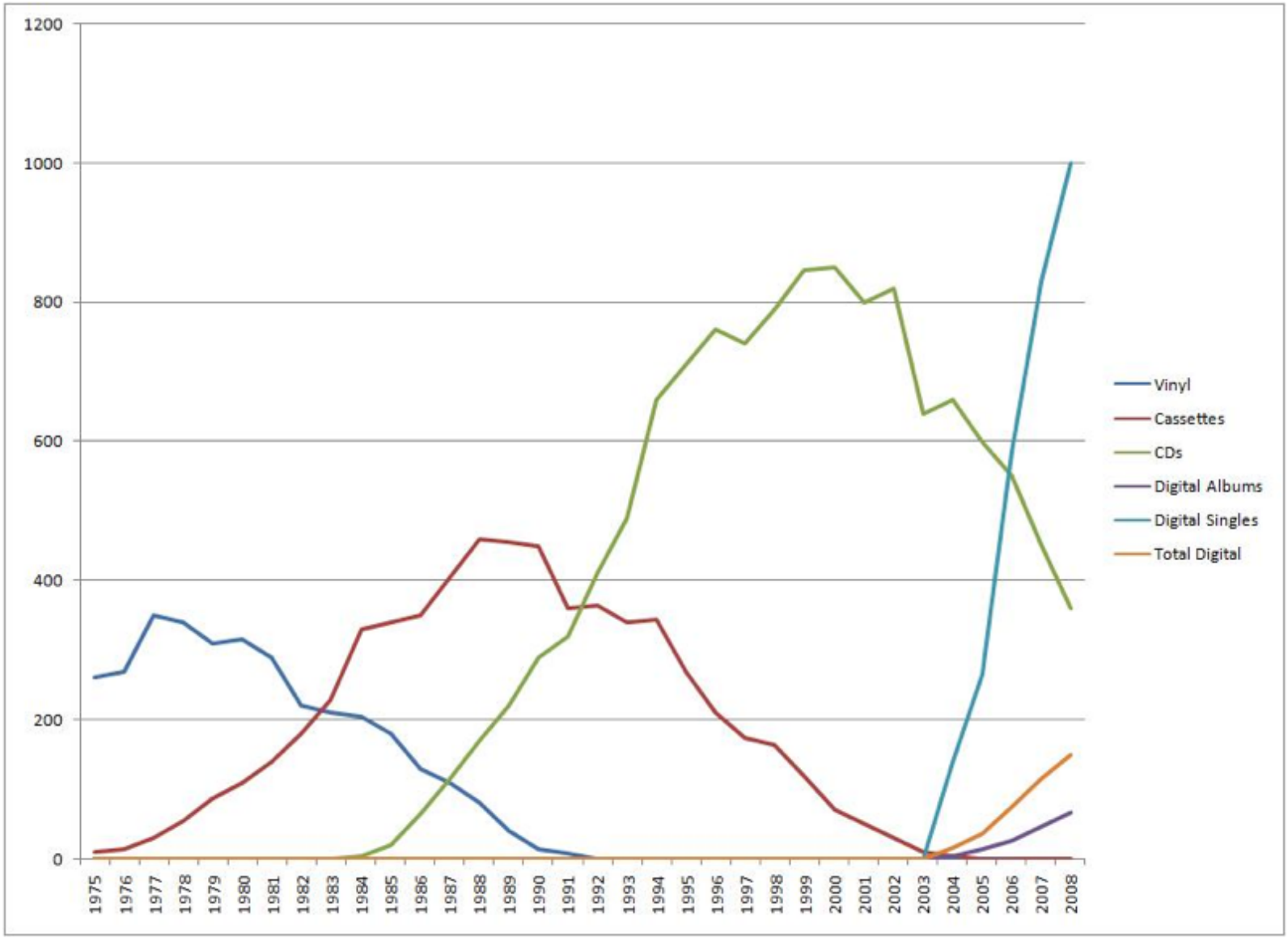
Massive **disruption coming to the ecosystem surrounding today's data centers.**

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



The Sound - Content Doppler

Joyent



Two Audiences

1 - Media Creators

2 - Service Providers

Cloud is a train

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Service Providers

- Telecoms
- Managed Service Providers
- Data Center Operators

Hardware Manufactures

- Servers
- Enterprise Storage
- Networking Gear

It Can’t Happen to Us

It Can't Happen to Us

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Cloud is happening to you

Problem

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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

Joyent

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

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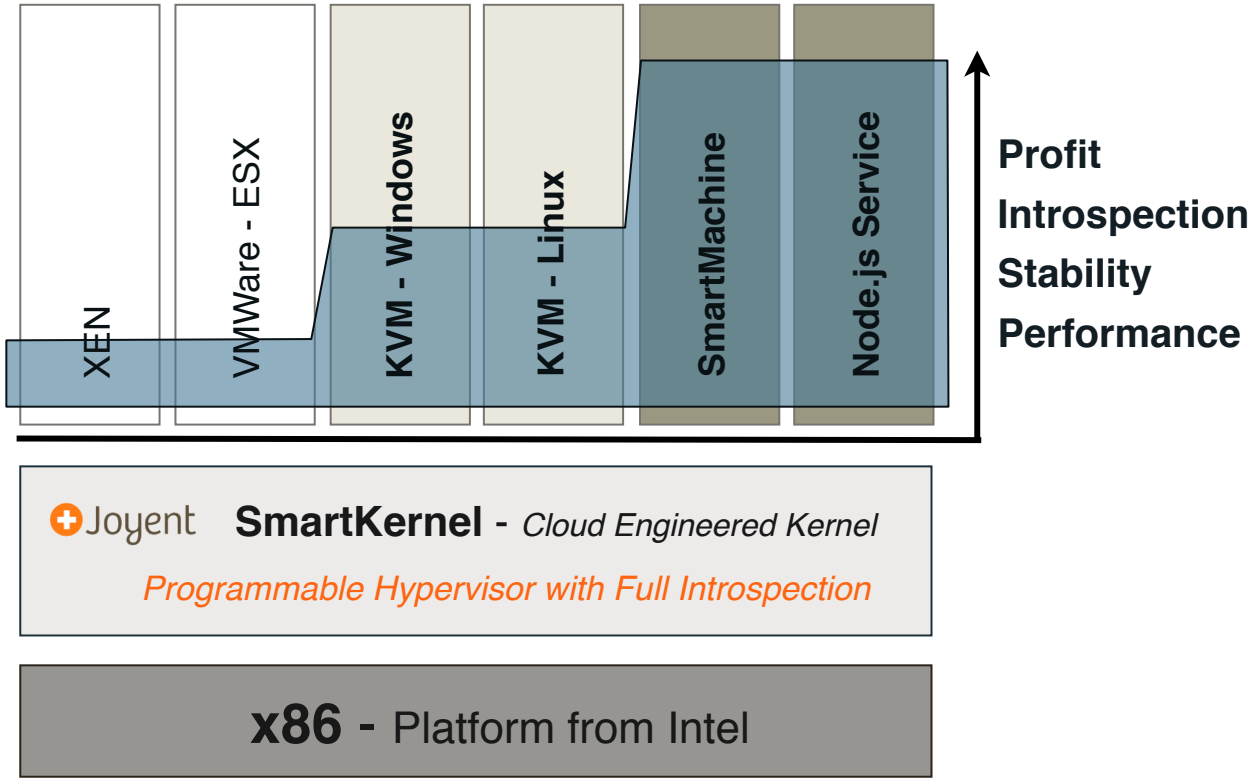
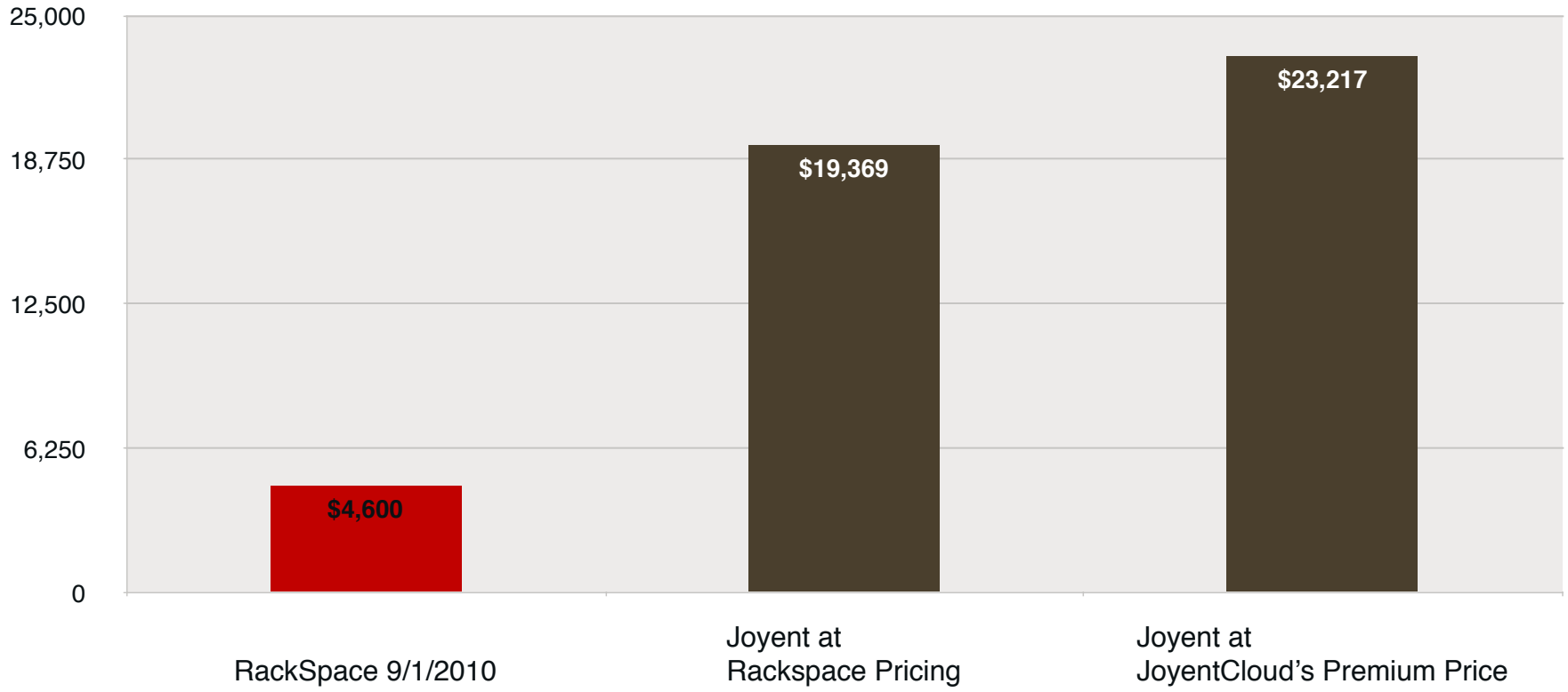


Why make the SmartKernel?

#1 - More Revenue per Square Foot



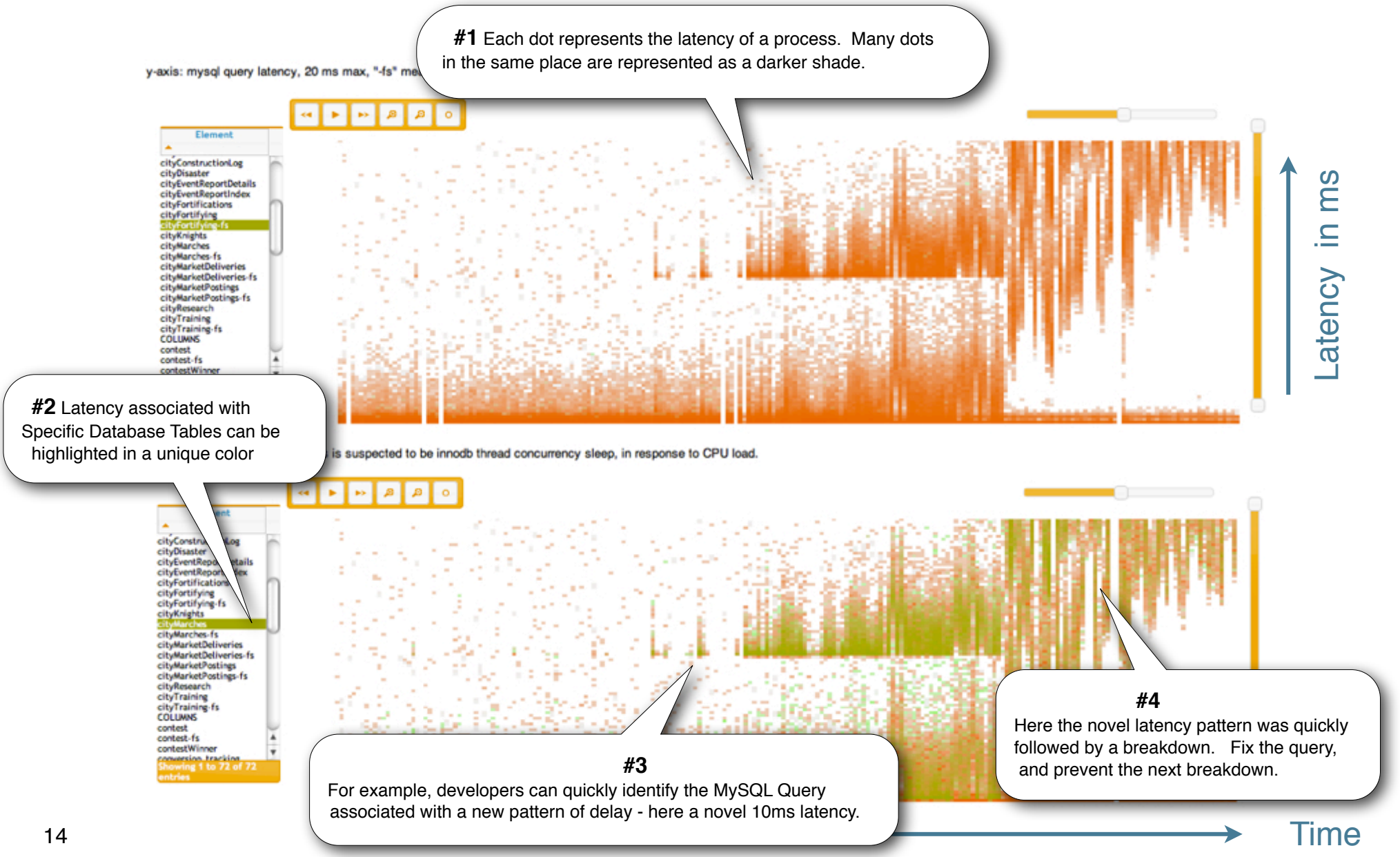
Source of Rackspace Rev Number of $4,600 per square-foot: How the Cloud is Driving Profits at Rackspace - January 4th, 2011 : Rich Miller
http://www.datacenterknowledge.com/archives/2011/01/04/how-the-cloud-is-driving-profits-at-rackspace/

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



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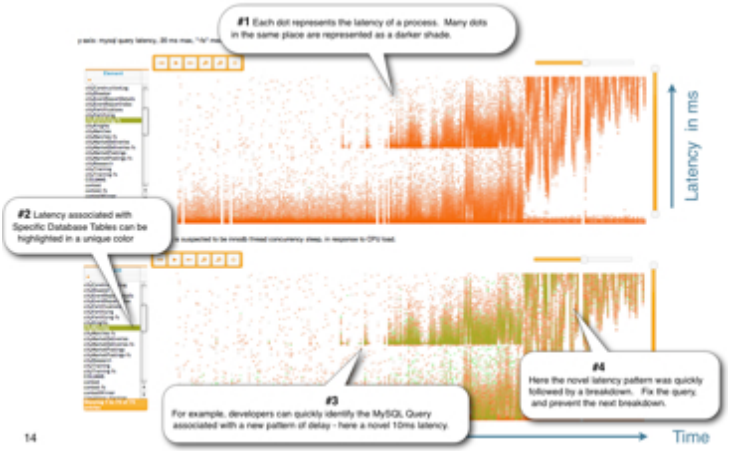

Find the cause of slow downs in a live production applications

1. Faster Performance

2. Customers stop blaming service provider

Result:

Guarantee the cost basis of SLAs

#3 Joyent's Node.js Service

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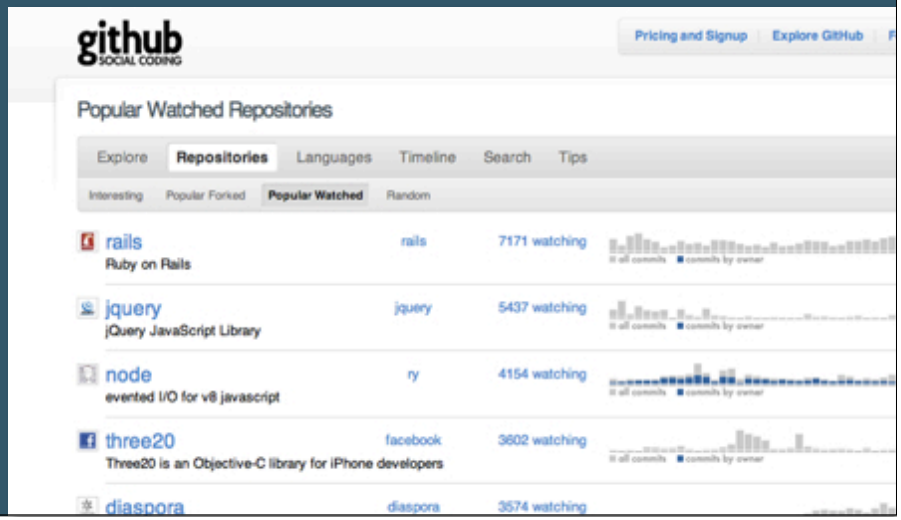
- The next Ruby on Rails, only better
- node.js is the only solution ***fast*** enough and ***light*** enough to support the "***Internet of Things***"
- Ideal for MMO Games, Mobile apps and Security/Monitoring applications
- Ideal for Machine to Machine

- HP webOS 2.0 replaced Java with node.js

hp palm Developer Center

- **node is in top 3** projects on github



Possible Node Use Case

Not a Service Provider?

Run on Joyent Technology

Faster, Better, Cheaper

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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

Joyent

- **Thousands of customers** worldwide

Plus developer communities

facebook

YAHOO! DEVELOPER NETWORK

myspace.com

jolicloud

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.

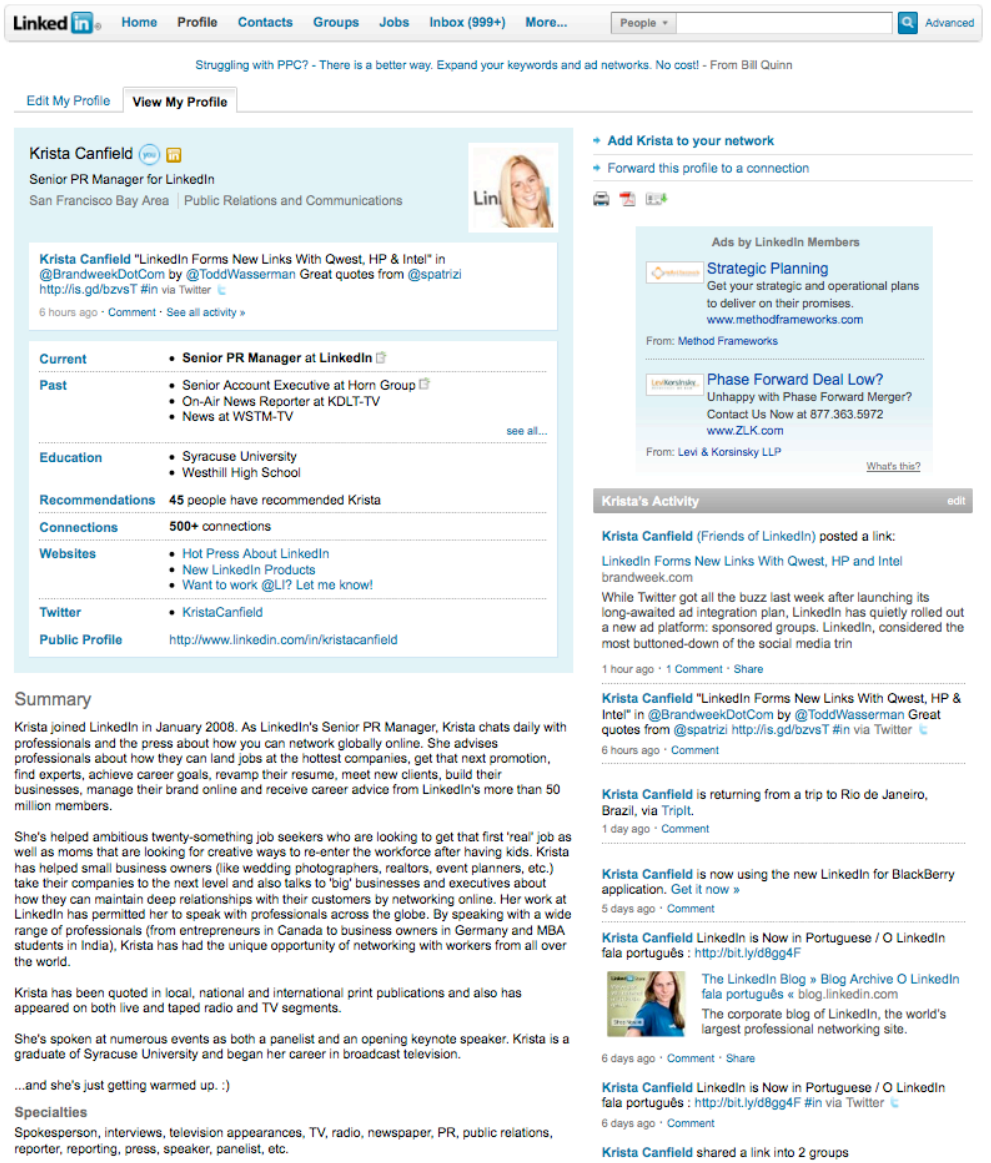
JOHN HIGGINS
Dir. Web Operations
Kabam Inc.

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.

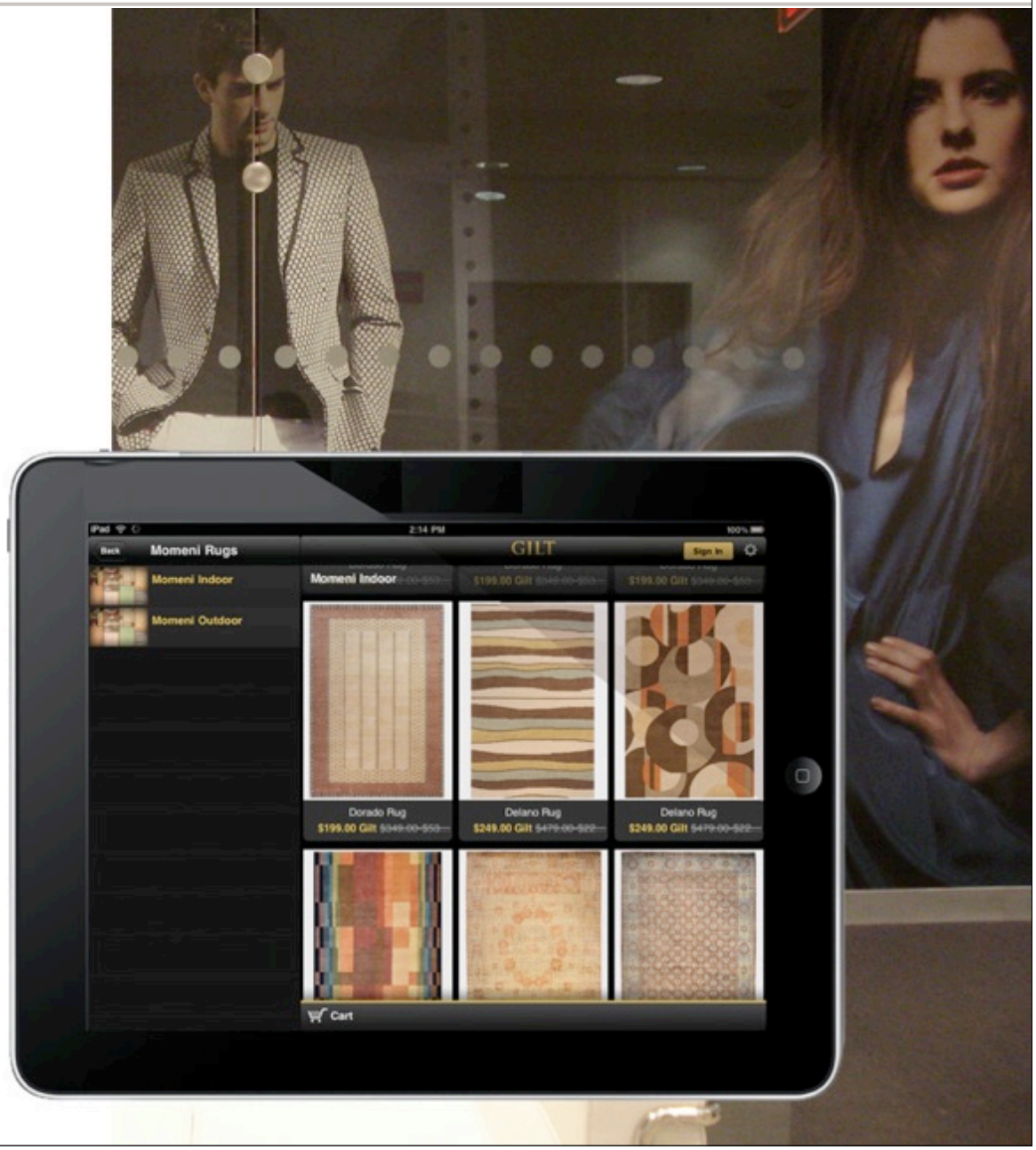
> One engineer, one week, and a few Joyent SmartMachines later and bumper sticker was born. The bet was we'd get to a million users in 45 days, we got there in 46.

Jim Meyer, Light Engineering at LinkedIn



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

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If you are a Content Provider...

Remember the Tunnel and the Train

Joyent

deploy on Joyent Technology

develop in node.js

jonathan@joyent.com

Joyent

smart computing

Thank You