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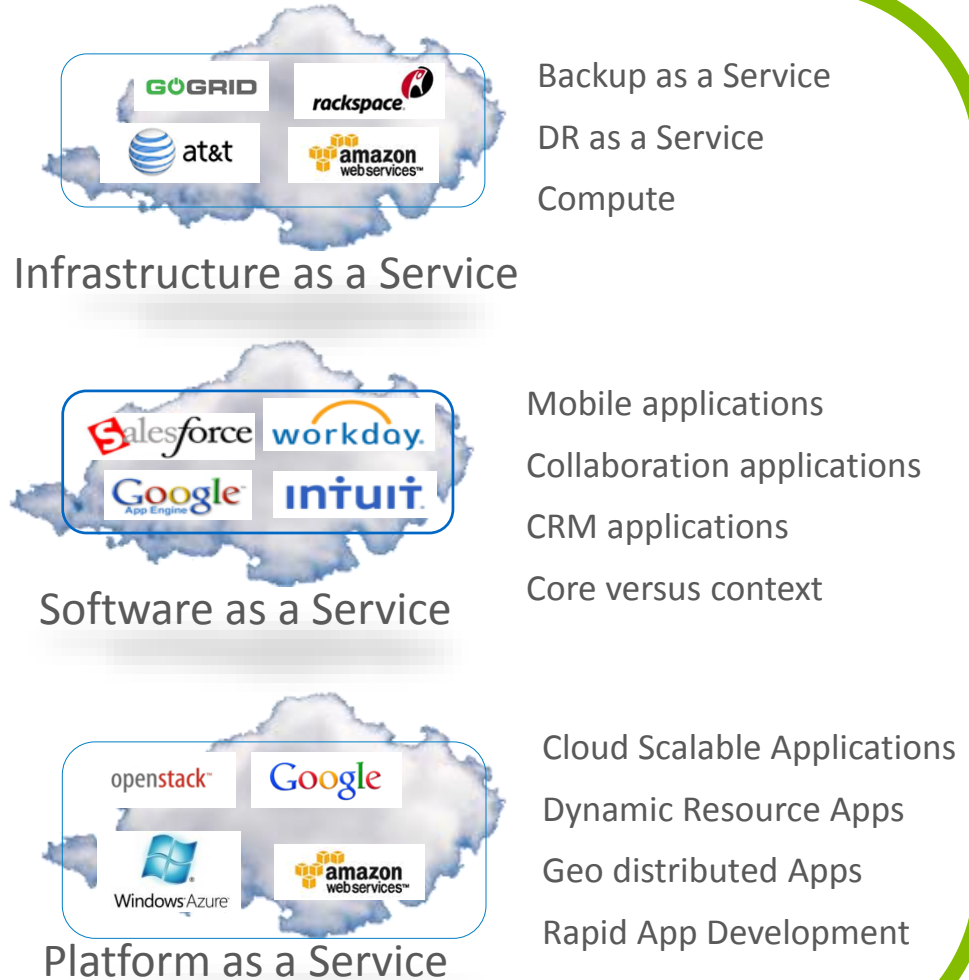
# Cloud Deployment Models

Kirk Kern  
CTO Cloud Solutions  
NetApp US Public Sector



# Application Delivery Model Changing

## Boundary-less IT



# The New Normal for IT

## FROM...

- Builder & Operator
- Complex technology
- Perimeter based Security
- Asset ownership
- Install/integrate/upgrade
- Static & permanent
- Central IT control
- Technology skills

## TO...

- Broker of Services
- Simple products
- Encapsulated Security
- Business results
- Elasticity up *and* down
- Instant IT via credit card
- Business skills

Everyone has to think like a service provider





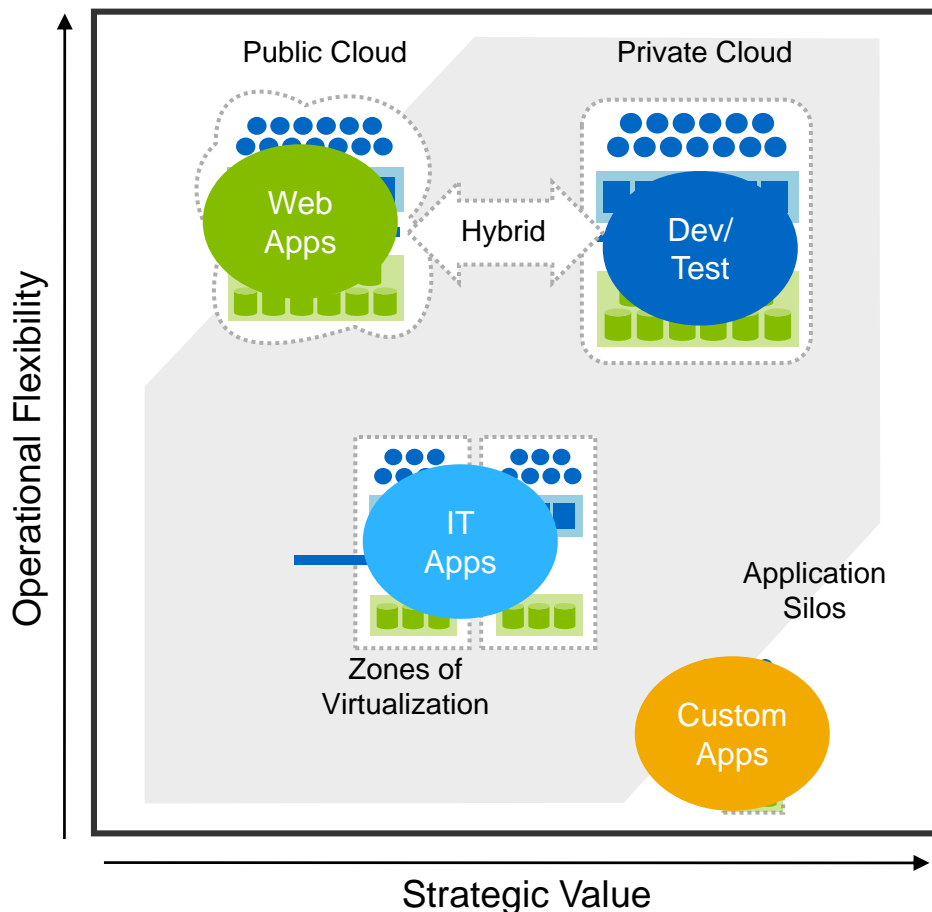
# Cloud Success Starts with Strategy

- What business pressures are you experiencing?
- What IT challenges are you facing?
- How do these align with and affect your financial strategy?
- What is your strategy for risk migration?
- What compliance or security requirements must be satisfied?
- What is your sourcing strategy for external cloud procurement?



# Your Strategy Starts With Your Service Products

Categorize requirements based on business needs



## Public Cloud

- Adapt to dynamic demands
- Self-service & pay-as-you-go
- Readily available cloud services

## Private Cloud

- Core defined-services
- Highly dynamic
- Self-service & metering

## Zones of Virtualization

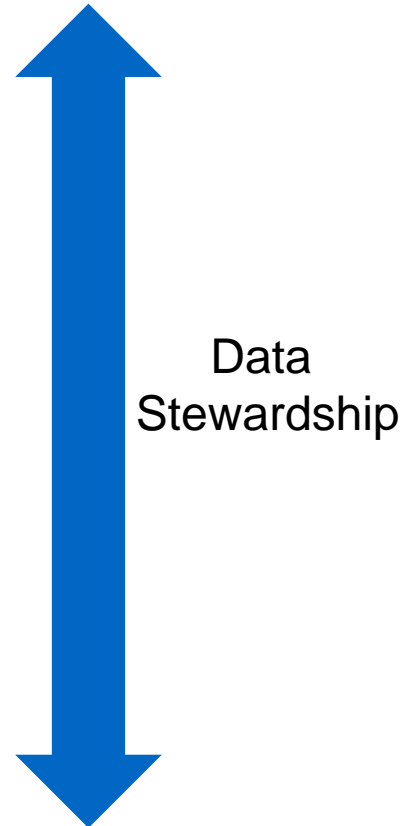
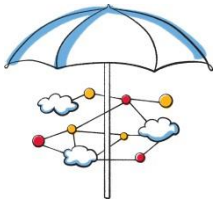
- Core IT application consolidation
- Moderately dynamic
- No self-service requirements

## Application Silos

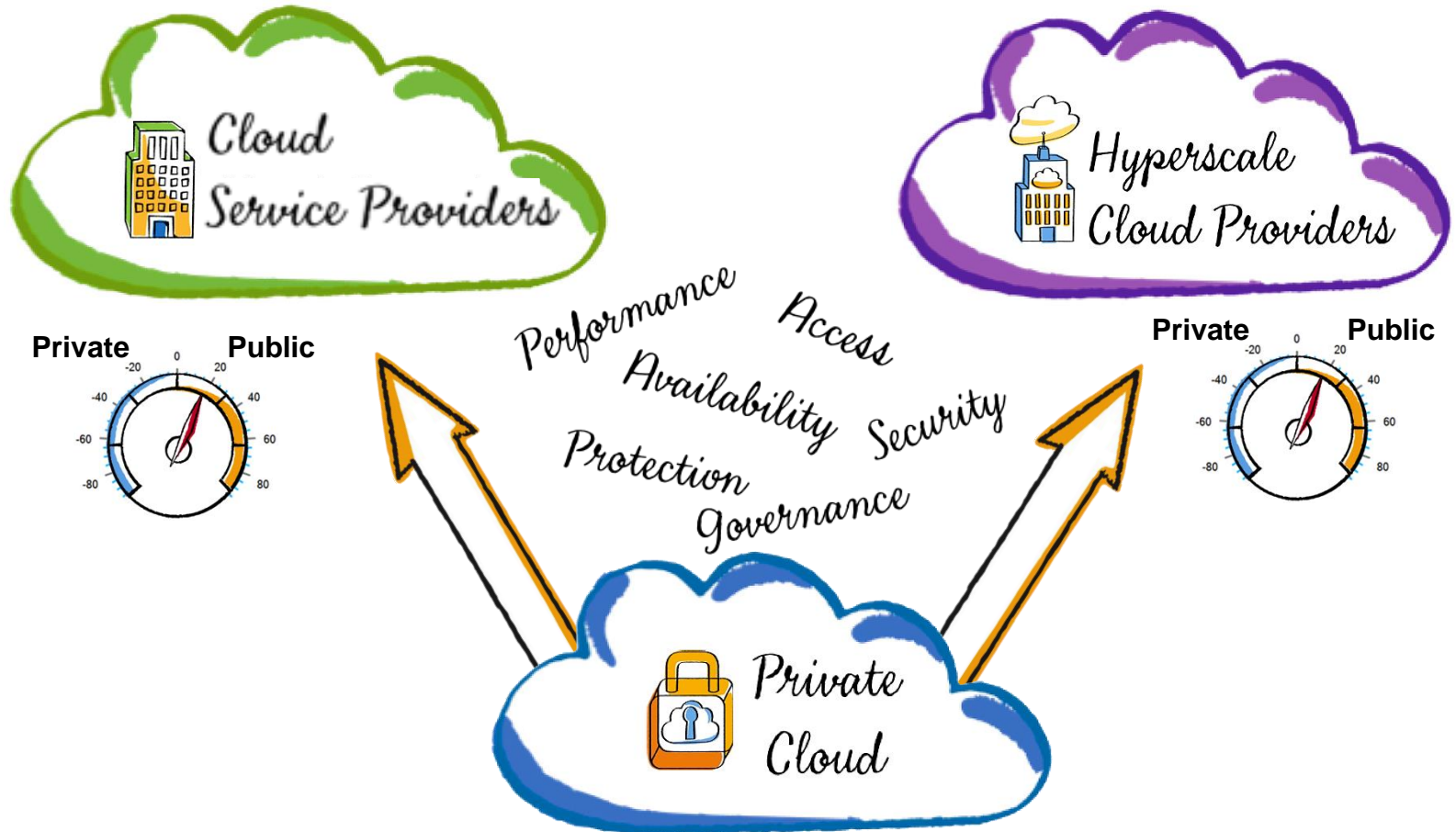
- App requirements unique to silo
- Dedicated & optimized hardware
- Static environment

# Data Considerations for Cloud

- Data Management Paradigms
- Disaster recovery
- Development and test
- Cloudburst for peak workloads
- Multiregion application continuity
- Data center migration and consolidation
- Performance bus apps/data analytics
- Security (Risk Tolerance) or Compliance

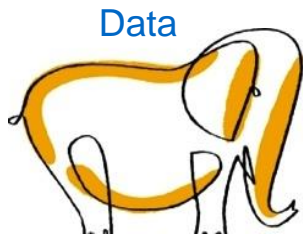
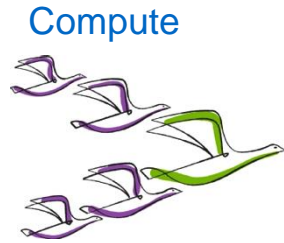


# The Need for Seamless Cloud Services



Integrate public resources while retaining control

# ...And Data Doesn't Move Easily

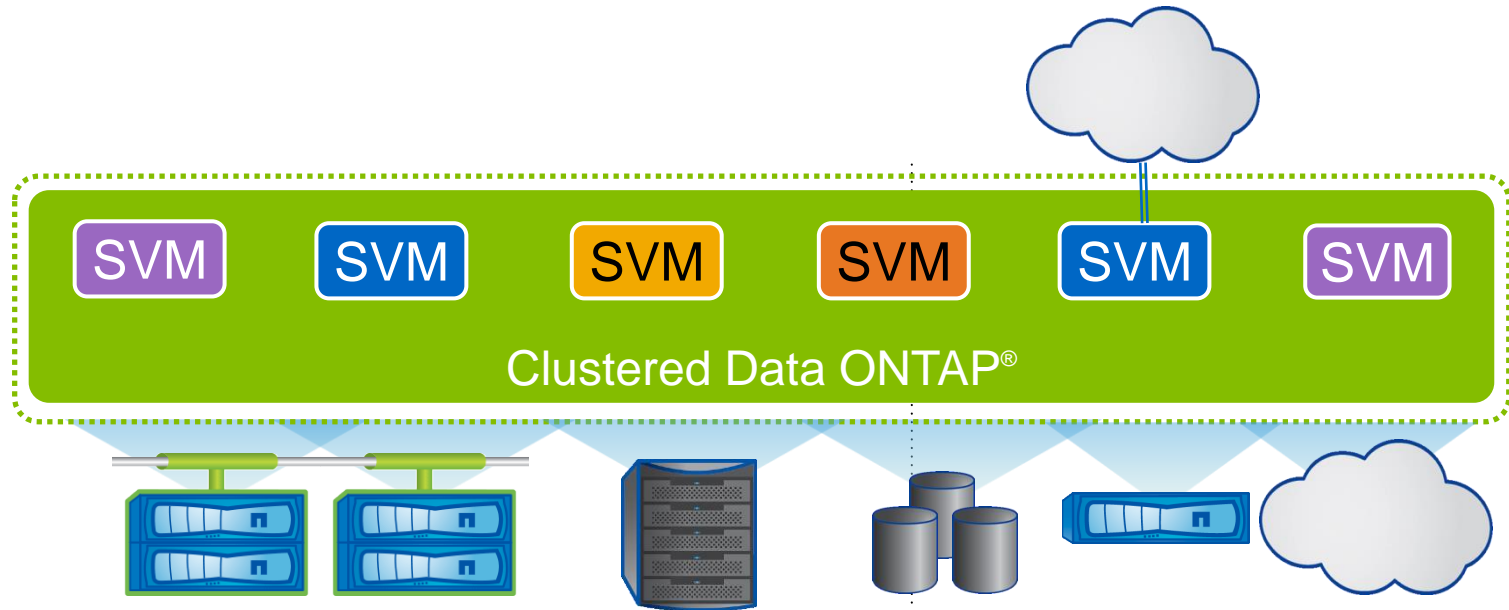


Compute is agile;  
data is not

- Data needs to be close to compute for performance
- Moving data between clouds is difficult
  - Time consuming
  - Expensive bandwidth
  - Cloud formats are often incompatible
  - Data services are not consistent



# A Foundation Designed for Cloud



## Key cloud features:

- Native Data containers
- Secure multi-tenancy
- Pooled virtual resources
- Efficient data transport
- Rich data management
- Standard Protocols



# Foundation for Hybrid Data Centers



- Only NetApp® delivers:
- Universal data platform
  - Dynamic data portability
  - Extensive customer choice

Your data, any cloud, endless possibilities

# Thank you



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