

IT Architect Regional Conference

Enterprise Innovation through Architecture Resilience

16 – 17 July 2009, The Legend Hotel



ITARC Malaysia 2009

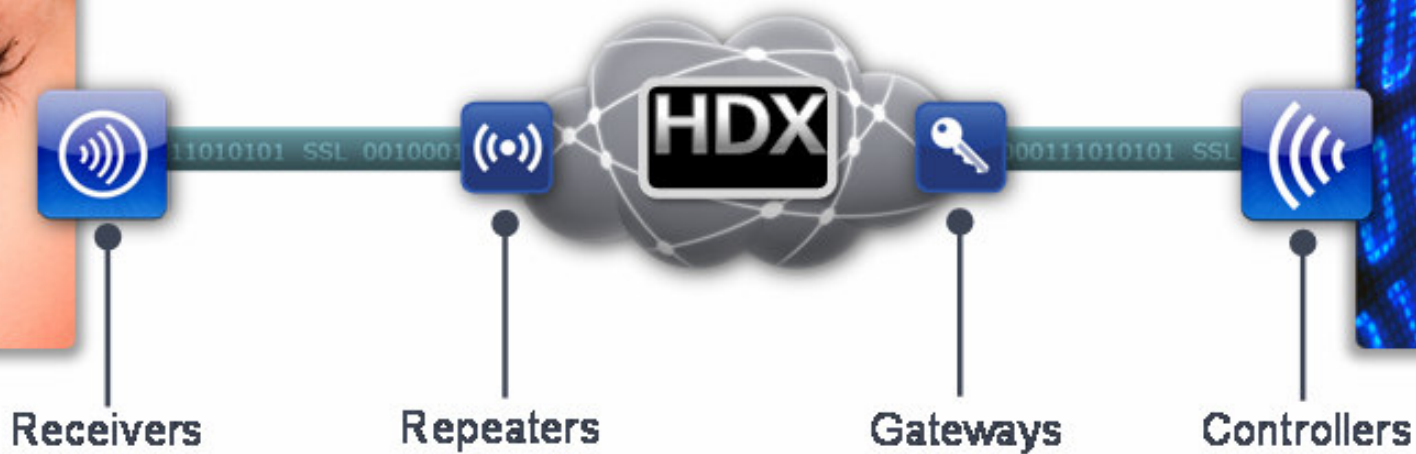
Session Topic: **Cloud as Infrastructure?**

Presented By: **Dr Michael Harries**
Citrix Labs and CTO Office
Citrix Systems

Citrix



Delivering IT as a Service





99% of Fortune 500
200,000 customers
100M Corporate Users
75% of Internet Users
Engine of Cloud Computing
Top 5 SaaS vendor



Citrix Labs: Sydney, Redmond, Cambridge

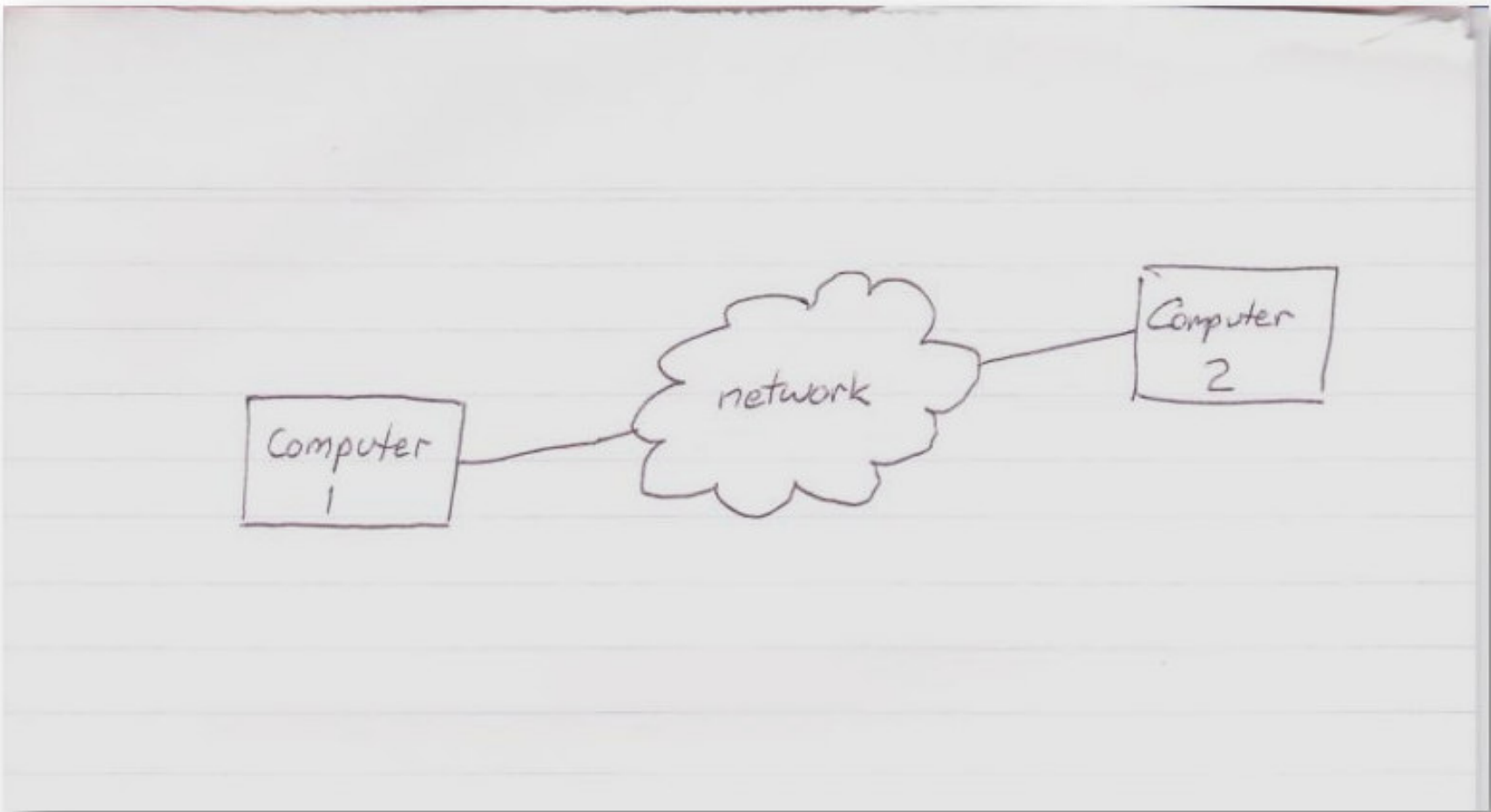




Just hot air?







2009





Cheap, utility-supplied computing will ultimately **change** society as profoundly as cheap electricity did



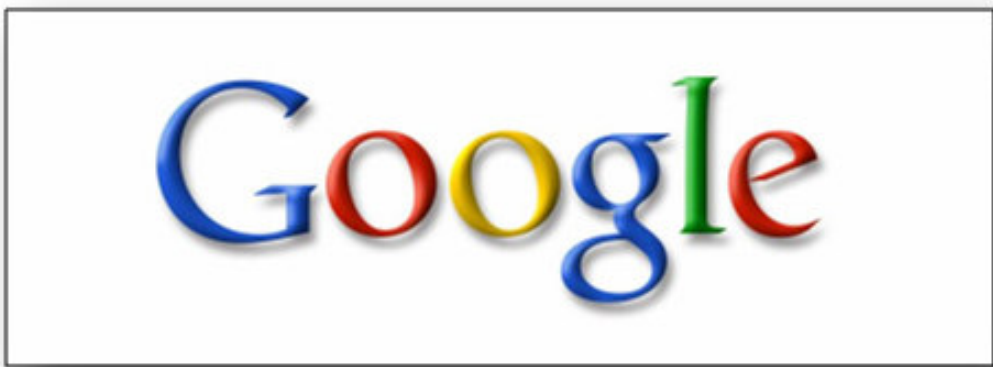


Cloud is web based SaaS
Cloud is web based, hosted dev platform





Google **IS** the cloud





Cloud is ease of use
It's every cool web page
It's Google mail
It's SaaS
It's **EASY**





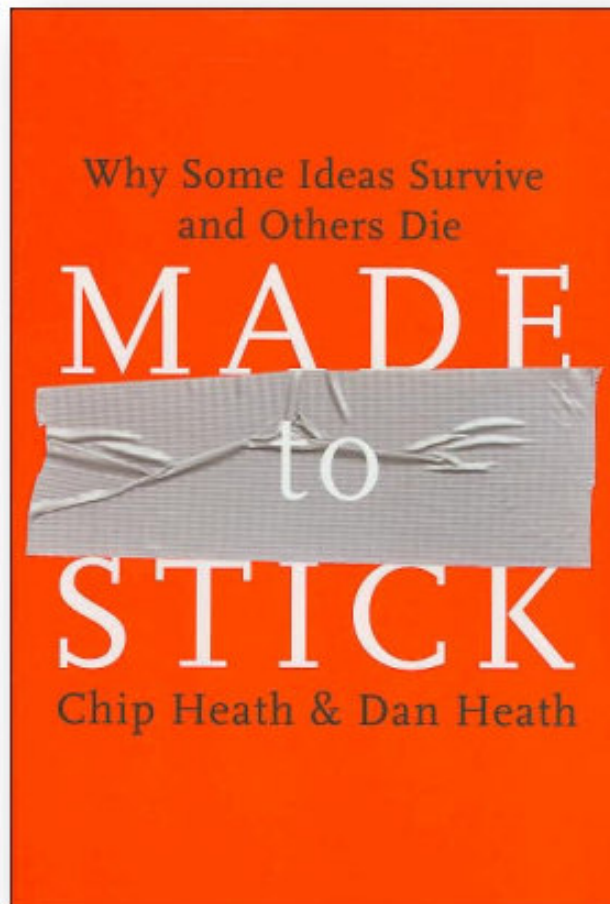
Cloud is flexibility of resources, available on demand
Cloud is dynamically scalable
Cloud is automated
Cloud is IT nirvana!





Cloud is insecure
Loss of IT control
Limited SLAs
A Threat





1. Simple
2. Unexpected
3. Concrete
4. Credible
5. Emotional
6. Stories



Storage

Servers

Network

Apps

amazon.com

Google™

You Tube

Salesforce

\$0.15/GB/mo

1 admin/20,000

\$10/megabit

1 image x 1M users
x 4 upgrades/yr

vs.

vs.

vs.

vs.

\$3.75/GB/mo

1 admin/100

\$500/megabit

230 apps x 5 versions
x many upgrades



2009



Standardisation



Cloud

Software as a Service

Infrastructure as a Service

Platform as a Service





IaaS

Infrastructure as a Service





amazon.com

Elastic Compute Cloud

- from US\$0.10 per VM hour

Simple Storage Service

- US\$0.15 per gig stored
- US\$0.17 per gig transferred



“30 employees. More than 300,000 paying customers. 288,000,000 photos.”

NO INFRASTRUCTURE





- New York Times
- 4TB of TIFFs
- To 1.5TB of PDFs
- 100 EC2 Xen VMs

HOME PAGE MY TIMES TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

The New York Times
Thursday, July 31, 2008

Welcome to
Times Machine
Browse 70 years of New York Times archives

"All the News
That Was Fit to Print"

1850s
1860s
1870s
1880s
1890s
1900s
1910s
1920s

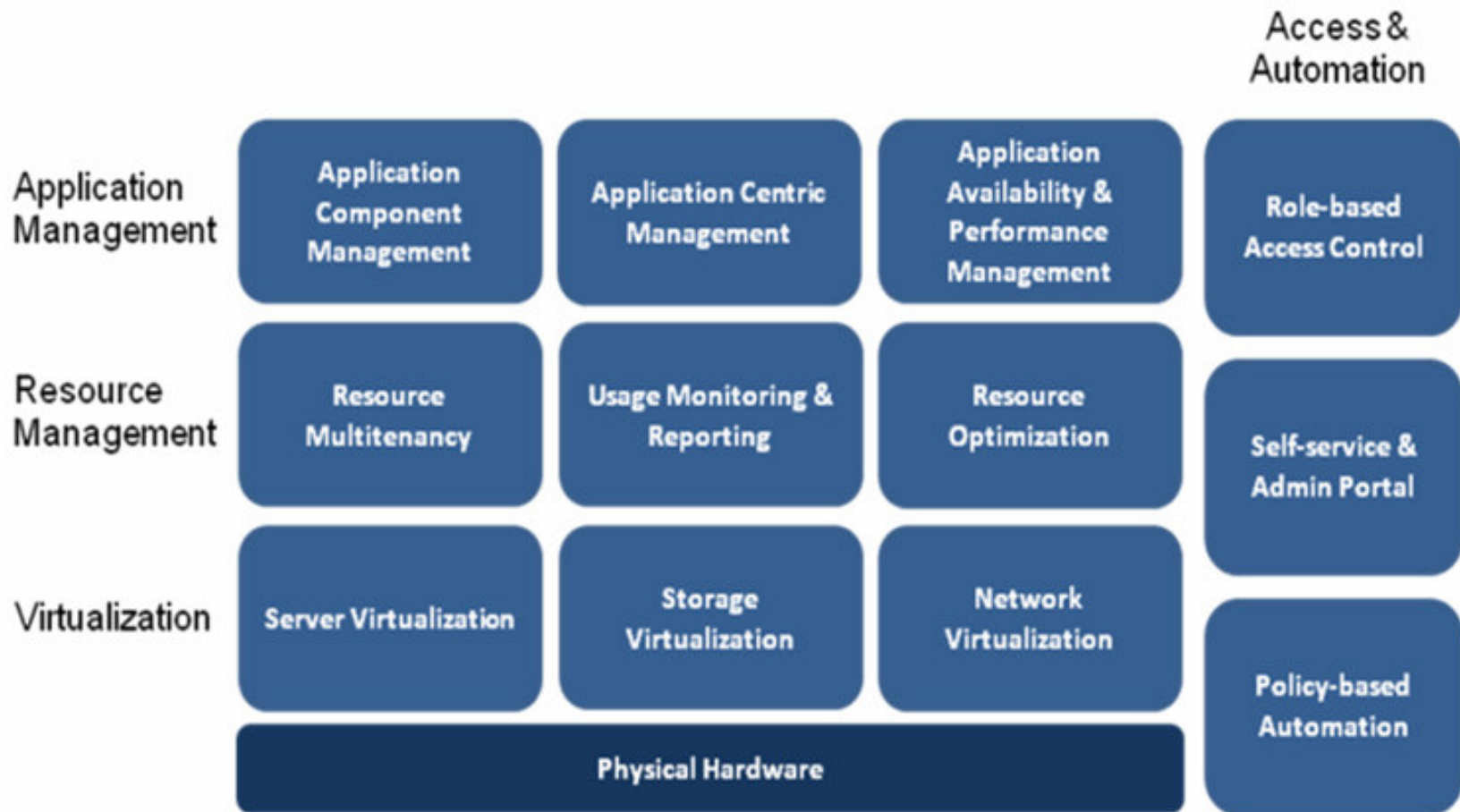
Welcome. TimesMachine can take you back to any issue from Volume 1 of the Daily Times, on September 18, 1851, through The New York Times of December 31, 2008. You can read the history and flip electronically through the pages, displayed with their original appearance.

TUESDAY
APRIL 16, 1912
The Titanic Sinks

MONDAY
NOVEMBER 11, 1918
World War I Ends

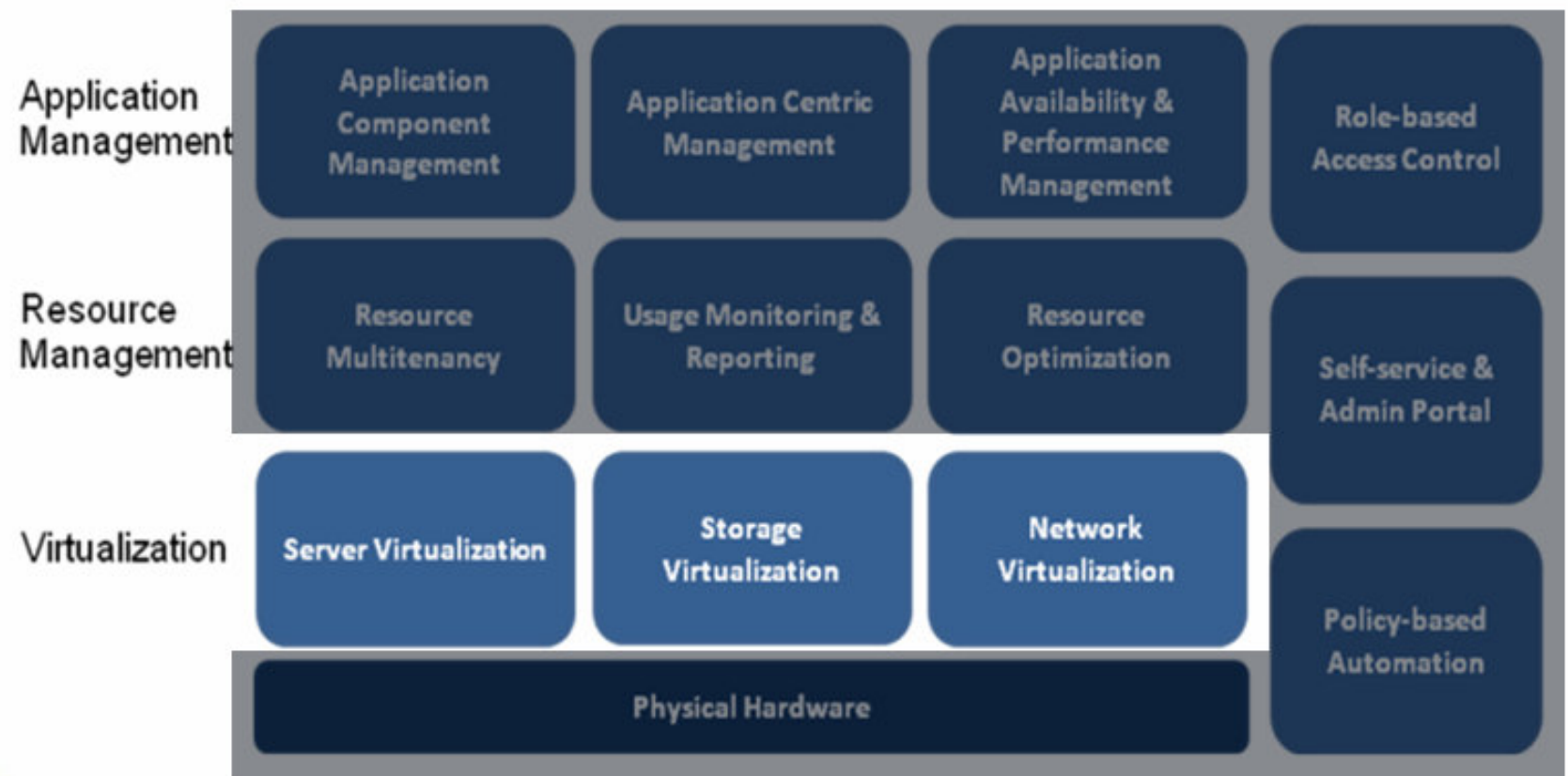
The New York Times.
TITANIC SINKS FOUR HOURS AFTER HITTING ICEBERG;
885 RESCUED BY CARPATHIA, PROBABLY 1250 PERISH;
ISMAY SAFE, MRS. ASTOR MAYBE, NOTED NAMES MISSING

The New York Times.
ARMISTICE SIGNED, END OF THE WAR!
BERLIN SEIZED BY REVOLUTIONISTS;
NEW CHANCELLOR BEGS FOR ORDER;
OUSTED KAISER FLEES TO HOLLAND



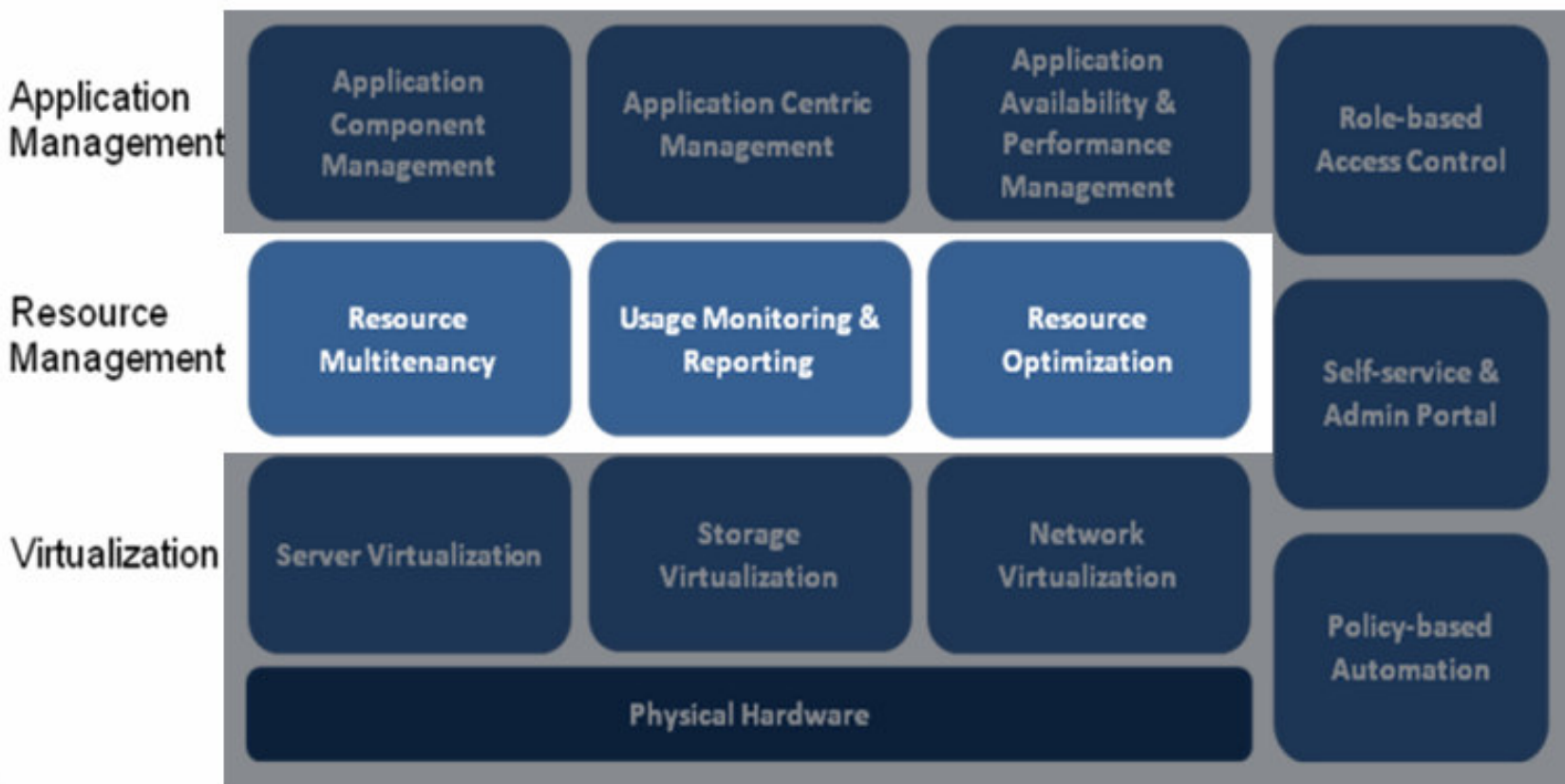


Access & Automation



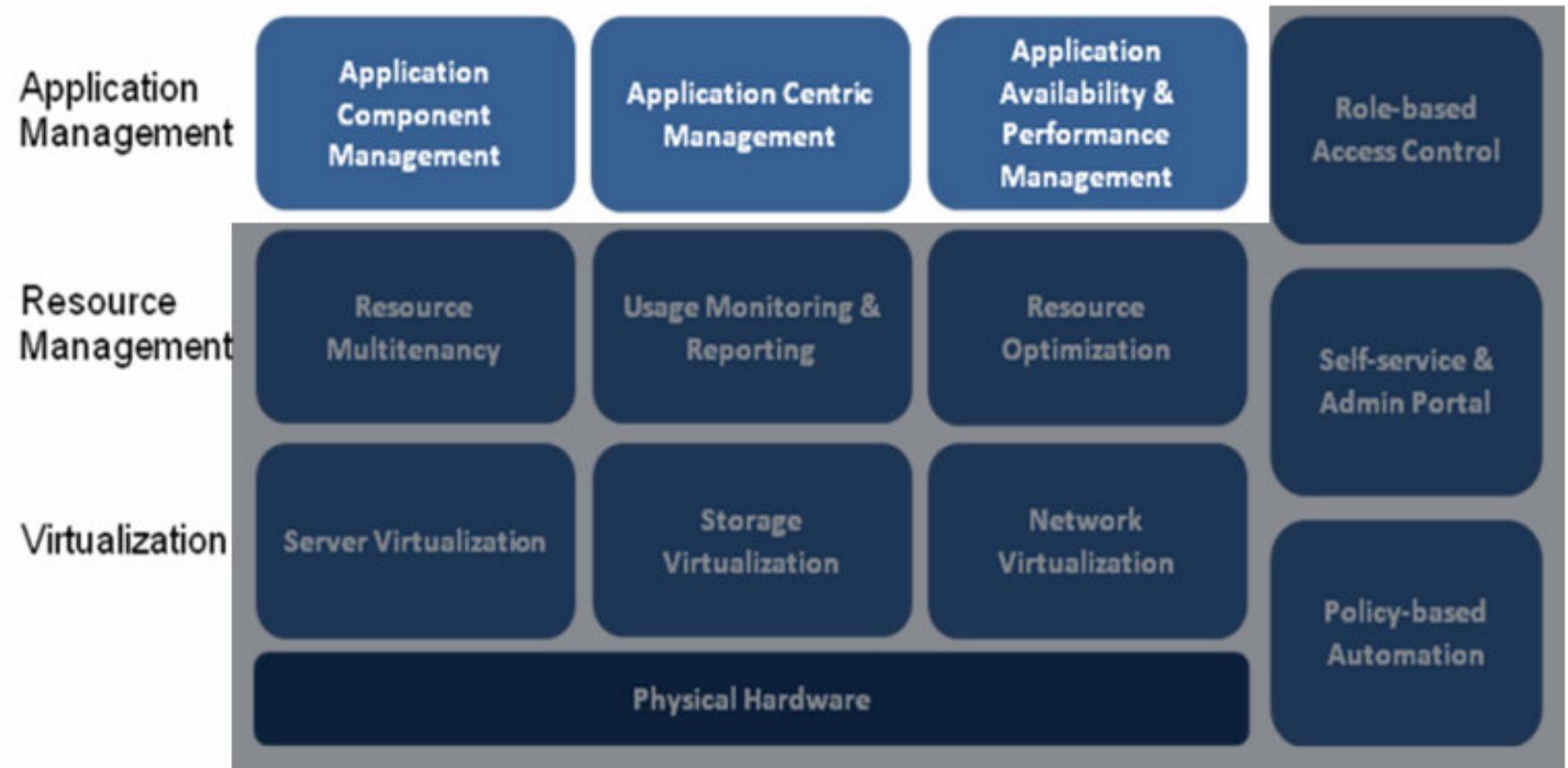


Access & Automation



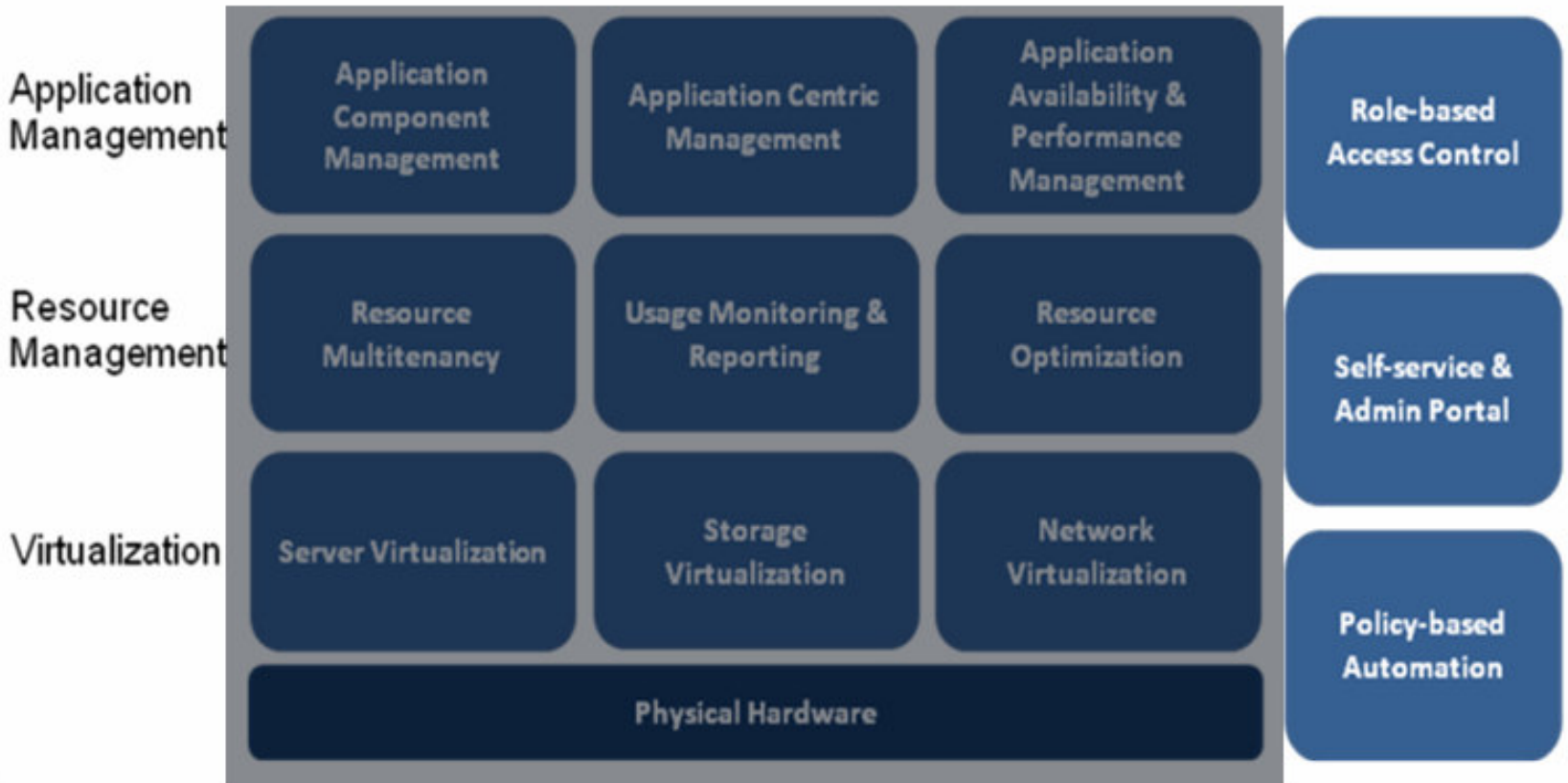


Access & Automation





Access & Automation





Operational efficiency
Off-premise
On-Premise



What else?



SaaS

Software as a Service



Application Delivery



SSL 001000111010101 SSL 00101 SSL 001000111010101 SS



Abstract connection
High-fidelity experience
Common security model
etc
etc



TCO benefits



IT operational costs

29%
reduction

HW & SW costs

40%
reduction

Worker downtime

88%
reduction

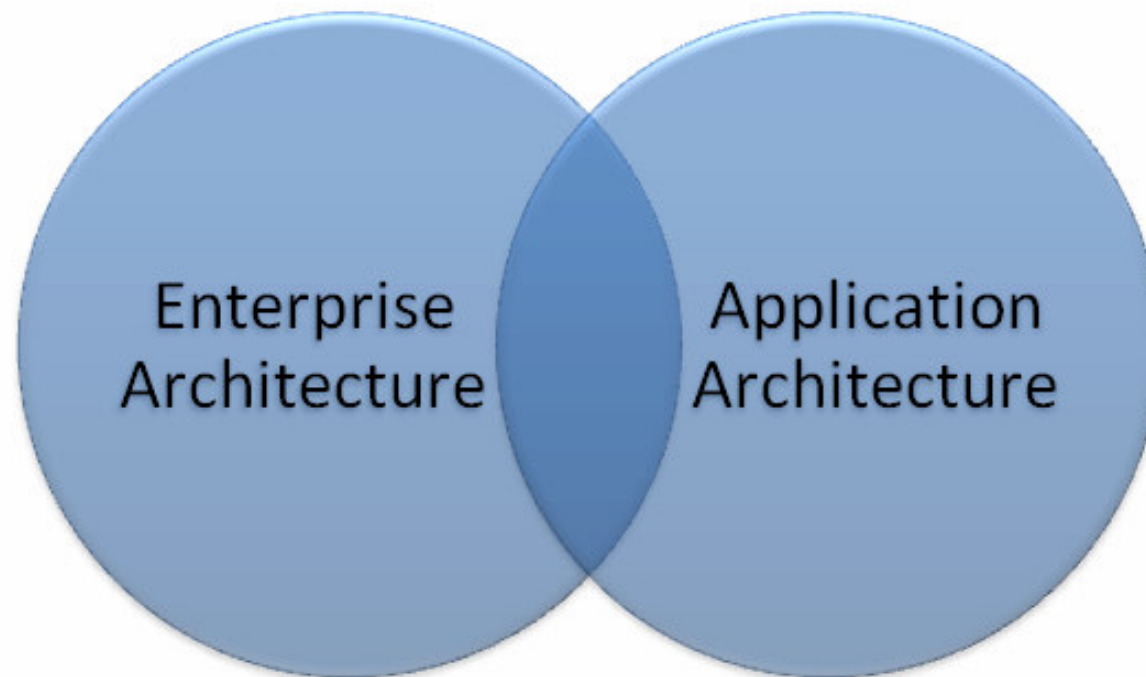
IT staff productivity

78%
increase

Agile Infrastructure



- Creates a 'change friendly' organization





SaaS + IaaS

SaaS + IaaS



Enterprise Cloud

Windows Apps



“Cloud-burst”



Bridge

Apps in cloud; Data stays on premise

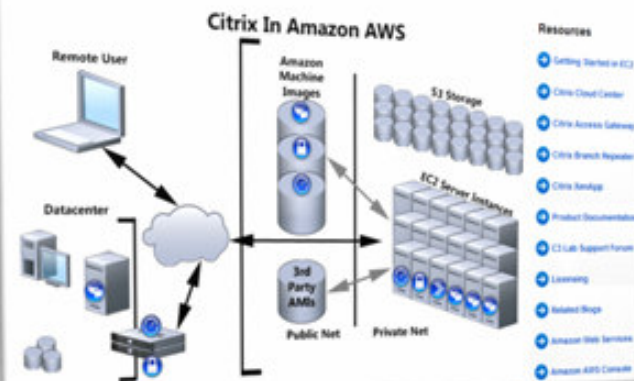




C3 Lab

Citrix C3 Lab

Author: Adam Mansoor, last edited by: Vital Damirava on May 23, 2009 - view change



Citrix C3 Lab Blueprints

- Common Scenarios
- Community Driven
- Architectural Overviews
- Deployment Guides
- Best Practices





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Q & A

THANK YOU