Workload placement in a hybrid world

It's where you put it that counts

Why are we here?

Platform and deployment models will co-exist.
So what should run where?

On our Regcast today

David Chalmers   HP

Dale Vile   Freeform Dynamics

Tim Phillips   The Reg

Routine deployment questions

Where should we run this new workload or application?

Are our existing workloads and applications running in the right place?

The overriding concern

With new deployment options emerging, how do we make these decisions objectively?
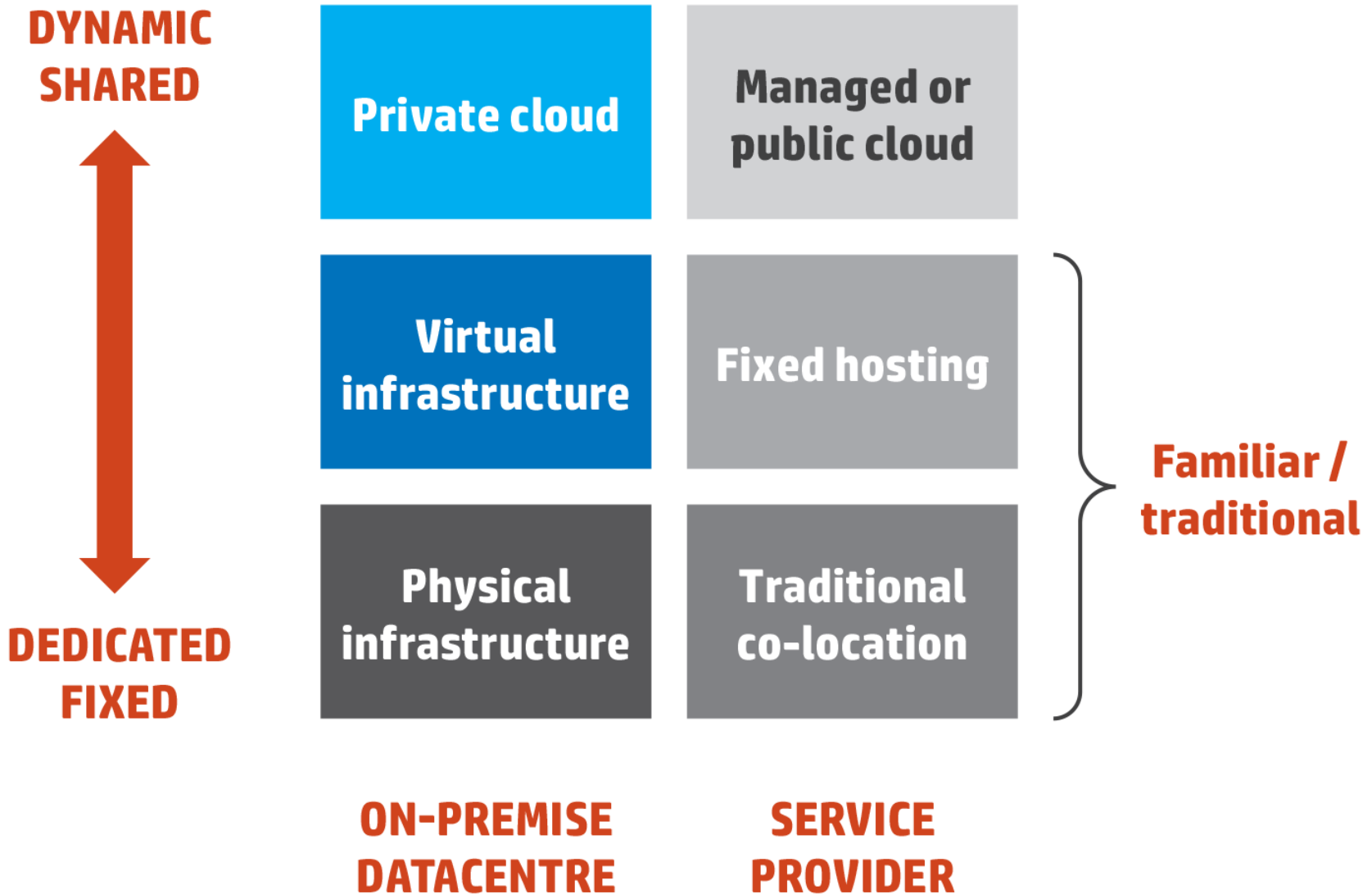
Platform Software

Operating System

Hardware architecture

Making decisions objectively
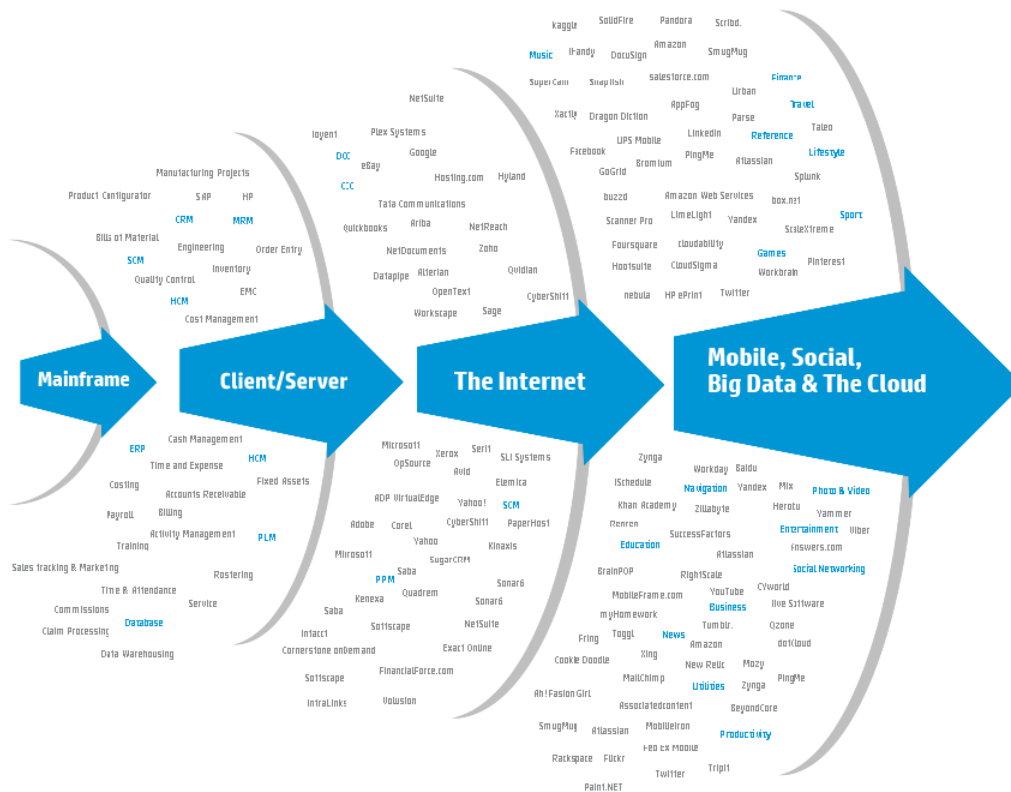
The world has changed, storage has not

60 seconds:

- 168 million+ emails sent
- 1,820TB of data created
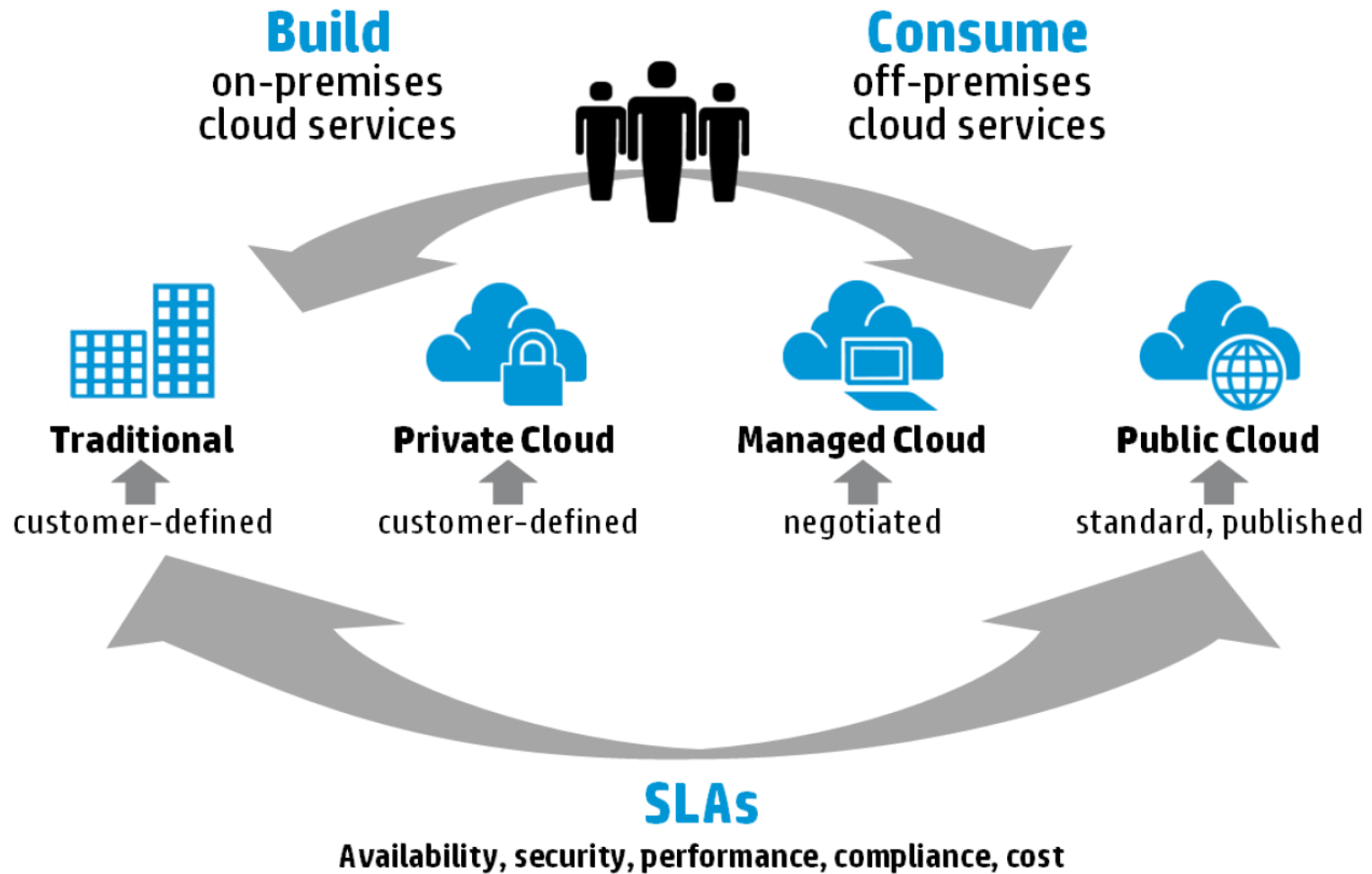- 217 new mobile web users

1 million users:

- AOL: 9 years
- Facebook: 9 months
- Draw Something: 9 days

Four delivery options differentiated by SLA

Build
on-premises
cloud services

Consume
off-premises
cloud services

Traditional

customer-defined

Private Cloud

customer-defined

Managed Cloud

negotiated

Public Cloud

standard, published

SLAs
Availability, security, performance, compliance, cost

The four big cloud computing options

Do it yourself

Best-of-breed approach internally integrated

Difficult to execute

Single vendor

Homogeneous infrastructure

ISV lock-in; lack of flexibility

Paid integration

Services-led integration

Complex and expensive

Integrated by design

Open, common architecture & integrated solutions

Will vendors do this?

Target best return for least resources

Know where you are, then have some view of where you are going

What is core and what is context?

What makes you "you"?

Use discovery workshops
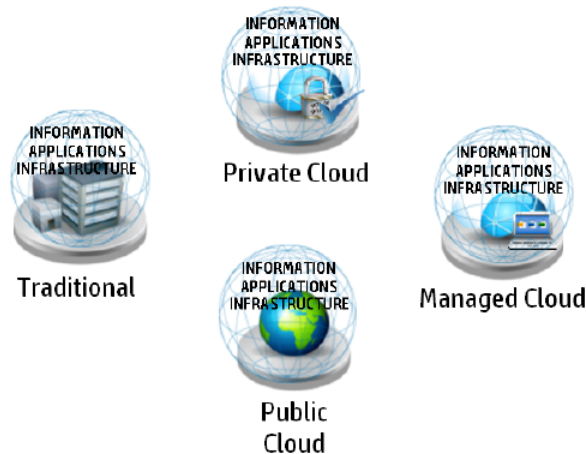
Make use of partners, not suppliers
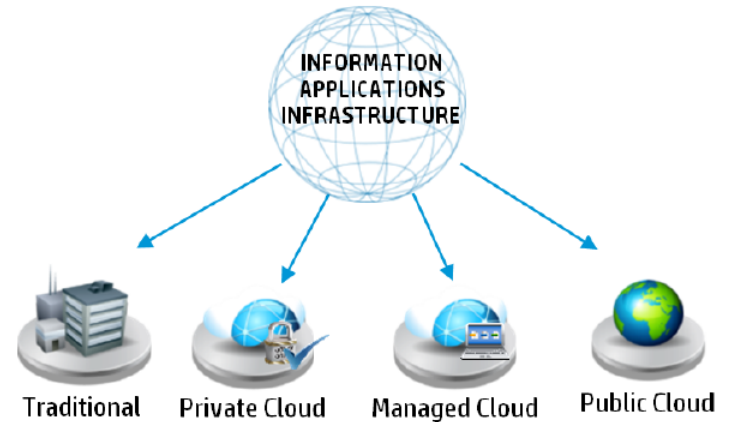
Agility is everything

Traditional

INFORMATION
APPLICATIONS
INFRASTRUCTURE

Dedicated, physical,
homogenous

Evolving current state

INFORMATION
APPLICATIONS
INFRASTRUCTURE
Traditional

INFORMATION
APPLICATIONS
INFRASTRUCTURE
Private Cloud

INFORMATION
APPLICATIONS
INFRASTRUCTURE
Public
Cloud

INFORMATION
APPLICATIONS
INFRASTRUCTURE
Managed Cloud

Disparate architectures, technology,
management, and security

The aspiration

INFORMATION
APPLICATIONS
INFRASTRUCTURE

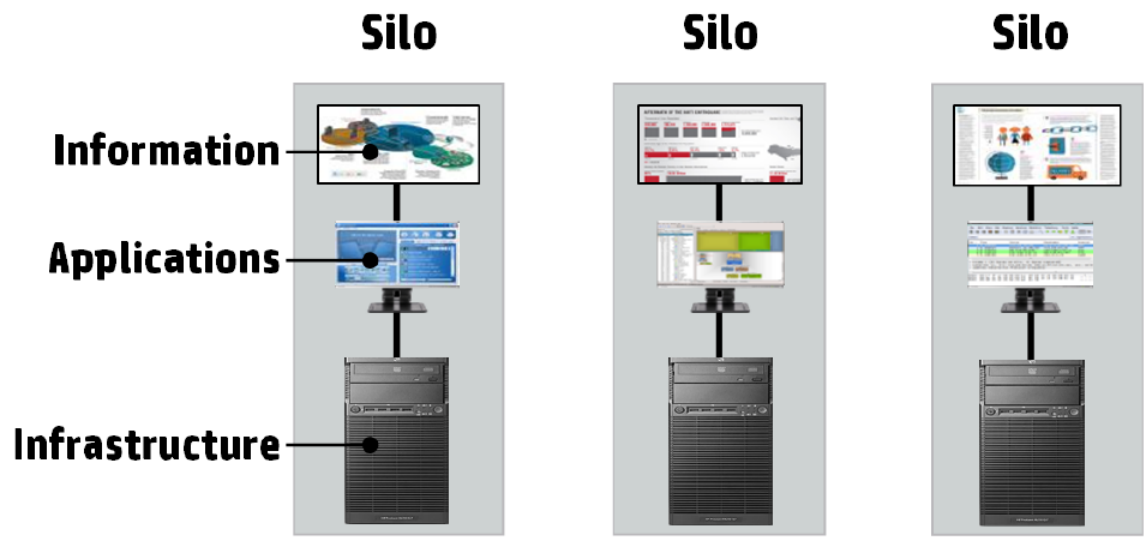Traditional   Private Cloud   Managed Cloud   Public Cloud

Open, converged architecture,
management, and security

Traditional IT limitations

Silo   Silo   Silo

Information

Applications

Infrastructure

Information, applications and Infrastructure are **hardwired**

Built in silos to deliver performance and security

Not built for agility, speed and flexibility

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Today's approach to hybrid delivery can drive *more* complexity

Service models continue to be unique and siloed for each deployment model

Traditional

Private

Managed

Public
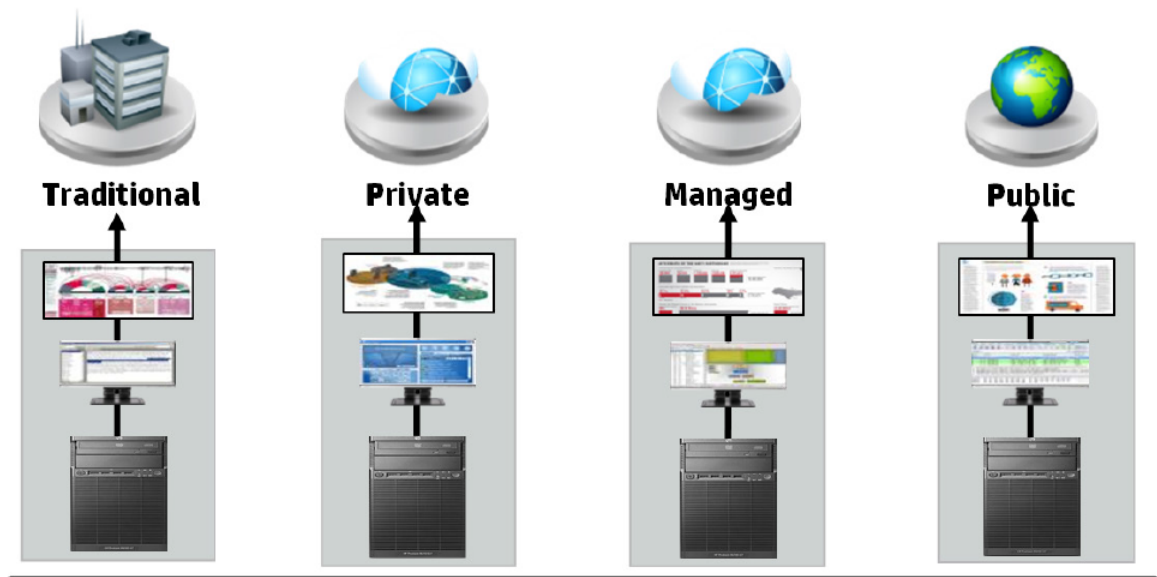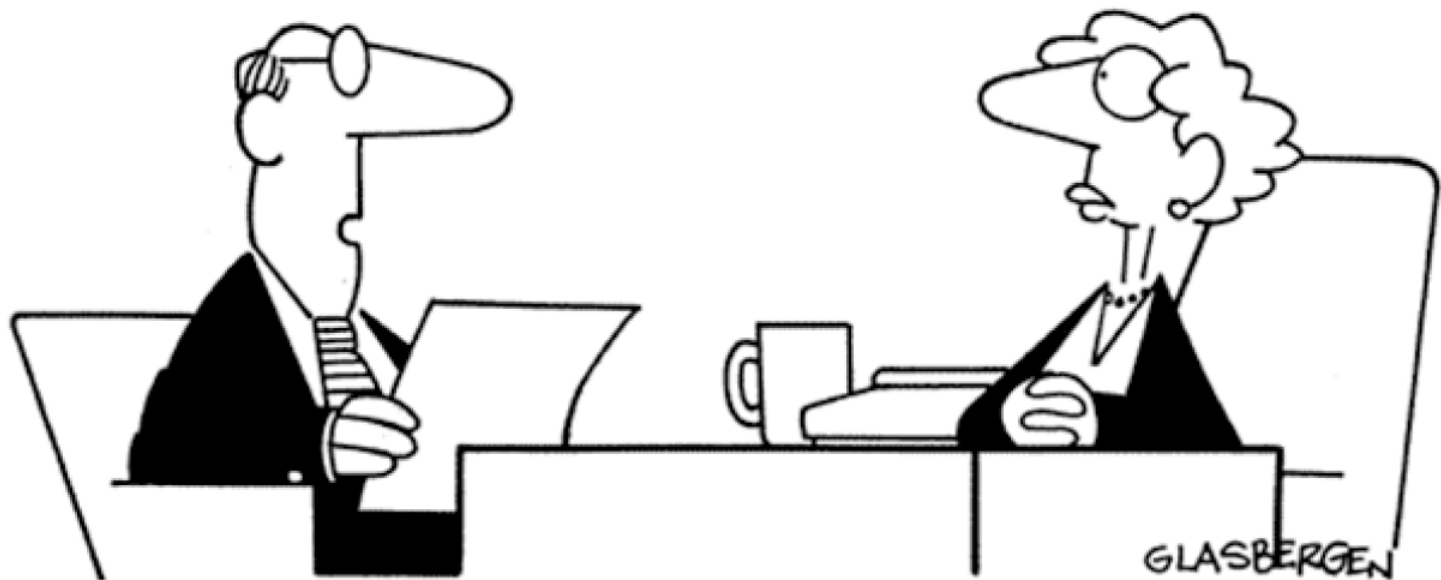
"My team is having trouble thinking outside the box. We can't agree on the size of the box, what materials the box should be constructed from, a reasonable budget for the box, or our first choice of box vendors."

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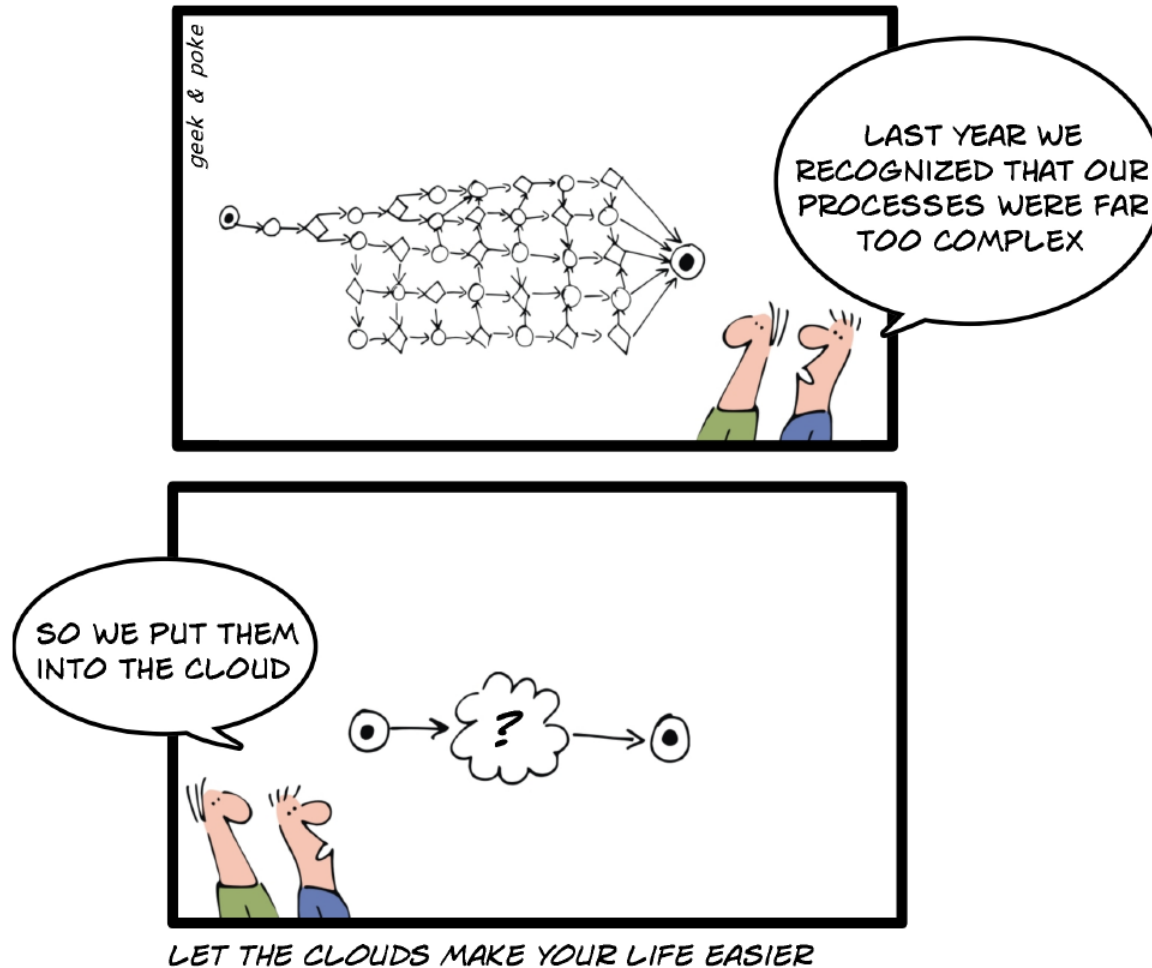
Every enterprise on a journey at a different pace

Build cloud

Dev/Test cloud

Mission critical applications

Private Cloud

Managed Cloud

HP Converged Cloud

Traditional

- Standardize
- Consolidate
- Virtualize
- Automate

Application transformation

Packaged applications

Backup and recovery

Mobility

Public Cloud
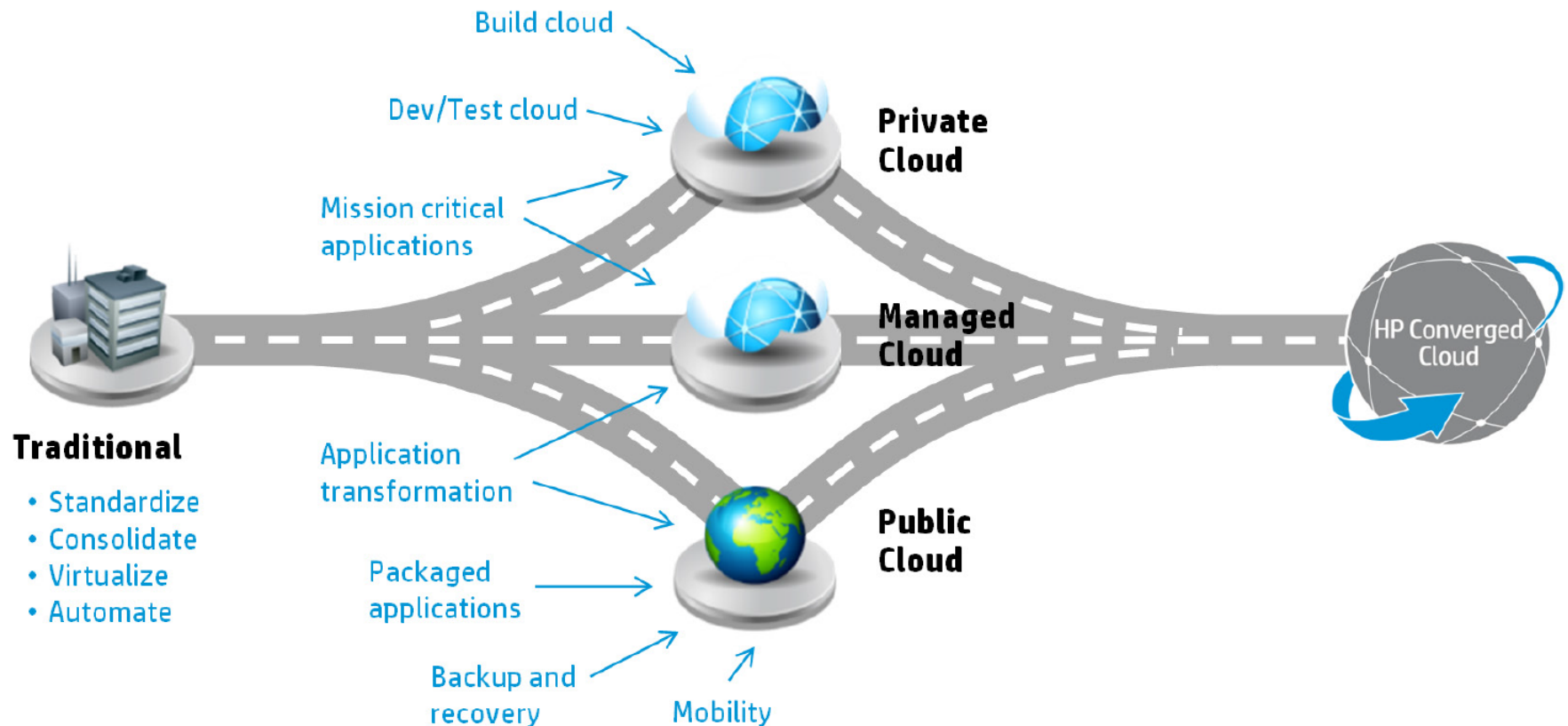
Everything in the cloud?

Bringing it all together

Platform Software

Operating System

Hardware architecture

DYNAMIC
SHARED

DEDICATED
FIXED

Private cloud	Managed or public cloud
Virtual infrastructure	Fixed hosting
Physical infrastructure	Traditional co-location

Familiar / traditional

ON-PREMISE
DATACENTRE
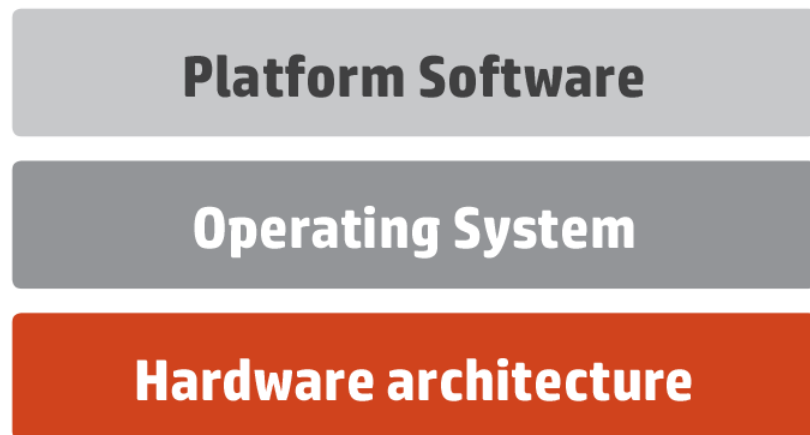
SERVICE
PROVIDER

Application dependencies

Skills and resources

Integration requirements

Existing investments

Commercial considerations
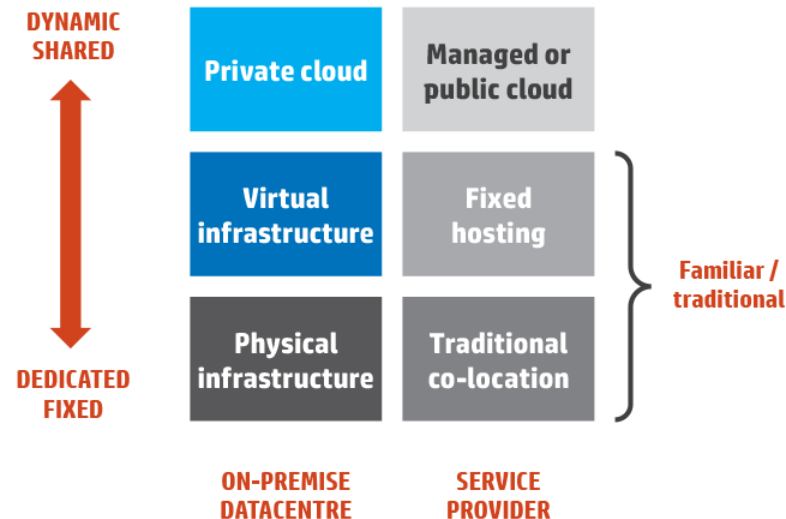
Demand volatility

Service level requirements

Comms dependencies

Security and compliance

Licensing considerations

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Further Reading

HP

HP Converged Infrastructure
http://bit.ly/10zqTyx

HP Cloud Infrastructure Zone
http://bit.ly/15GW9MZ

Freeform Dynamics

Cloud and IT delivery
http://bit.ly/17WRINg

The links between public and private cloud
http://bit.ly/10zr9xr

Virtualisation to private cloud
http://bit.ly/11OV0fq

Thanks for joining us

An archived version of today's events will be made available on The Register in the near future.