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August 9, 2017

# HARNESSING CLOUD TECHNOLOGY FOR BUSINESS



# How to do a presentation

## *“Powerpointlessness”*

- Story about Les Posen – Presentation Magic



# Talking Points

Short Background

What do all of the statistics mean ?

Why this presentation and why now ?

Your definition of the Cloud

Private Cloud vs. Public Cloud

What holds us back from more Public Cloud ?

What does Public Cloud do for us ?

Low hanging Clouds

Where do we go from here ?

Q and A



## Background

- Founder and CEO of Big Green IT - 2014
- Industrial Engineering degree Cal Poly-SLO
- 1988 AutoCAD
- 1994 - 2001 VP Sales Avcom in Silicon Valley
- Gaming Industry
- Founder and CEO Steelhead Data
- Focused on Business Outcomes



## Why this presentation now ?

- Everything Cloud is changing exponentially faster <https://www.youtube.com/watch?v=q8LaT5liwo4>
- Business decisions vs. technology decisions
- Rapid acceptance
- Just because you can, doesn't mean you should...



## What do all of the statistics mean ?

- \$4.5 *Trillion* TAM for 'Digital Transformation' – Microsoft
- *22% Cloud-only; 67% Hybrid Cloud; 5% Private Cloud-only* – *Evercore Research*
- In the past 3 years Microsoft has invested over \$10B (with a 'B') per year into MS 365/Azure/and Azure Datacenters



## Your Definition of the Cloud ?

- SaaS
- Co-Location
- Not on your premise
- Someone else's compute
- Someone else's datacenter
- Something as a Service



## Their definition of the Cloud

- Cloud Computing is a general term used for the delivery of hosted services over the Internet
- Cloud Computing enables companies to consume a compute resource such as a VM, Storage or Application as a Utility
- The cloud is a term referring to accessing computer, information technology (IT), and software applications through a network connection, often by accessing data centers using wide area networking (WAN) or Internet connectivity





## Private Cloud vs. Public

- Public Cloud (someone else's)
  - Microsoft, Amazon, Google, IBM, VCloud, etc
  - SaaS
- Private Cloud (yours)
  - Virtualization, Vmware, Hyper-V, etc
- Hybrid Cloud (both)
  - Azure Stack, Nimble Cloud Volumes, etc



## What holds us back from Public Cloud ?

- Fear of the unknown
- Security
- Latency
- Transport Costs
- Big Data sets
- Compliance
- Trust



## What outcomes do we want ?

- I want an affordable DR...
- I want someone else to take care of uptime
- I want to always be current with my application
- I want cost savings. I want predictable costs
- It is too costly to keep buying for the highwater marks
- I want same day rapid server deployments
- I want a place for my developers
- I need to scale but don't know how fast or how soon



## What does Public Cloud do for us ?

- Physical Security
- Site Redundancy
- Automatic software updates – always current
- Automatic patching
- Scalability (and contractability)
- “Affordable” DR



## Low hanging Cloud(s)

- Pick the Simplest ROI first (your priority may vary)
  - Email (O365 vs Google)
  - TOOLS - ERP (i.e QuickBooks), CRM (i.e. Salesforce, Dynamics), PBX, Concur, etc
  - LOB (Line of Business) Applications
  - Backups
- Do Assessments !



## Where do we go from here ?

- Cloud Platforms
  - Microsoft, AWS, Google, IBM, Oracle, VMware
  - All major manufacturers are developing products specifically to use-in or connect-to these Cloud platforms. F5, Veeam, Nimble, etc.
  - Perfect workload cases: DR, variable production, production overflow, application testing, and development.

- SaaS





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# Listen to where the giants are going



## Summary

- Things change so fast what you did or did not like six months ago may now be irrelevant. Take a fresh set of eyes.
- See who is investing
- See Slide #12 – ‘Low Hanging Clouds’





## (Slide #12) Low hanging Cloud(s)

- Pick the Simplest ROI first (your priority may vary)
  - Email (O365 vs Google)
  - TOOLS - ERP (i.e QuickBooks), CRM (i.e. Salesforce, Dynamics), PBX, Concur, etc
  - LOB (Line of Business) Applications
  - Backups
- Do Assessments !



*"To Cloud or not to Cloud"*

Thank You !

Questions ?

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