Cloud in the Real World

3 Use Cases

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In this session

1) Some Statistics
2) 3 Case Studies from the Real World
3) Mandatory Vendor Plug
4) Discussion
5) Take aways
90% of IT people are sick of the word “Cloud” aka “Cloud Fatigue”
99% of IT Directors and Board Members want “Cloud” aka “Cloud Envy”
32.7% of statistics in presentations are made up
aka Building a case for your point
ING DIRECT – Private Cloud
ING DIRECT – 2014 Project

- Started with
  - Their own infrastructure (EMC, NetApp, Cisco, HP)
- Evaluated
  - Doing the same thing with faster stuff
  - Keeping their own gear and moving it to a DC
  - Moving everything to a hyperscalar
  - Moving some stuff to a hyperscalar
- Factors
  - Sovereignty & Sensitivity, Public image
  - Continuity
  - DevOps
  - $$
ING DIRECT

- Decided on
  - Private Cloud with NetApp & Cisco = FlexPod
  - Continued with “Bank in a Box” on FlexPod (DevOps)

- Realised
  - <$’s compared to DC or Public Cloud
  - Faster DevOps (Can create a copy of “The Bank” in 15 minutes)
  - Production is a snapshot of Development!
  - Massively effective DevOps
  - New products and services in far shorter time than competitors
NHP Electrical – 2014 Project

- Started with
  - Their own infrastructure in their own DC

- Evaluated
  - Refresh
  - Hyperscalar
  - Local cloud provider

- Factors
  - Continuity was the big one - History of Data Centre physical environment problems
  - Workload predictability
  - $$'s
NHP Electrical – 2014 Project

- Decided on
  - Virtual Private Data Centre with Logicalis

- Realised
  - Moved IT Infrastructure completely from CAPEX to OPEX
  - 38% TCO Saving over 3 Years

- Future
  - Hanging where they are
Secret Squirrel Financial Organisation – Hybrid Cloud
Secret Squirrel Financial Org – 2014 Project

- Started with
  - Had/have a Private Cloud
  - DC Power, Cooling capacity problems

- Evaluated
  - Nothing – Senior management decided AWS was the way forward – full stop.
  - … Until they tried moving workloads anyway.

- Factors
  - Sovereignty & Sensitivity, Public image
  - Continuity
  - Data Gravity
  - $$’s
Secret Squirrel Financial Org – 2014 Project

- **Decided on**
  - NetApp Private Storage on AWS
  - Compute done on EC2
  - Storage done on NetApp & encrypted

- **Realised**
  - <$’s on storage compared to EBS
  - Data movement actually worked
  - Able to now integrate other providers

- **Future**
  - Microsoft Azure (w/NPS)
  - SoftLayer (w/NPS)
Secret Squirrel Lessons Learnt & Cloud Rules Created

These are their rules for the Cloud

1. Need a **cloud exit strategy** that can be executed rapidly

2. Data for Core Critical Systems must be **stored outside Public Clouds as well as in them**

3. Core Critical Systems may run across **two Cloud providers**

4. Core Critical Systems **Backups** must go to non-cloud data bunker

5. **Archive** of Core Critical Systems data to non-cloud data bunker

6. **Critical Systems** Data Backups must go to non-cloud data bunker

7. Archive of Critical data to an **alternate cloud provider**

8. Non-critical data Backups can be made **direct to Cloud provider**

9. Non-critical data Archive can be made to **alternate Cloud provider**
Shameless Vendor Plug

NetApp is Good
Data Fabric – Marketing View
Common Data control plane across diverse cloud endpoints
You Want:
- Hyper-V / Azure
- OpenStack / CloudStack
- VMware
- Docker/Mesos
- Amazon Web Services
- New Apps / Old Apps

1. House it
2. Move it
3. Archive it
4. DR it
Summary:
Have your own S3, EBS, BLOB et’al on-prem/hosted/whatever with NetApp

Save headache, $$’s, cloud entry & exit time & retain negotiation power with providers
Musings from these projects

**Learnt**
- Lots of talk – not much action
- CoLo can be the first “baby step”
- Reversing into the Cloud seems appealing
- Cloud doesn’t save money – can move expenditure to a different line sometimes
- Cloud doesn’t save staff cost
- Everyone will do something different

**Predictions**
- Data Gravity & Data Repatriation is going to be a problem
- Mobility is going to be a problem
- Capacity is going to be less of a problem
- Cost control is going to be a problem
- Cloud Fatigue is on the horizon
Just because you saw it in a magazine, or heard it at a BBQ doesn’t make it the best option for you. These customers have taught us that evaluating your “cloud” strategy BEFORE you start moving data and services around is paramount!

Come by the NetApp booth @ 1:15pm to win the Avengers Helicarrier
Questions?

Thank you

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