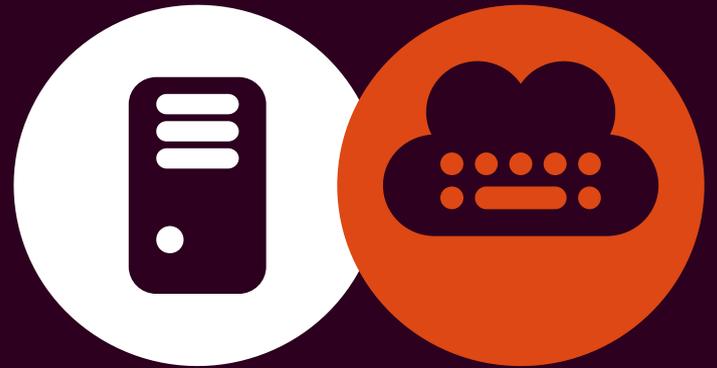
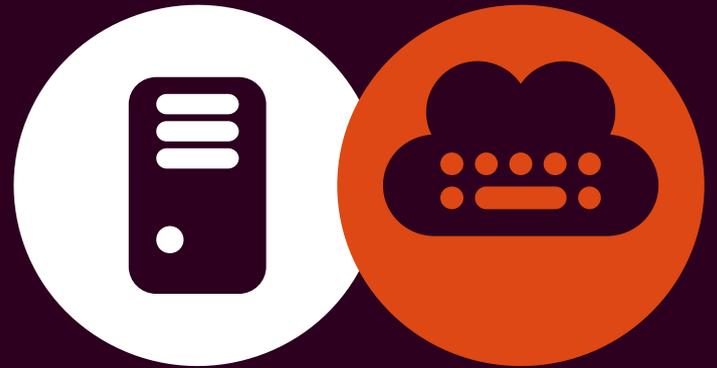


The benefits of the Open Cloud

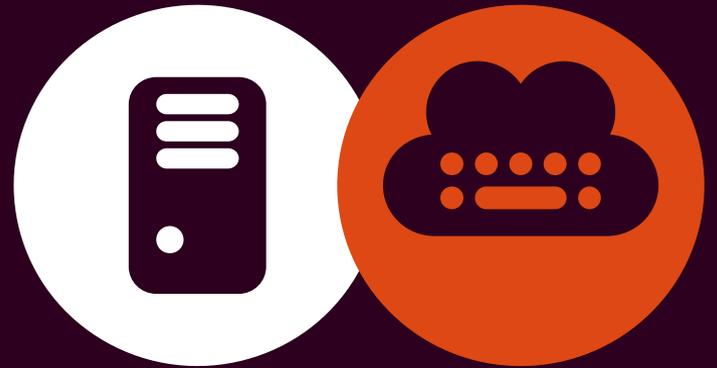


Kyle MacDonald
VP & GM – Cloud & Infrastructure BU
Canonical (Ubuntu)

Business value of Open Cloud



The future of OpenStack



Agility

Flexibility

Scale

Speed

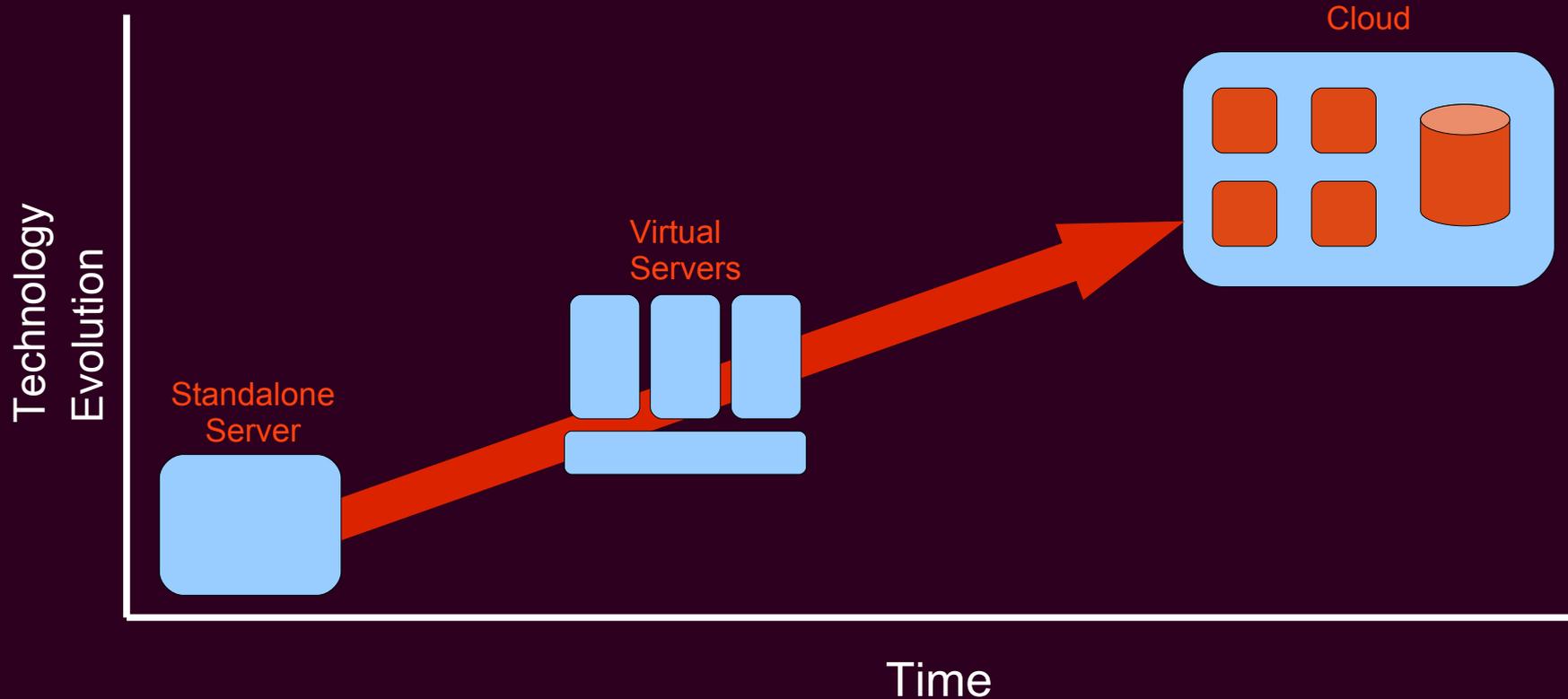
\$

€

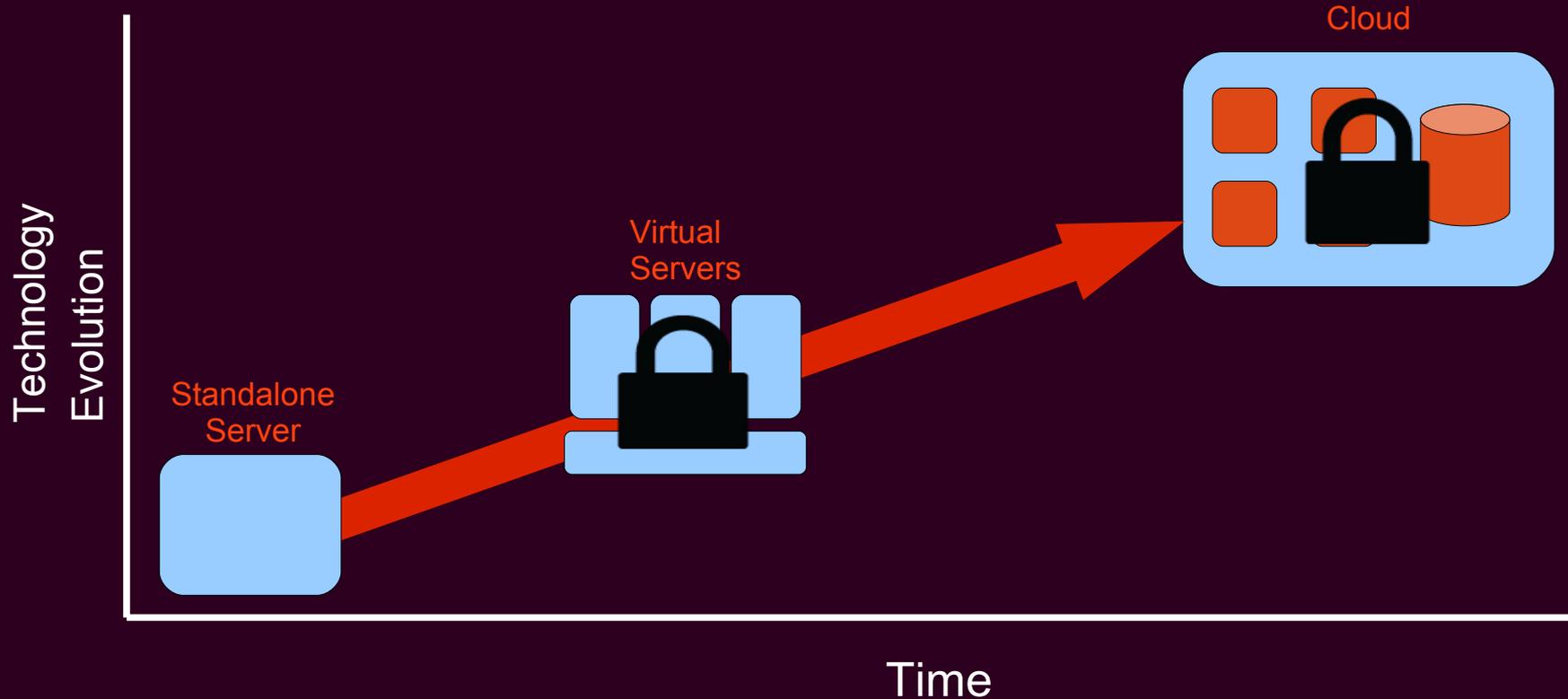
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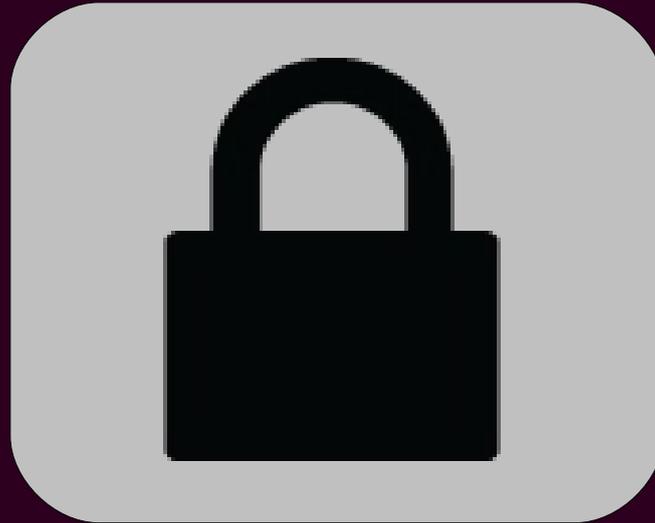
Cloud – Enterprise Software Vendors



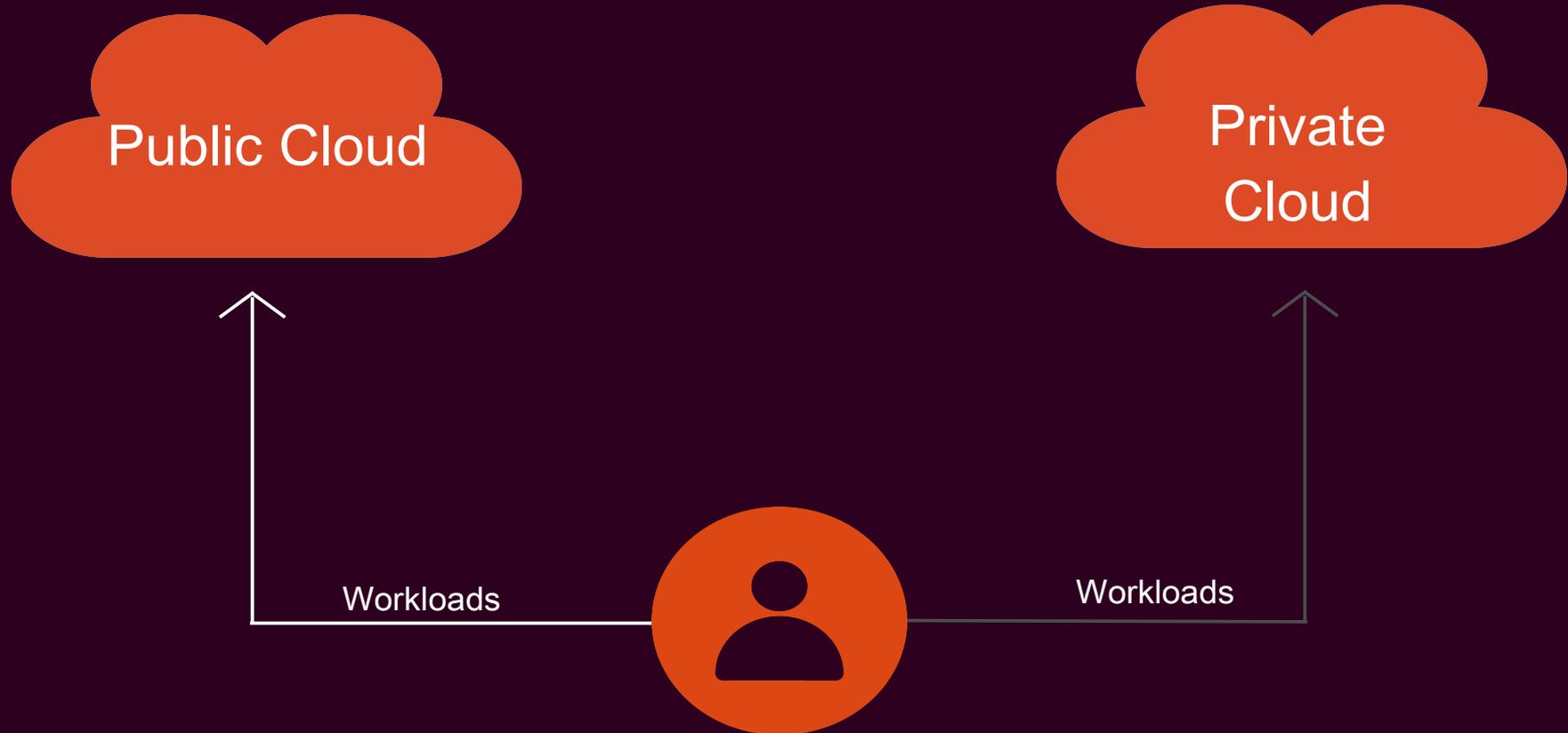
Cloud – Enterprise Software Vendors



Cloud == Enterprise Software Lockup



Workload Portability



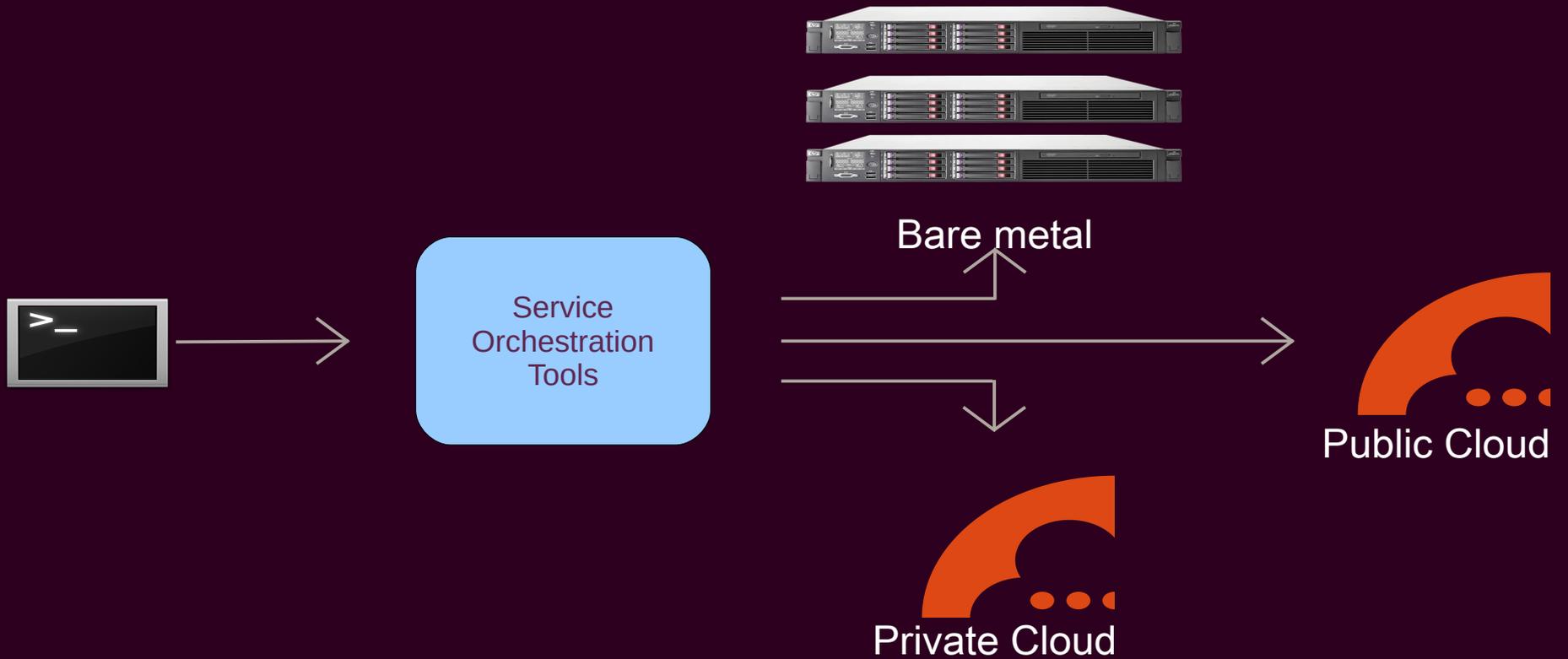
Common Standards & APIs

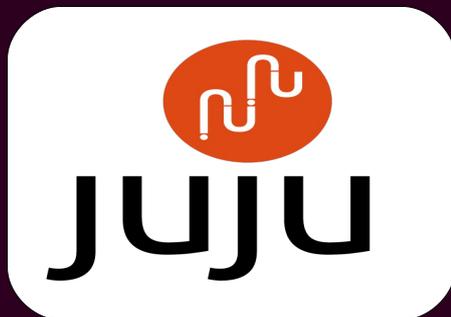
- AWS API – defacto standard
- OpenStack API – emerging standard
- Heat API
- Delta Cloud API
- vCloud API
- Simple Cloud API

Workload Portability

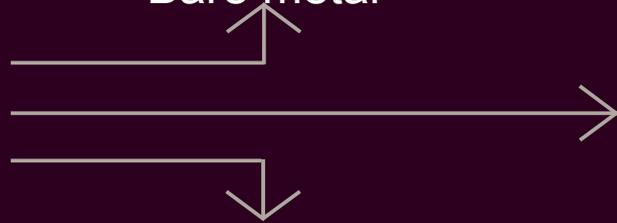
- Same application
 - In Public & Private Cloud
 - Across multiple Public Clouds
 - Across bare metal servers

Requires more than APIs and Protocols





Bare metal



Public Cloud



Private Cloud

Deployments of Open Cloud

- Leading Enterprises including **Boeing** and **Samsung**
- Innovative Startups: **Uber**, **Facebook**, **Livefyre**, **Wikipedia** & **Weibo**
- Web Scale Companies: **eBay**, **Mercado Libre** and **Google**
- Telco / Carriers / Service Providers: **AT&T**, **Orange**, **RackSpace** & **DT**

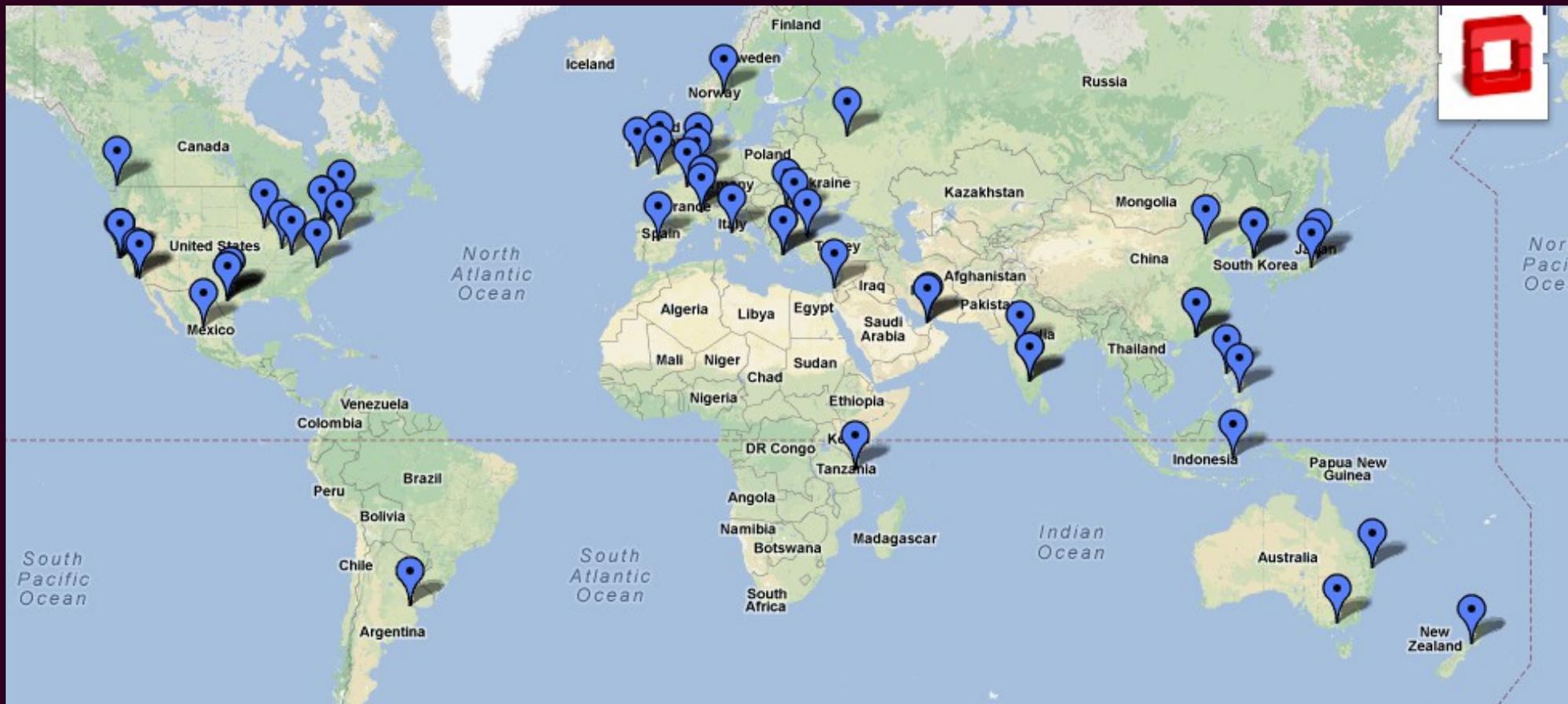
2013: The year of OpenStack

- Public Cloud options will grow around OpenStack
 - Global Telco Carriers are fast adopting OpenStack
 - Carrier Grade Options of OpenStack will become available
- Enterprise OpenStack Deployments move from POC to Production
 - 2012 was the year of serious POC / testing of OpenStack
 - 2013 is the year of deployment for OpenStack
- 2013 we see early work from VMWare and others roll into Grizzly

OpenStack is Global



OpenStack is Global

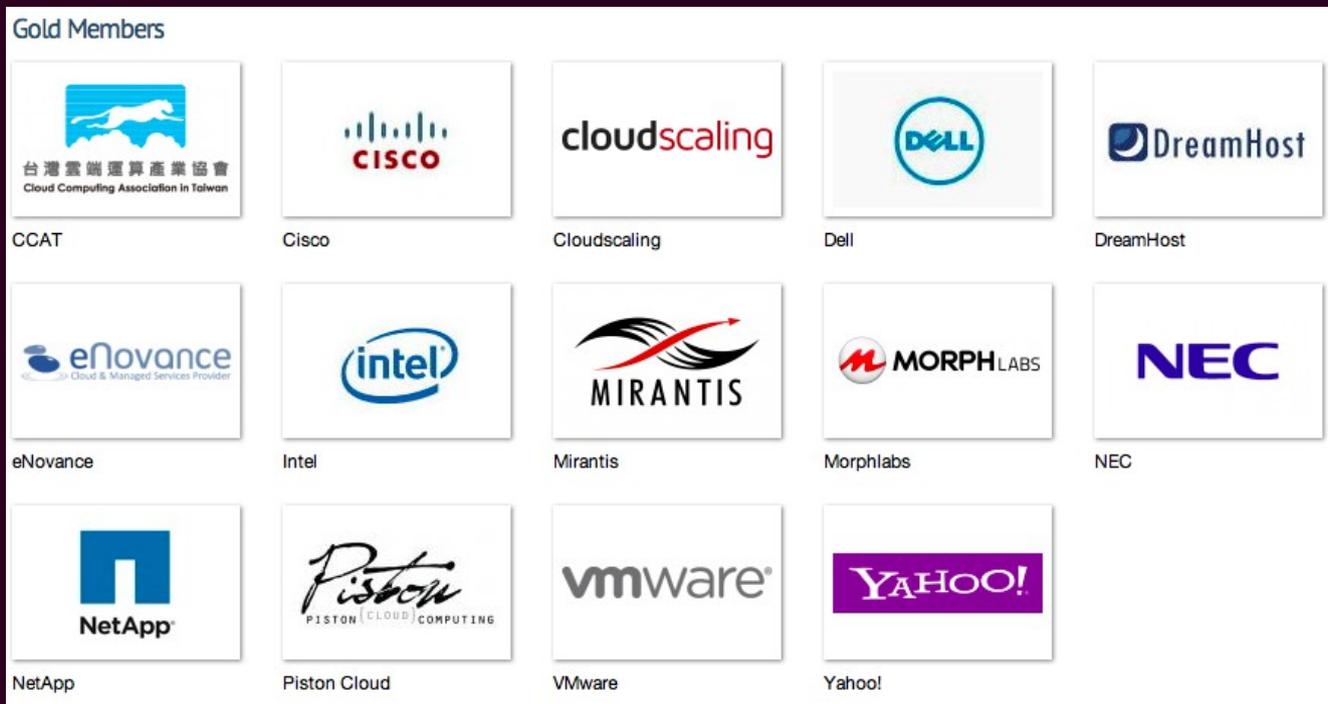


OpenStack is an Ecosystem

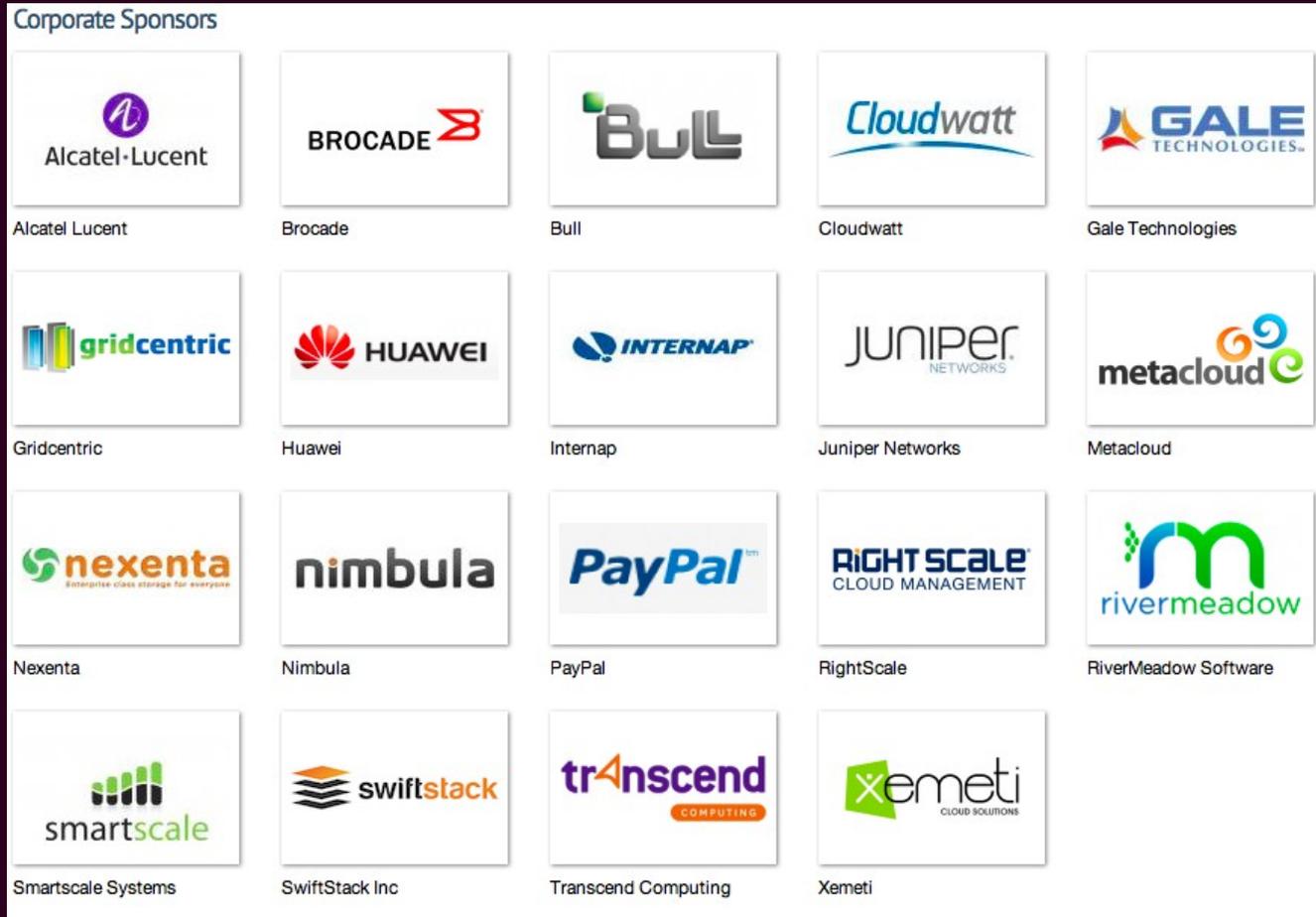
Platinum Members

				
AT&T	Canonical	HP	IBM	Nebula
				
Rackspace	Red Hat, Inc.	SUSE		

OpenStack is an Ecosystem



OpenStack is an Ecosystem



OpenStack is an Ecosystem



Trust CNBC, they trust OpenStack



People make OpenStack



Summary

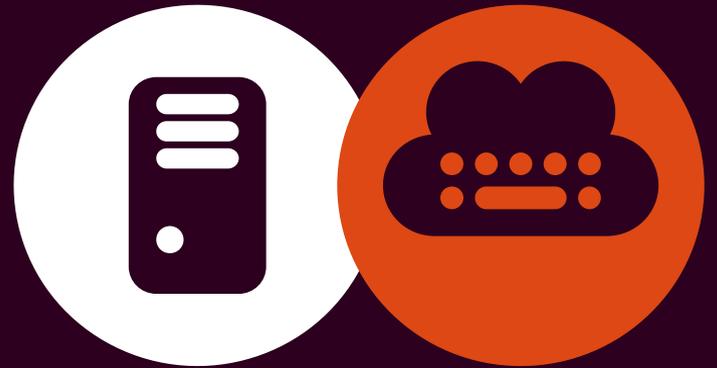
- Open source will deliver the next wave of innovation in compute delivering the speed enterprises need to compete
- Lock in and proprietary technologies will restrict benefit realisation of cloud – tools that enable flexibility will win
- APIs and standards are important, but are not the whole answer to workload portability – scale will become a critical factor for enterprises
- Focus must be on enabling agility in services and workloads

Canonical growth in South Korea

- Sales Executive
- Services Program Manager
- Cloud Consultants
- Premium Services Engineers
- *Join Us!*
- *EMAIL: MONKEY@ubuntu.com with your RESUME to join!*

Thank you

Questions please



Kyle MacDonald
kyle.macdonald@canonical.com