Vodafone Cloud Computing

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2nd July 2012
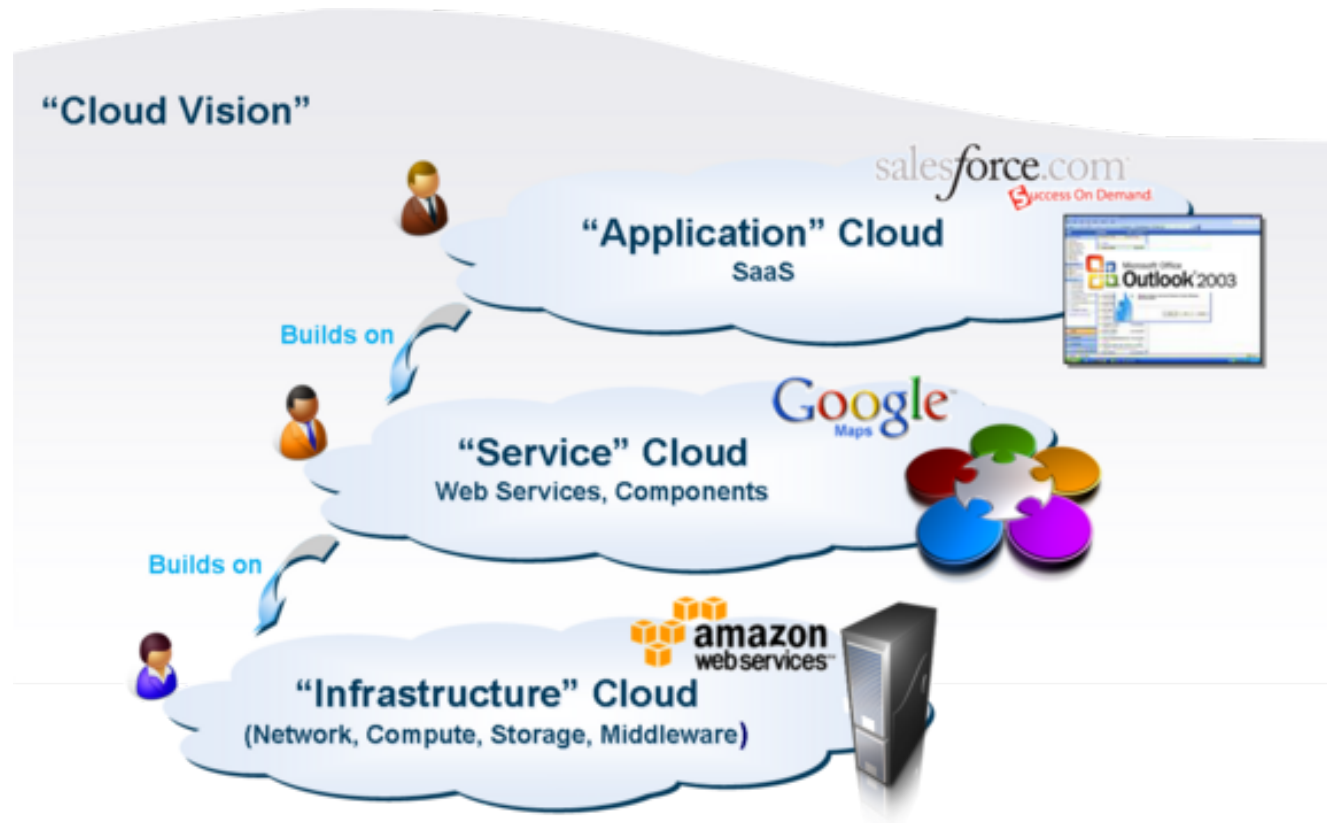
Agenda

- What is Cloud Computing ?

- Vodafone Cloud Computing

- Virtualization

- Benefits

- Future

What is Cloud Computing?

- **Cloud computing is becoming one of the next IT industry buzz words: users move out their data and applications to the remote "Cloud" and then access them in a simple and pervasive way.**

- **Google Docs, Google Mail, Linked-In ….**

Cloud Computing Model

- **Software as a Service** - Capability to use the provider's applications running on cloud Infrastructure

- **Platform as a Service** - Capability to deploy onto the cloud infrastructure customer-created or customer-acquired applications developed using programming languages and tools supported by the provider

- **Infrastructure as a Service** - Capability to provision storage, networks and other fundamental computing resources, offering the customer the ability to deploy and run software, which can include OSs and applications
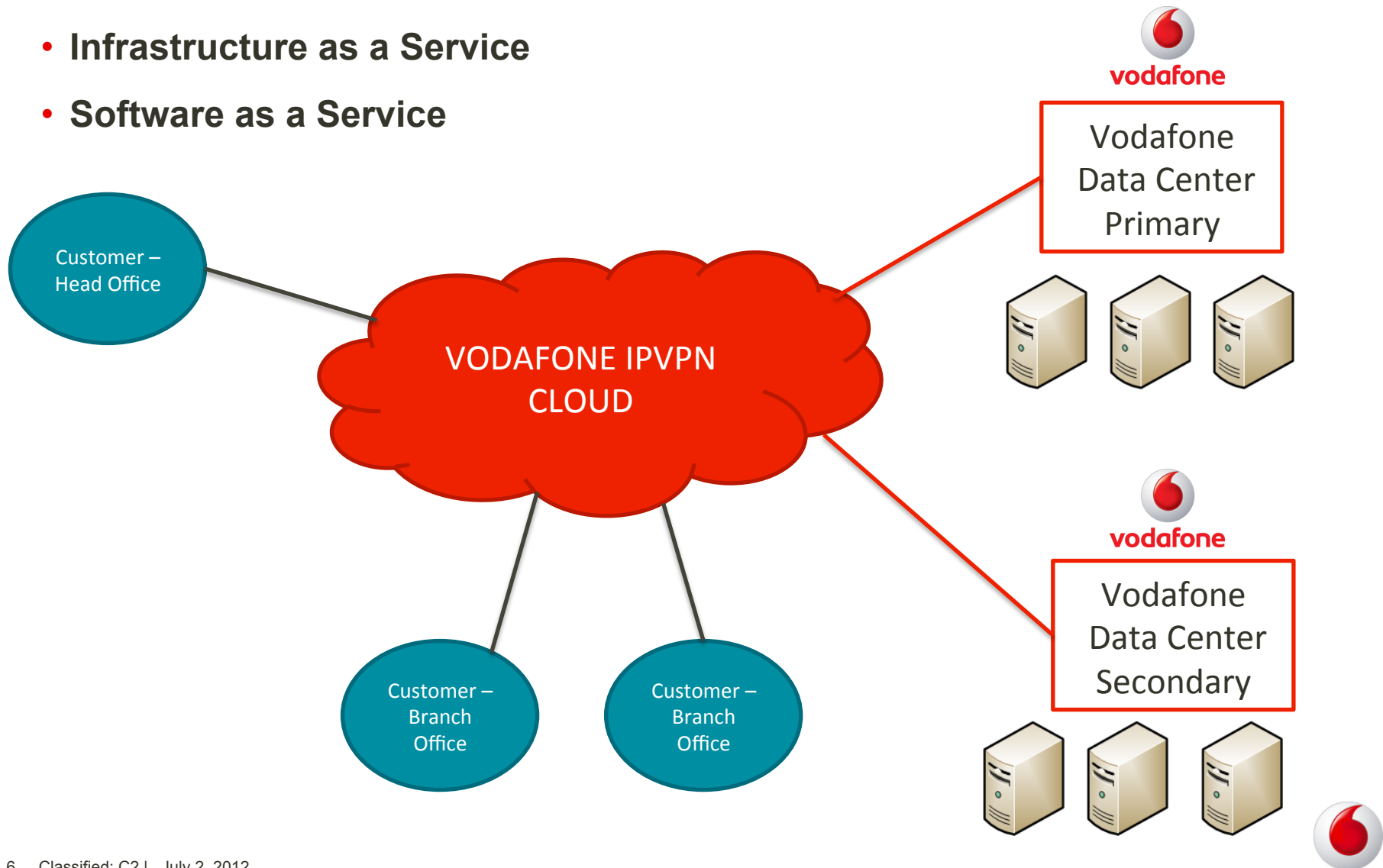
Virtualization

- Technique used in Cloud computing. By consolidating many instances of (virtualized) servers on a single physical server, service providers lower their hardware expenditures
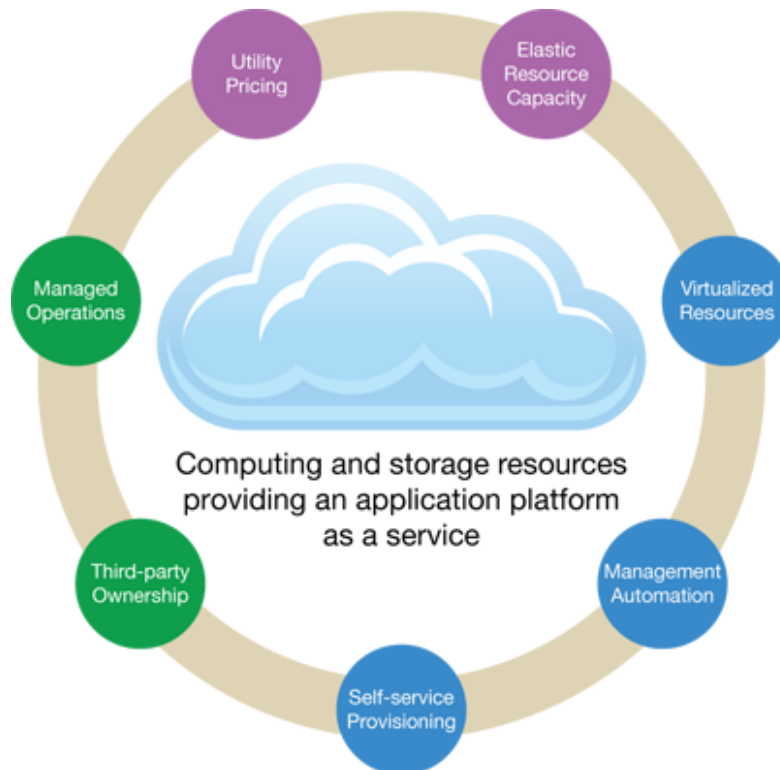
Vodafone Cloud Computing

- **Infrastructure as a Service**

- **Software as a Service**

Benefits

- **Up to date with Technology**
- **Strong Security Controls**
- **Reduced Downtime**
- **Redundancy & BCP**

- **Optimized server utilization**
- **Cost Saving**
- **Dynamic scalability**
- **Reduced time for implementation**

Utility Pricing

Elastic Resource Capacity

Managed Operations

Virtualized Resources

Computing and storage resources providing an application platform as a service

Third-party Ownership

Management Automation

Self-service Provisioning

Economic Elements: Pay-as-you-go, pay-as-you-grow, no CAPEX.

Architectural Elements: Simple, abstract environment for development.

Strategic Elements: Focus on your core business, leave the rest to someone else.

Future ..

- **Cloud Email Spam**

- **Cloud Internet Proxy**

- **All IT Services Hosted on the Cloud**

- **Cloud Storage Services**

- **Telecommunication Service Providers well positioned**

- **So are there any <u>THREATS</u> ??**

  – **Social networking website LinkedIn has said some of its members' passwords have been "compromised" after reports that more than six million passwords had been leaked onto the internet.**

  – Trust is a major component in the cloud computing business model.

Thank You

- Any Questions or Comments ?

	Colocation	Managed	Cloud
Time	Weeks to Months	Days to Weeks	Minutes
Scalability	Slowest, Rigid & Costly	Slower, somewhat flexible, Costly	Instant, Flexible, Pay-per-usage
Cost	High CapEx	Costly, sometimes month/year contracts, no CapEx	No contracts, usage based, no upfront costs
"Green"	Low	Low	High - virtualized
Pricing model	Buy Servers & Colo costs whether used or not	Rent Servers & Hosting costs whether used or not	Rent based on usage only

Catalyst - Hosting Industry Ripe for Change
- Technology has evolved
- People demand more control
- Instant gratification
- In-house too costly from CapEx and Human Capital
- Colocation for those who want to be physically there
- Managed is not dynamic enough

Model Flip – The New IaaS Model

Niche

Application

Platform

Infrastructure

Breadth

Application

Platform

Infrastructure