



Cloudy Days Ahead

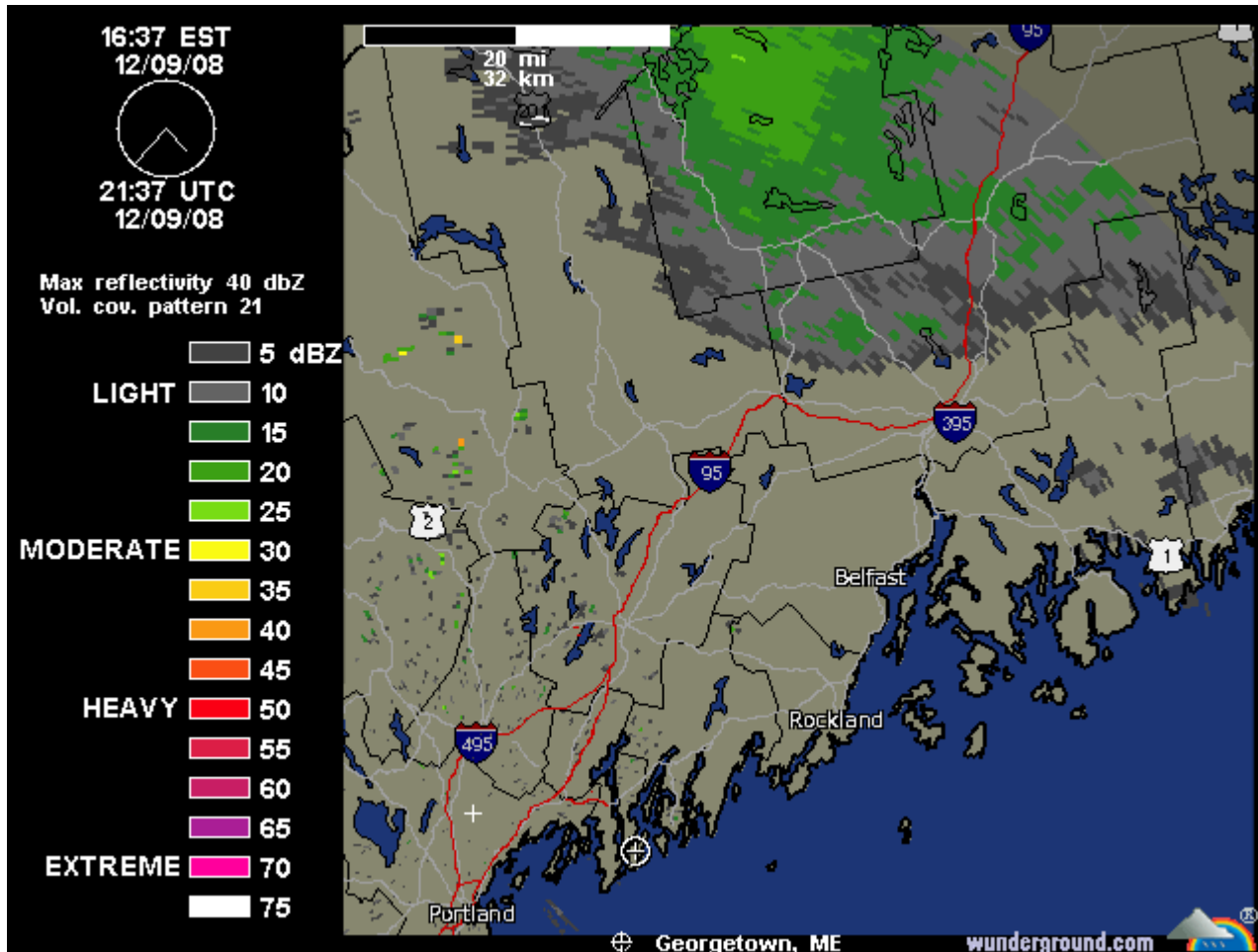
12.10.08



 **RedMonk**

<http://redmonk.com/public/techmaine.pdf>







EMC²
where information lives[®]



force.com[™]
platform as a service







vmware™

So everyone's **on board**, right?

Not exactly...

“The interesting thing about cloud computing is that we've redefined cloud computing to include everything that we already do. I can't think of anything that isn't cloud computing with all of these announcements...Maybe I'm an idiot, but I have no idea what anyone is talking about. What is it? It's complete gibberish. It's insane. When is this idiocy going to stop?”

- Larry Ellison

Source: News.com, 9.26.2008



“[Cloud computing is] stupidity. It’s worse than stupidity: it’s a marketing hype campaign. Somebody is saying this is inevitable – and whenever you hear somebody saying that, it’s very likely to be a set of businesses campaigning to make it true.”

- Richard Stallman

Source: The Guardian, 9.29.2008





If you're going to make **that argument**, you'll need to explain this...

File Edit View History Delicious Bookmarks Tools Help

chrome://ec2ui/content/ec2ui_main_window.xul

Google

Flig... tec... DO... Sal... Goo... Pat... Fac... bac... Am... Trip... Am... Ela...

Credentials sog Account IDs Tools About

AMIs and Instances Kernels and Ramdisks KeyPairs Security Groups Elastic IPs Volumes and Snapshots Bundle Tasks Availability Zones

Machine Images (AMIs)

ubuntu

AMI ID	Manifest	State	Ow...	Visi...	Platf...
ami-0022c...	level22-ec2-images/ubuntu-7.04-feisty-...	availa...	06349...	public	
ami-03d63...	level22-ec2-images/ubuntu-7.10-gutsy-b...	availa...	06349...	public	
ami-0757b...	alestic/ubuntu-7.10-gutsy-desktop-2008...	availa...	06349...	public	
ami-08d43...	alestic-64/ubuntu-8.04-hardy-rightscale...	availa...	06349...	public	
ami-0957b...	alestic/ubuntu-7.04-feisty-base-2008051...	availa...	06349...	public	
ami-0a1ff...	aes-images/cloudright-ubuntu-pyami-20...	availa...	08430...	public	
ami-0ad43...	alestic-64/ubuntu-8.04-hardy-base-64-2...	availa...	06349...	public	
ami-0bd43...	alestic-64/ubuntu-8.04-hardy-desktop-6...	availa...	06349...	public	
ami-0cd43...	alestic-64/ubuntu-6.06-dapper-base-64...	availa...	06349...	public	
ami-0d57b...	alestic/ubuntu-6.10-edgy-base-2008051...	availa...	06349...	public	
ami-0dd43...	alestic-64/ubuntu-7.10-gutsy-base-64-20...	availa...	06349...	public	
ami-0e57b...	alestic/ubuntu-8.04-hardy-desktop-2008...	availa...	06349...	public	

Launch Permissions

Your Instances

Reservati...	O...	Instan...	T...	Local Launch ...	Availability Z...	Plat...

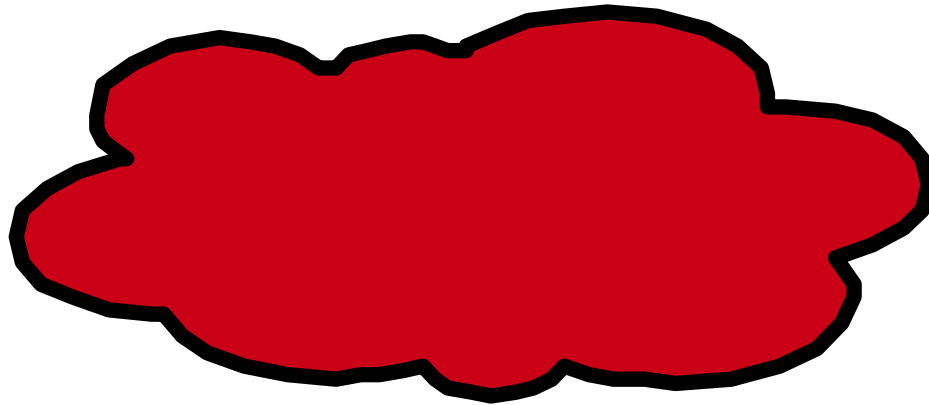
Done

S3fox 0 sogrady@gmail.com



What **is** “cloud computing?”

Leveraging **infrastructure** from here



Elastic
Pay *As You Go* Go
Multi-tenancy

	Cloud	Traditional
Accessibility	Minutes	Days
Capex	Pay As You Go	Fixed, Upfront Cost
Economies of Scale	Yes	No
Geography	Distributed	Local/Offsite
Multi-tenant	Yes	No
Scalability	Elastic	Manual
Virtualized	Yes	Both

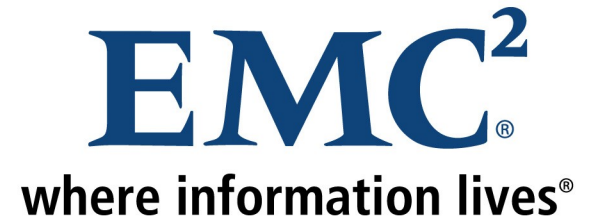
Now More Than Ever



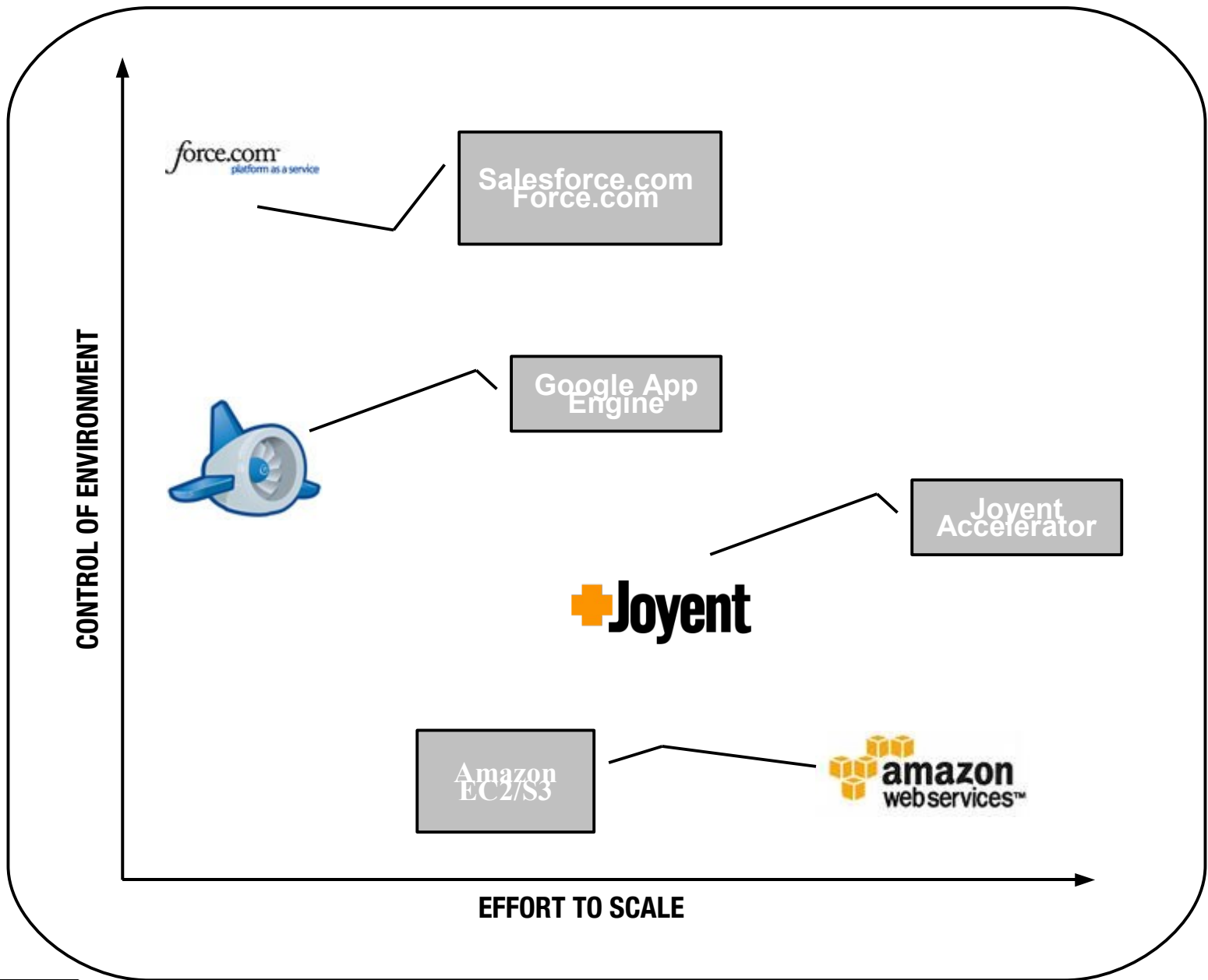
Economies of Scale
Pay *As You Go*
Time *to* Market
Tools, Languages and Runtimes

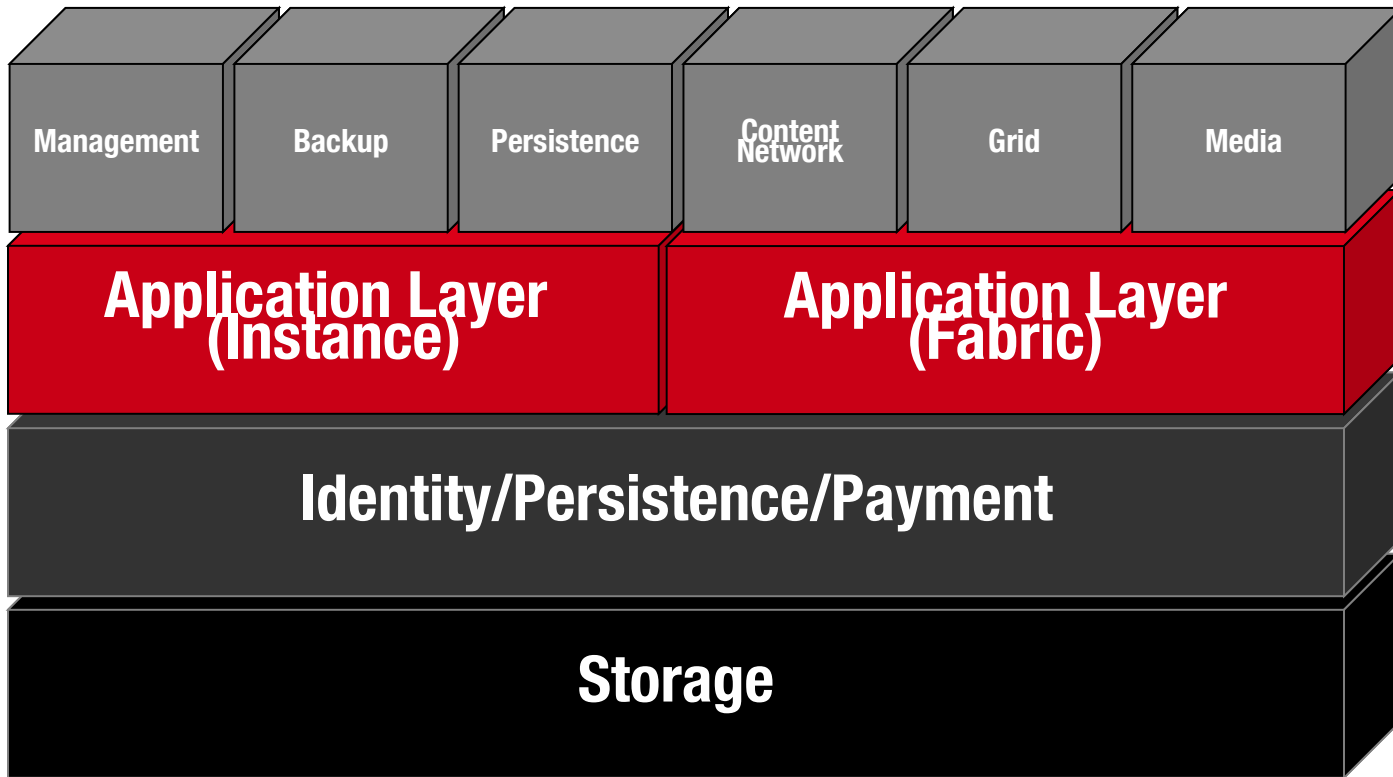
So how do I **make sense** of...

RIGHT SCALE



By **applying** context





What should I **be asking** about?

Application Latency
Compliance and Security
Data Load
Freedom to Leave
Service Levels/Availability

Questions?