THE VALUE OF VIRTUALIZATION AND THE CLOUD TODAY

ANNE BUFF, PRINCIPAL BUSINESS SOLUTIONS MANAGER
BUSINESS DRIVERS

Rigorous fiscal planning
Rising costs of hardware and software
Infrastructure maintenance
Increased IT demand
Increased need for “niche” skills
Decreased IT personnel resources
Time to value
Increased mobility needs
Risk and compliance
Increased security demands
CLOUD COMPUTING

ESSENTIAL Characteristics

On-demand self-service
Broad network access
Resource Pooling
Measured Service
Rapid Elasticity

Five
CLOUD SERVICES

What is in Cloud Services?

**Software**
- Software as a Service
  - ERP Applications
  - Supply Chain Management Applications

**Platform**
- Platform as a Service
  - Decision Management
  - Information Management

**Infrastructure**
- Infrastructure as a Service
  - Cloud computing
  - Availability

- Network Access
- Reliability
- Grid Services

- Storage
- Hardware
- Operating Systems

- Business Process Management
- Data Integration
- Process Automation

- Data Analysis
- Development Tools
- Event Processing

- Performance Metrics
- BI Tools
- Reporting

- CRM Applications
- Manufacturing Applications

- BA Tools
- Monitoring
- Performance

- Collaboration
- Reporting
- BI Tools
CLOUD COMPUTING

SERVICE CONSIDERATIONS

SOFTWARE

HARDWARE

PROFESSIONAL SERVICES

location
owner
consumer
manager
WHAT EXECUTIVES NEED TO KNOW

- One size does not fit all
- Partner, not purchase
- The cloud isn’t always cheaper
- Business requirements should inform cloud decisions
- Industry specialties matter
VIRTUALIZATION WHAT IS IT?

virtualization \[\text{vur-choo-uh-lahyz-ey-shuh n}\]

The act of creating a SIMULATED (rather than actual) version of something, including (but not limited to) a virtual computer HARDWARE platform, OPERATING SYSTEM (OS), SOFTWARE, STORAGE device or computer NETWORK RESOURCES

-adapted from wikipedia.org
data virtualization [dey-tuh • vur-choo-uh-lahyz-ey-shuh n]

The process of providing ACCESS to a comprehensive, consistent transient view of enterprise data by means of ABSTRACTION and INTEGRATION of data from disparate sources.
DATA VIRTUALIZATION

HOW IT WORKS: THE NUTS AND BOLTS

Presentation Layer

DATA VIRTUALIZATION SERVER

Virtual View Product Details

Virtual View Order Details

Business Logic Layer

Web App Development

Mobile App Dev

iPad App Development

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HOW IT WORKS:
Security & Governance

Data Masking

Centralized, Role-based Access

Reusable, Repeatable Process
Connections established
Virtual views built
Front-end applications access virtualized data using web services

On-demand use and development
Rapid prototyping for business ideas
Frequent changes???
Not a problem!!!
WHAT’S IN IT FOR ME?

**IT**
- Optimize hardware
- Reduce complexities
- Scalability
- Increase productivity
- Centralize control and security
- Faster time to solution

**Business**
- Connect more data
- Empower your people
- Respond faster
- Complete, timely quality information for better decisions
- Reduce risks