

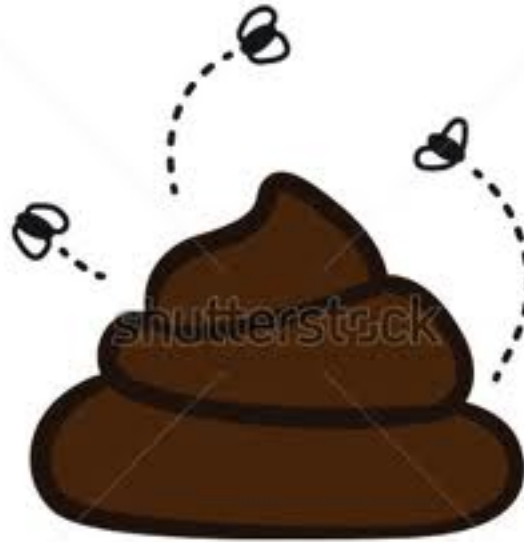
**If Cloud Architectures were Right,
We would cut down trees with
bags of termites**

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How do I know this guy is not full of...



www.shutterstock.com - 91593554

Fair question

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20 years of Internet Plumbing here and here and here and here....



Gravity



U B E R



MACHINEZONE



Square



hulu



You Tube



eHarmony

yammer



Ucla



(PEAK)



vudu

Define NERD: Kids named after Routing Protocols (EGP & BGP)



Next Two: Thomas Crile & Ulysses Danger

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But how is it we are all doing it “wrong”?



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No, they just solved one problem and sold it as the solution to every problem



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The Cloud is not magical



The Perception



The Reality

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How I describe the cloud to a non-techy



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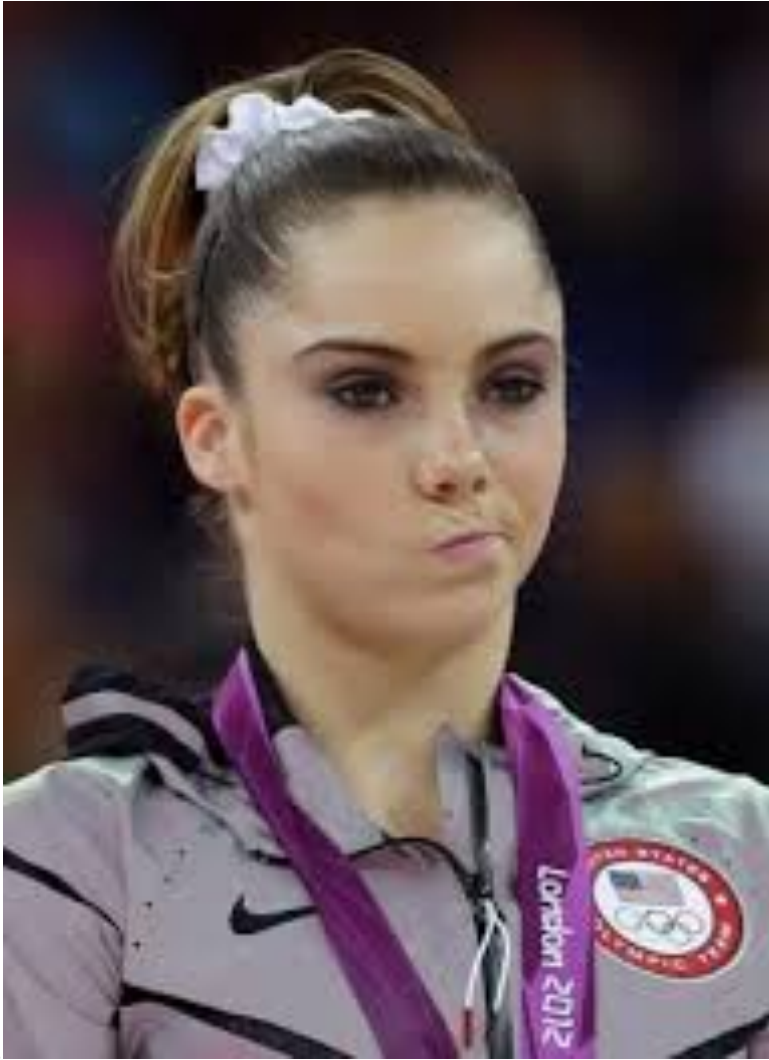
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A Datacenter is a Datacenter (wah-wah)



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Virtualization is not Free



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Mo' oversubscription = Mo' profit



Provider



Customer

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An ECU is 7 years old



They're old, and it's not pretty

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The Modern Server has 200 – 500 ECU of horsepower



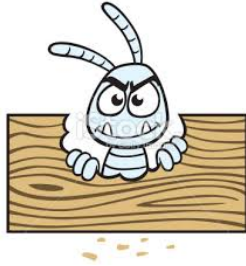
ECU Instance



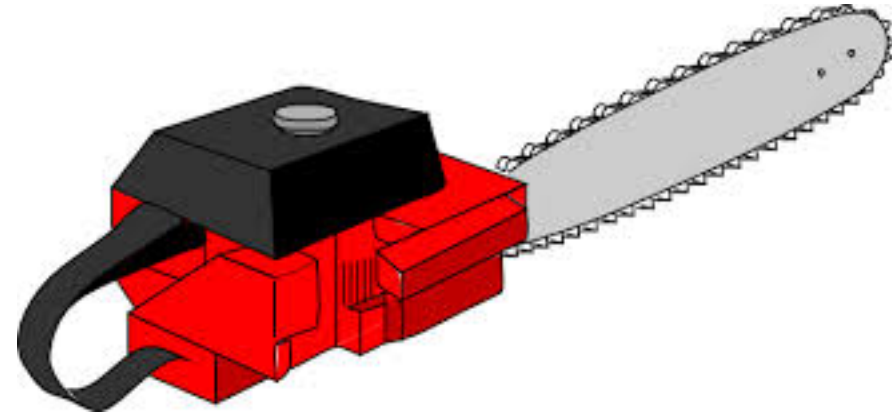
E5-2600, E5-2700, AMD 6378

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How would you cut down a tree?



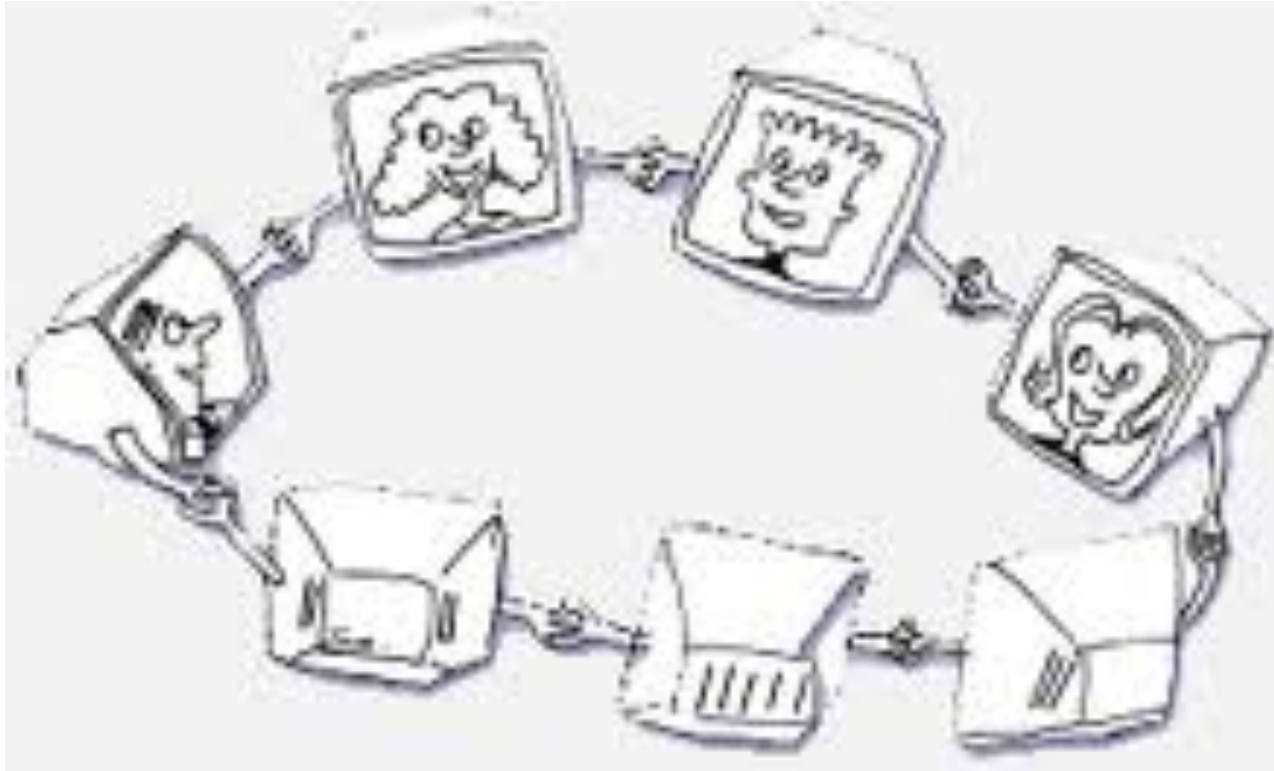
OR



Grip it and Rip It

Nibble at the problem

But What about the Network?



Hint, it's not sitting singing kumbaya

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Same congestion and loss, now with less visibility



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Web 2.0 50:1 over-subscription



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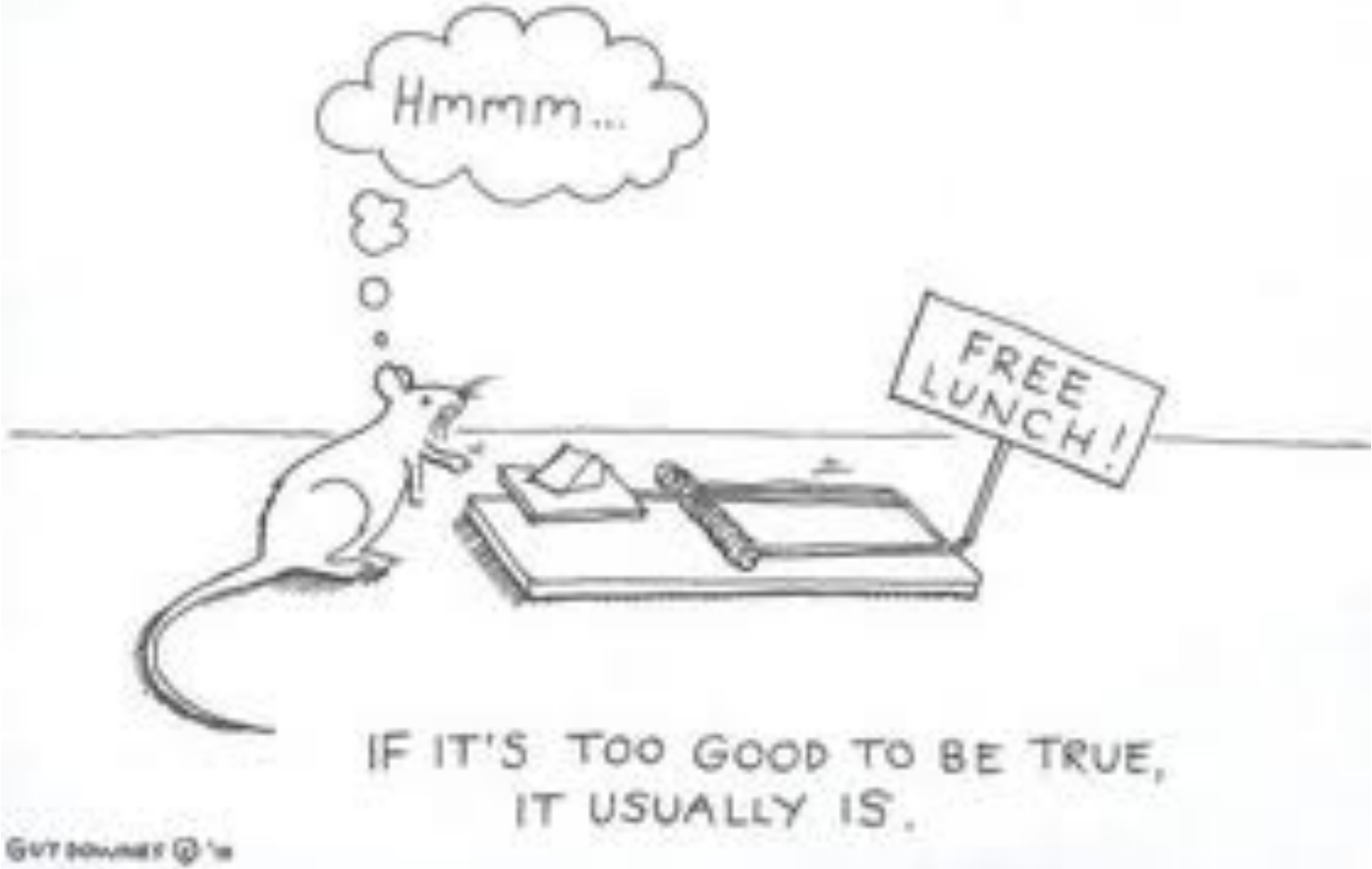
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Big-Data 1.3:1 oversubscription



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But what about Storage and SSD?



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The Cloud solves some, not all problems



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I hope I've given you something to think about



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