Placing Your Applications in the Best Cloud Model

EMC Live Webcast
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Richard Martin
Jason P. Noel
EMC Global Services
Agenda

• Introductions and Overview
• Adaptivity Platform Introduction
• Cloud Advisory Services
  – Cloud Suitability Analysis
  – Cloud Design
• Questions / Discussion
EMC’s Adaptivity Overview

**Corporate Facts:**
- Acquired by EMC in 2013
- Software-based analytics and decisioning platform to accelerate EMC service delivery
- “One-stop-shop” for IT and Cloud transformation decisioning
- Unique, disruptive technology platform and approach
- Scalable delivery model

- SaaS-based software and services to accelerate IT transformation & cloud migration across the following service offerings:
  - **Cloud Advisory Service**
    - Understand the value of cloud computing, make business-aligned cloud decisions and plan cloud transformations
  - **Data Center Consolidation/Migration**
    - Drive data center strategy
  - **Data Center Transformation**
    - Consolidate and optimize data requirements, determining best data center model support.
  - **Current-State Infrastructure Assessment**
    - Analyze, rationalize and transform an enterprise’s current-state infrastructure and application environment

- **Vendor-neutral, business-driven, application workload-centric IT transformation capabilities that:**
  - Align the business with IT
  - Visualize the IT portfolio through intelligent blueprinting
  - Create a fit-for-purpose, business-optimized IT infrastructure
  - Significantly lower costs, improve efficiencies and mitigate risk
  - Produce an automated, repeatable & scalable approach
Business Drivers

INCREASE AGILITY

Increase Revenue

Reduce Risk

Lower Operational Costs
Software Accelerating IT Transformation
Intelligent Cloud Decisioning

Enterprise Critical Cloud Priorities

Cloud Suitability

- Are my applications able to run in the cloud?
- Which applications should I move first?
- Which applications are too risky or expensive to move to the cloud?

Cloud Selection

- What IaaS (Private, Public or Managed) is best for my application?
- How do leading clouds match up with my application’s needs?

Cloud Migration

- How do I right-size my cloud deployments?
- How can I cut my IT/cloud spend and minimize risk?
- How can I migrate to the cloud in days rather than months?

Software Accelerating Cloud Transformation

Planning Studio

Easy-to-use wizard driven interface and interactive cloud fit dashboard analyzes which apps are cloud suitable

Design Studio

Robust workbench and analytics shows which cloud is the best fit

Visualization Studio

Data-driven, dynamic visualizations blueprint the best path to the cloud
Workloads: Place Applications in the Right Cloud

Must Satisfy Business and Technology Requirements

Suitability Evaluation

- Applications suited for public cloud
- Applications suited for private cloud
- Applications not suited for cloud

Placement Recommendation

- Confirm business requirements (incl trust), cloud technical feasibility
- Validate detailed technical requirements (incl capacity), cloud architectures

Applications suited for
public cloud

Applications suited for
private cloud

Applications not suited for cloud

CRM
Supply Chain
Application Development
Collaboration Portal
Email
Analytics

Suitability Evaluation

Placement Recommendation

Confirm business requirements (incl trust), cloud technical feasibility

Validate detailed technical requirements (incl capacity), cloud architectures
Cloud Analytics Platform

**Business Mapping**
- Application Alignment
- Definition of Operational Demands
- KPIs Selection to Drive Design
- Key Demographics

**IT Data Consumption**
- Discovery Tools
- CMDB Relationships
- Performance & Monitoring Data
- Integrated with HP, IBM, BMC, & CA

**Inputs**

**Business & IT Alignment**

**Suitability**

**Selection**

**Migration**

**Visualizations (blueprints)**

**4 Patents pending**
- Fit-for-purpose design engine
- Proprietary application & host algorithms
- Algorithmic clustering
- Move group analytics
- Cloud capacity profile libraries (Rackspace, VMware, Amazon, IBM, Fujitsu, Unisys & Nimbu)
Blueprint4Cloud

Platform designed to accelerate cloud strategy, planning, and adoption while mitigating unnecessary risks associated with typical cloud initiatives.

Key attributes:
- Delivered as a self-service SaaS platform
- Agnostic – built around common cloud types and publicly available cloud solutions
- Intelligent Planning & Design for the Cloud
- Workflow driven interface that simplifies the cloud decisioning process
- Incorporates technical attributes as well as business driven requirements and demographics

Primary Capabilities:
- Rapid, fact based identification of candidate cloud applications
- Identification of appropriate fit-for-purpose cloud type & ideal provider for each app & workload
- Dynamically generated custom reports that outline cloud fit for a given app based on user input
- Leverage current application design & behaviors to design and size your cloud implementation
- Understand the business impact of a cloud migration
- Enable a forensic, consistent approach for cloud adoption across the enterprise
Components of the Platform

= Our Cloud Specific Offering

Planning Studio for Cloud
- Business Driven Cloud Transformation
- Visualization your App Portfolio
- App by App Cloud Suitability Index
- Demand Characteristics

Business -> Applications -> Cloud Suitability

Design Studio for Cloud
- Workload based Cloud-fit Score
- Cloud Platform Recommendation
- Rapid Cloud Sizing
- Fit-for-Purpose Cloud Design

Intelligent Cloud Selection & Design
Planning Studio *for Cloud* - Highlights

**Business Map Model**
- Business Functions
  - Key Performance Indicators (KPIs)
  - Business Activities
  - Demand Characteristics

**Application Portfolio Model**
- Applications
  - Business Activity -> Application Mapping
  - Business Considerations
  - Demographic Information
  - Technical Implementation Details

**Blueprints and Data Visualization**
- Business Value Chain
- Applications by Business Functions or Activities
- Application Workload Map
- Cloud Suitability
- Visualize Demand
- Chart Demographics & Implementation Details.

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**Model business & application workload demands to ensure appropriate cloud consumption.**

- Business Value Chain modeling to capture business functions & activities
- Application portfolio mapping to expose how applications are supporting business operations
- Rapidly target and score potential applications for cloud migration.
- Generates Cloud Suitability Index score per application that is derived from workload characteristics, business considerations, technical implementation details and application demographic information.
Planning Studio for Cloud – Highlights
The Cloud Suitability Dashboard
Planning Studio for Cloud – Highlights

Sample Output

Cloud Fit Index

67 = 75

Composite Workload Suitability Score

Averaged with rule results:

Rules Legend:
- Positive for Cloud
- Negative for Cloud
- Skipped rule due to missing, unknown or some do-not-track answers

Details

1 Pos/0 Neg/0 Skip

Business Consideration

13 Pos/1 Neg/4 Skip

Demographics

2 Pos/0 Neg/0 Skip

Technical Feasibility

26 Pos/12 Neg/4 Skip

Cloud Fit and Composite Workload Suitability Details

<table>
<thead>
<tr>
<th>Cloud Type</th>
<th>Workload</th>
<th>Workflow</th>
<th>Data Management</th>
<th>Access</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public IaaS</td>
<td>69</td>
<td>60</td>
<td>76</td>
<td>66</td>
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<td>72</td>
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<tr>
<td>Private IaaS</td>
<td>74</td>
<td>72</td>
<td>74</td>
<td>78</td>
<td>75 - Best</td>
</tr>
</tbody>
</table>

Cloud Fit Distribution - Applications

- Excellent - 22 (X%)
- Suboptimal - 7 (X%)
- Marginal - 7 (X%)
- Acceptable - 8 (X%)
- Poor - 4 (X%)

Cloud Fit Type - Applications

- Public IaaS: 12
- Private IaaS: 8
- Managed IaaS: 15
- Custom: 13

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Design Studio *for Cloud* – Highlights

*Intelligent Design for the Cloud*

- Application centric workload analysis for cloud placement.
- Agnostic – built around on publicly available cloud solutions. Launch support for EC2, Rackspace, Fujitsu, Unisys, & Nimbula public an private cloud solutions
- Leverage current application design & behaviors to design and size your cloud
- Ensure your cloud deployed applications will meet the requirements of the business
- Detailed future state cloud design including application deployment patterns, network, compute & storage requirements
Design Studio *for Cloud* – Highlights

Sample Output

### Cloud Fit Score

<table>
<thead>
<tr>
<th>Cloud Type</th>
<th>Workload</th>
<th>Workflow</th>
<th>Data Management</th>
<th>Access</th>
<th>Best Fit Score</th>
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<tr>
<td>Nimbula</td>
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<td>AWS EC2</td>
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<td>67</td>
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<tr>
<td>IBM SCE+</td>
<td>72</td>
<td>64</td>
<td>59</td>
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<tr>
<td>IBM SCE</td>
<td>74</td>
<td>82</td>
<td>61</td>
<td>67</td>
<td>74</td>
</tr>
</tbody>
</table>
Value To Our Customers

• **Speed:**
  – Rapid assessment of entire application portfolio due to automated analytics and report generation; potential to accelerate project timeframes

• **Accuracy:**
  – Fact-based analysis based on client information coupled with our experience and knowledge – eliminating guesswork.

• **Assurance:**
  – Understanding how applications support business activities results in a greater degree of risk and impact exposure

• **Governance:**
  – Standardized planning and design process
Questions and Answers

To type a question via WebEx, click on the Q&A tab. Please select “Ask: All Panelists” to ensure your questions reach us. Thank you!
For More Information

• Call your EMC Sales Representative or if you don’t have a Sales Representative you may contact:
  – Richard Martin at richard.martin@emc.com

• For more information, see:
THANK YOU