

How to Make Hybrid Cloud Real for the Enterprise

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Abstract:
How to Make Hybrid Cloud Real for the Enterprise

- Cloud computing has evolved from fear to experimentation to today's realization that the future is all about hybrid cloud. Portable workloads across a federation of traditional on-premise, private & public clouds is a daunting task, and determining best-execution venues will depend on a variety of criteria.
- According to Gigaom Research/North Bridge Venture Partners "Future of Cloud Computing" Survey, 76% of IT decision makers indicate that hybrid clouds will be the core cloud strategy.
- In managing a federation of clouds, applications and users, migration is only one aspect of the challenge. Companies are looking for a way to leverage this new elastic world coupled with governance, runtime management and integration with existing tools and process.
- The hybrid cloud phenomenon is driving the need for hybrid cloud management platforms that provide a logical and sequential set of capabilities in a single environment. Requirements include application integration, workload migration and movement, benchmarking to gain info by workload for informed decision making on which workloads should be sent to which clouds, and policy-based governance.
- Management measures are needed to selectively and securely enable, monitor and support specific user activities related to specific application and cloud access.

Agenda for today's webinar

- Introductions
- A message from CliQr
- Benefits, drivers and trends of hybrid cloud
- Management challenges of hybrid cloud
- Business benefits of a well-managed hybrid cloud
- Best practices and case studies
- Q & A

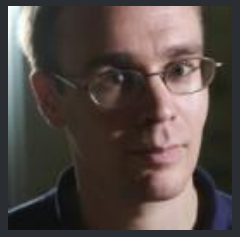


Today's moderator and panelists



Barb Goldworm

President and Chief Analyst, FOCUS LLC



Paul Miller

Founder, The Cloud of Data



Alexander Izaguirre

VP/CTO - Information Technology
Baylor College of Medicine



David Cope

Executive VP of Corporate Development and Chief Marketing Officer, CliQr



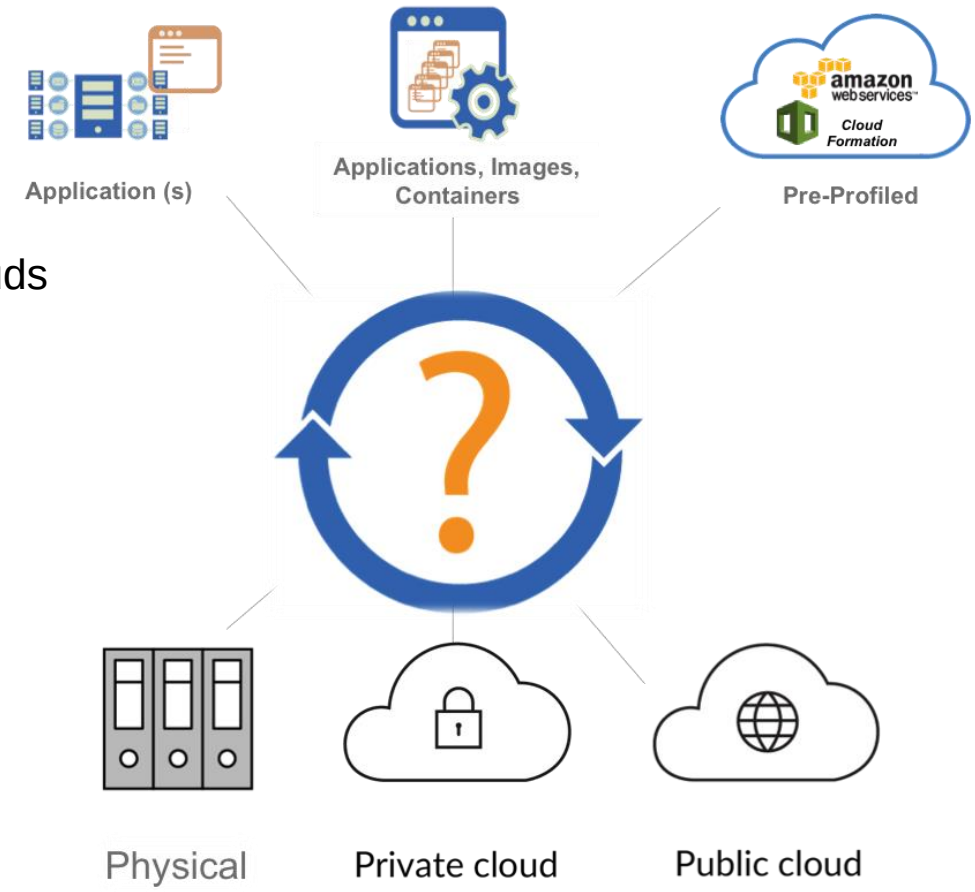
A message from our sponsor



Enterprise-Class Hybrid Cloud Management

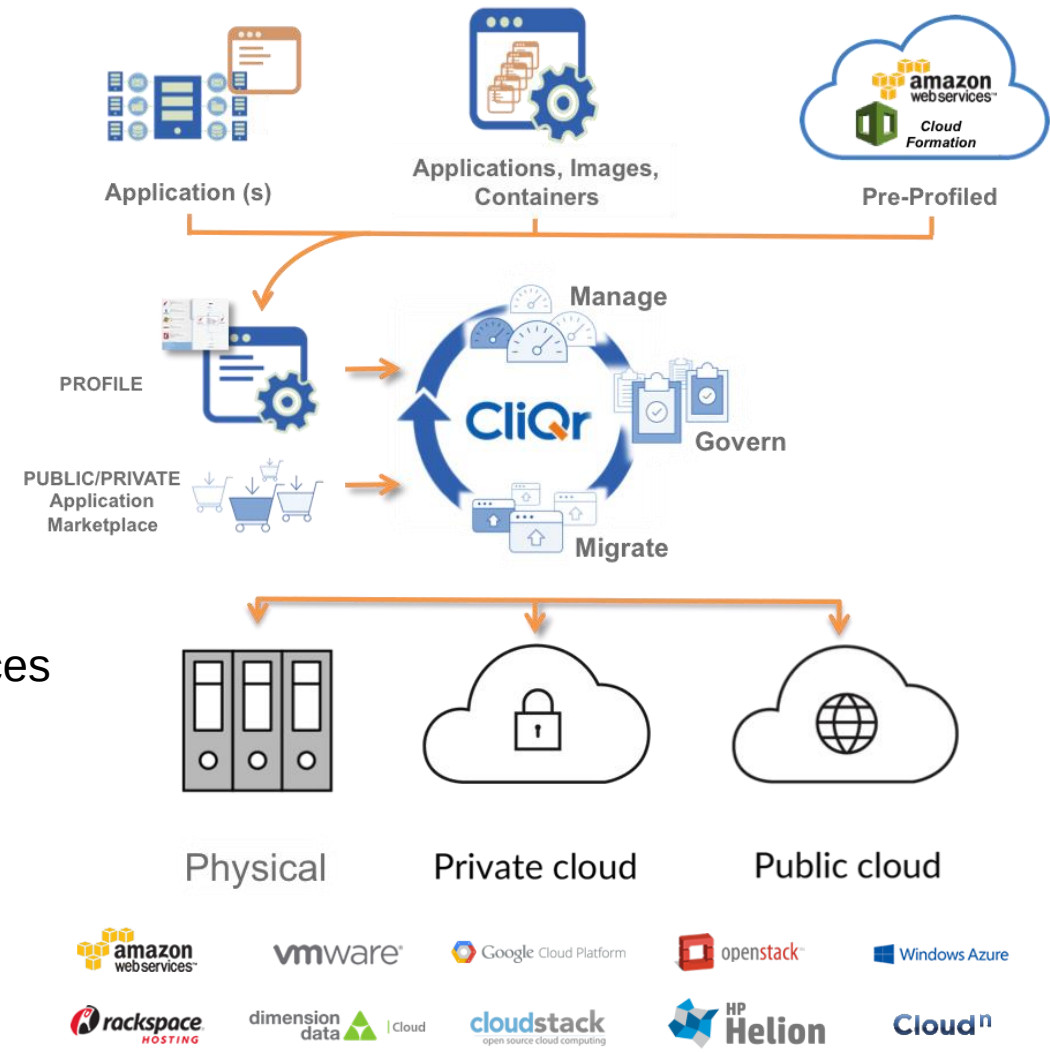
Hybrid is Hard

- Diverse
  - ✓ Applications - Users / Use Cases - Clouds
- Rapidly Evolving…
  - ✓ Price – Performance - API's
- Unique Management Challenges
- Past Approaches
  - ✓ Services-Intensive
  - ✓ Rigid – Limited Functionality, Lock-in



The CliQr Solution

- Full Application Lifecycle
  - ✓ Migrate – Govern - Manage
- Cloud-Independent
  - ✓ Profile Application ONCE
  - ✓ Move to and Between any Cloud
- Fast Time-to-Value
  - ✓ Packaged Platform – NOT Services
  - ✓ Start Simple… Grow
- Enterprise-Class
  - ✓ Scale – Integrate – Extend
  - ✓ True Multi-Tenancy
  - ✓ Data & Network Security





Benefits, drivers and trends of hybrid cloud

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Benefits, drivers and trends of hybrid cloud

- What is hybrid cloud?
- Benefits and drivers of cloud/hybrid cloud
  - Big picture cloud benefits
    - Flexibility, agility, nimbleness, resource elasticity, workload spikes
    - Strategic business value
    - Lower human and capital costs
    - Time savings and time to market
    - Data center simplification
  - Portable workloads across traditional, private/public clouds
  - Intelligent criteria for best execution venue
    (price, performance, security, geography, compliance, certifications)
- Trends
  - Current use and plans for hybrid cloud
  - State of hybrid cloud management/governance



Poll question:

What is your current cloud status?

- In production - Private cloud only to-date
- In production - Public cloud only to-date
- In production - Hybrid cloud
- In development/test - Public or private cloud
- Still evaluating



Management challenges of hybrid cloud

Management challenges of hybrid cloud

As enterprises mature in cloud building, what challenges are associated with managing a federation of clouds, applications & users

- What are the technical and business issues in hybrid cloud management, visibility and control?
- Diversity and rapid change
- Runtime management
- Integration with existing tools and process
- Application integration
- Benchmarking/info by workload - informed decision-making on which workloads should be sent to which clouds
- Workload migration and movement
- Policy-based governance



Poll question:

What is the biggest challenge a hybrid strategy faces?

- Choosing the clouds that comprise the hybrid
- Figuring out which workload runs best where
- Orchestrating workloads between clouds seamlessly
- Getting a view of efficiencies across clouds
- Governing who is allowed to do what on which clouds



Business benefits of a well-managed hybrid cloud

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Business benefits of a well-managed hybrid cloud

What are the business benefits of hybrid cloud management, visibility and control capabilities to both corporate IT as well as end users?

e.g.

- Monitoring of user activities, applications and cloud access/usage
- Accurate info by workload
- Workload migration and movement
- Policy-based governance



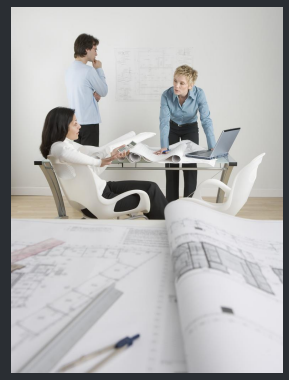


Best practices and case studies

Best practices and case studies of hybrid cloud

Discuss successful examples and the best practices that can be learned from their success.

- Case studies and use cases for public, private, hybrid clouds and how to manage them
- What do successful implementations look like?
  - What went right? What went wrong?
- Best practices and considerations
  - How does regulatory compliance drive decisions
  - If, when and how to move to hybrid cloud
  - What steps can be taken to plan for success?





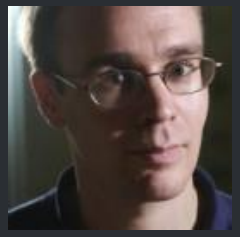
Questions

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Thank you!