




**Every cloud**  
...has a silver lining






presented by  
alan benson & edmund j sutcliffe





**Data Centre**  
...today's pressures

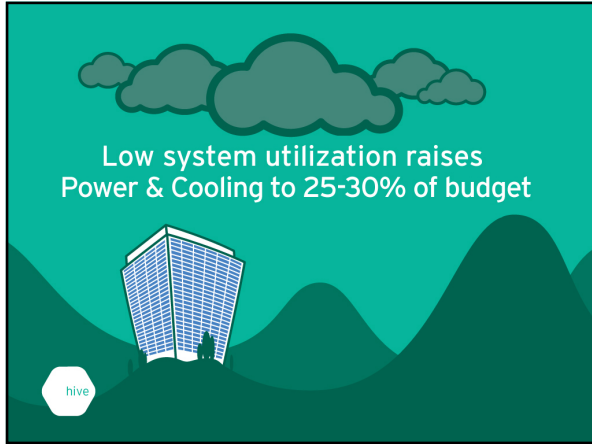


**Data growth 40-70% per year**



**Provisioning applications can  
take up to 3-6 months**





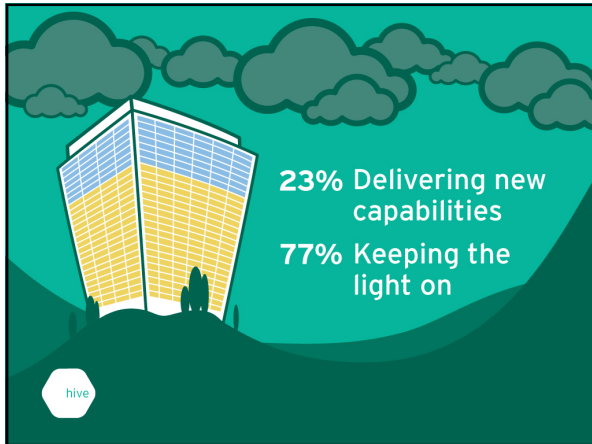
Low system utilization raises  
Power & Cooling to 25-30% of budget

hive



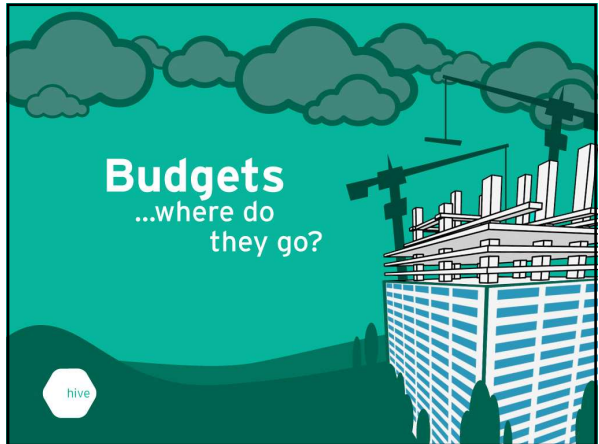
Where time  
is spent

hive



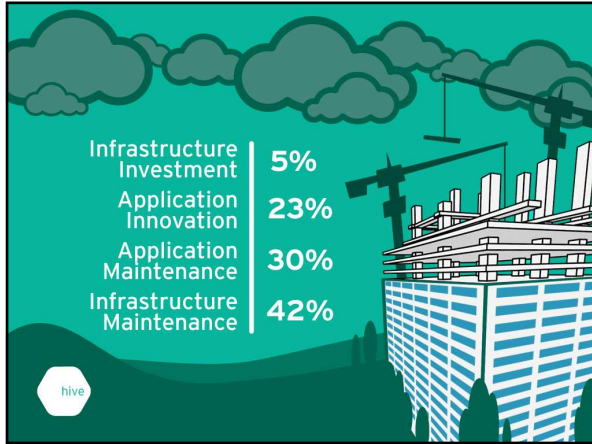
23% Delivering new  
capabilities  
77% Keeping the  
light on

hive



Budgets  
...where do  
they go?

hive



x86 and Unstructured Data responsible for largest costs...  
...yet is invisible

hive

**Cloud Computing**  
...what exactly is it?

hive

**Cloud Computing**  
...what's the appeal?

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Cloud computing has  
been defined as  
**"everything that we  
currently do"**  
and that it will have  
no effect except to  
**"change the wording  
on some of our ads"**  
Larry Ellison, Oracle

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**"RISKS"**

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**Practical Experiences**

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**Where does this  
leave us?**

hive



