

The Cloud Landscape

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WHY CLOUD COMPUTING

Prediction

“Over the next five years, IDC expects **spending on IT cloud services** to grow almost **threefold, reaching \$42 billion** by 2012 and accounting for **9%** of revenues in five key market segments. More importantly, spending on cloud computing will accelerate throughout the forecast period, **capturing 25% of IT spending growth in 2012** and nearly a third of growth the following year.”

Wall Street Journal

Cloud computing, virtualization still strong

October 28, 2009

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Actual

“Cloud services had a stellar year, with revenue on pace to **exceed \$56 billion this year**, an increase of 21% from a year ago, according to Gartner. That is in light of a broader decline of more than 5% for the information-technology industry.

The cloud market is expected to reach **\$150.1 billion by 2013.**”

Virtualization & Cloud = Top Priorities for CIOs

CIO Technology	2010 Priority	2009 Priority
Virtualization	1	3
Cloud Computing	2	14

Source: Gartner CIO study, Q4 2009

Cloud Landscape

Enterprise

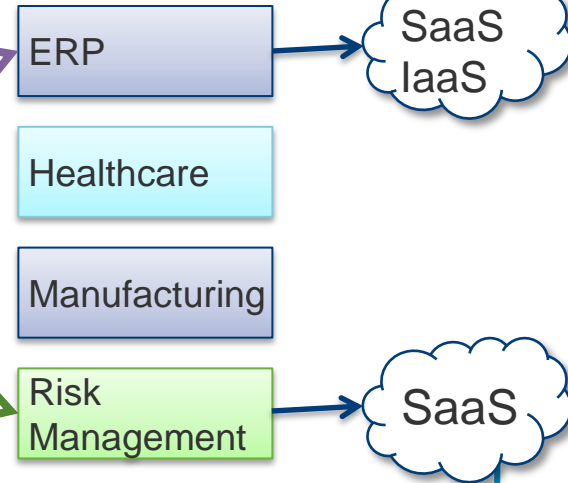
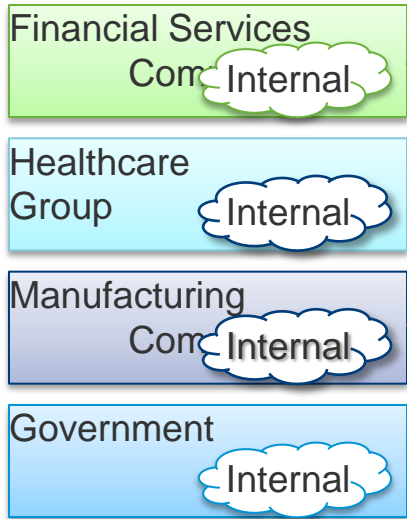
1. On-premise virtualization
2. Internal cloud
3. Federation

SMB & Enterprise Projects

1. May or may not have on-premise virtualization
2. Typically no internal cloud

ISVs

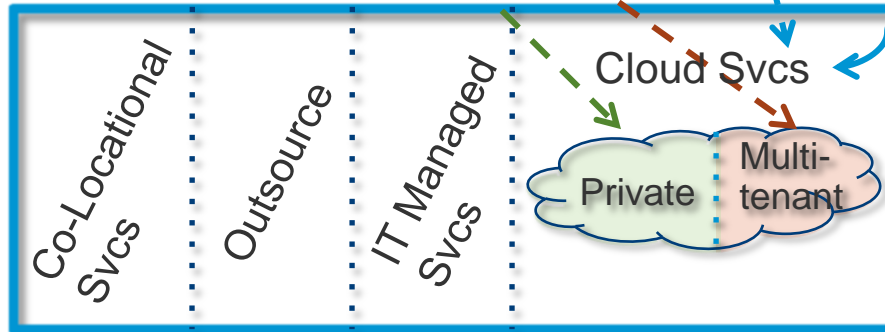
1. Some will build entire cloud offering, others hybrid



Value Added Resellers

1. Build own cloud offering
2. Enter resell agreements
3. White label laaS

IT/Managed Service Provider



Good movement so far

Will look here for laaS Platform

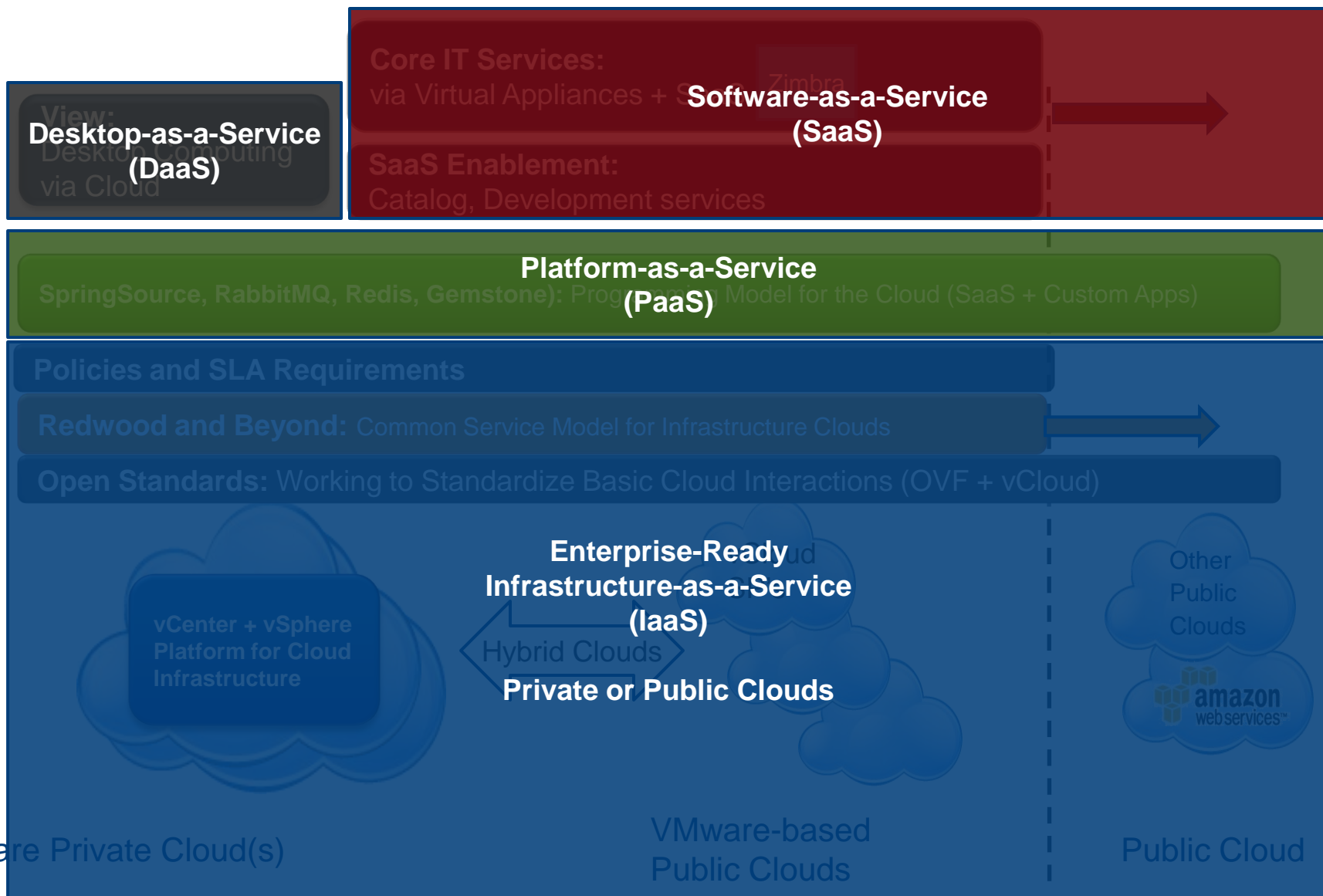
Cloud Options and Trends



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Cloud Businesses



The Future: Cloud Portals for all Applications



Sequoia Construction, LLC

account | settings | log out

powered by
vmware

Directory

Applications

Data

Administration

Reporting

Supported By: Palo Alto Technology Group

Add User

Delete User

Deactivate User

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z

Beverly Haas

Noah Harkins

Tanya Harold

Tina Heckler

John Henry

Jack Herner

William Hoo

Tommy Hooya

Bethany Houston

Jeff Hyster

Profile

edit



Jack
Herner

Contract Negotiator
3401 Hillview Avenue

cell: 415.888.2131
home: 415.674.2342

jherner@seqconstruct.com

Google talk: jherner

Manager: [Tanya Harold](#)

Policies

edit

Role

- Accounting
- Sales
- Executive Staff
- Construction (Field)

Security

- Administrator
- Establish New Users
- Set Up Servers
- Approve Applications

Special Requirements

- Encrypt all local files
- Back up data daily
- Allow mobile contacts
- Take Email Offline

Entitled Applications

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Server Applications

Zimbra

Zimbra
Collaboration Server



File
Services

Personal Directory

Shared Directory

Desktop Applications



Microsoft
Office 2007



Mozilla
Firefox



Acrobat
Reader

SaaS Applications

salesforce

salesforce.com



quickenonline.com

workday.

workday.com

Closing Observations

- **IaaS is the foundational piece for all other services, whether sold overtly or used to facilitate sales of higher level as-a-service offerings.**
- **Cross relationships among service providers and software providers will be prevalent**
- **Cloud adoption is currently highest among the SMB. However, most enterprise's are currently building their cloud plan and tactically testing the offerings.**
- **First mover advantages do in fact exist for service providers:**
 - Positioning for “expert” designation or being the cloud entity that all refer to in comparison
 - Cloud delivery of leading/critical technologies
 - Setting the agenda for cloud strategies within enterprises
- **Focus is critical – target market, target expertise, target technologies, target resources**

Thank You

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