Clouds .....

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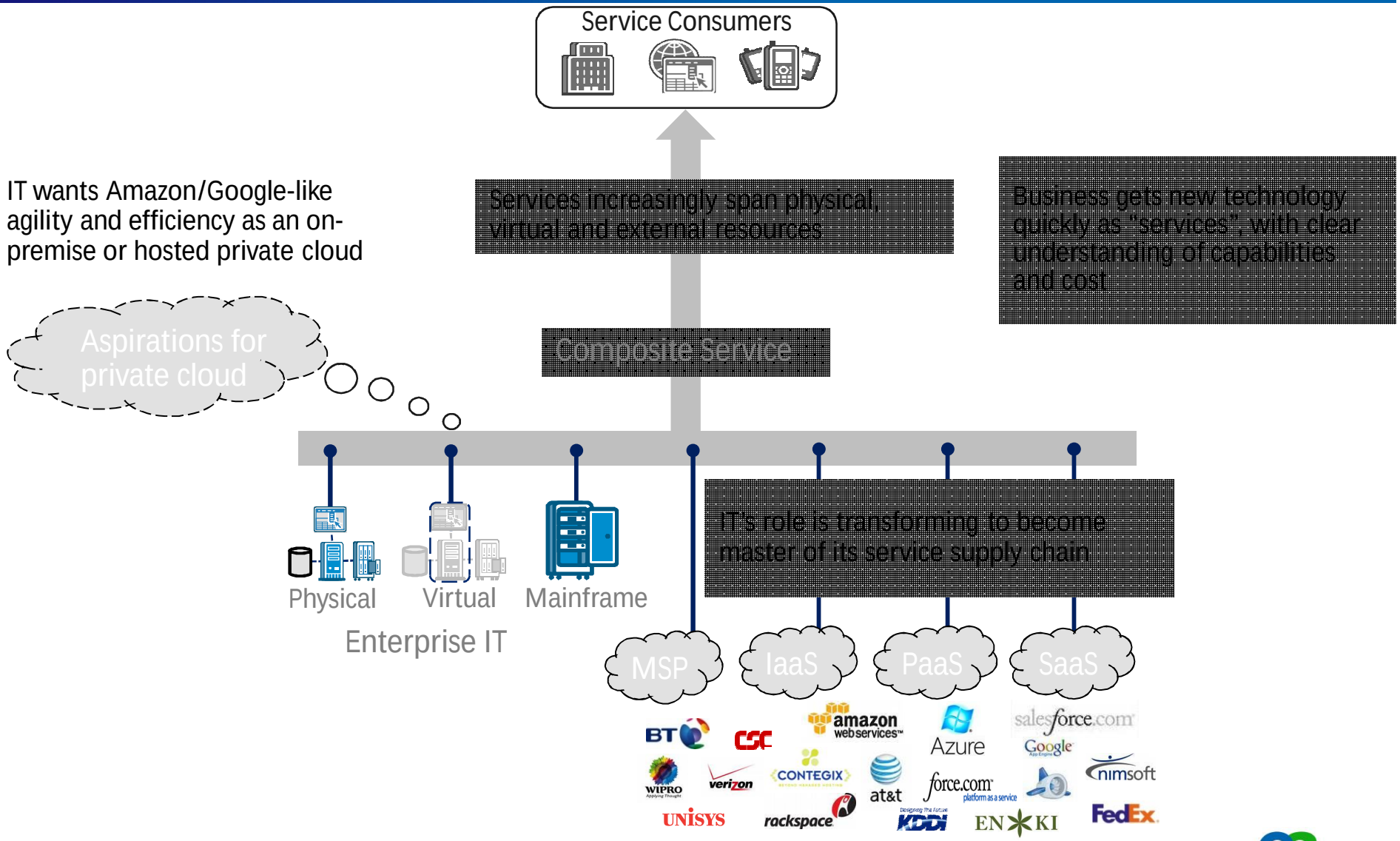
Every fairy tale becomes real…

Old World	New World
Static	Dynamic
Silo	Shared
Physical	Virtual
Manual	Automated
Application	Service

"Software as a service is just the tip of the iceberg. We're moving to a future state where everything will be delivered to you as a Service."

— Shane Robison, executive vice president & chief strategy and technology officer, HP

Cloud Computing Provides New Options



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Cloud, Grid, and SaaS – what ??

- Technologically dynamic world of distributed environments, dynamic reconfiguration, on-demand capacity, and virtualisation
- Service focussed but technology led
- Challenges both supplier and customer service management

New Requirements for IT

- **Visibility & understanding** of services (with defined capabilities) in business terms (Quality, Agility, Risk Cost, Capability and Security) with **ability to transparently compare and contrast.**
- Ability for **IT delivery to respond quickly to business decisions** using internal, external and hybrid services.
- The IT/Business services supply chain must become **agile, dynamic and adaptive and continuously optimized** based on current business demands**.**
- The ability to leverage company & industry/community **market intelligence and best practice** to continuously optimize IT's delivery of business services.
- A way to **lead** this transformation, **blending** an optimal mix of internal core competencies with external services.

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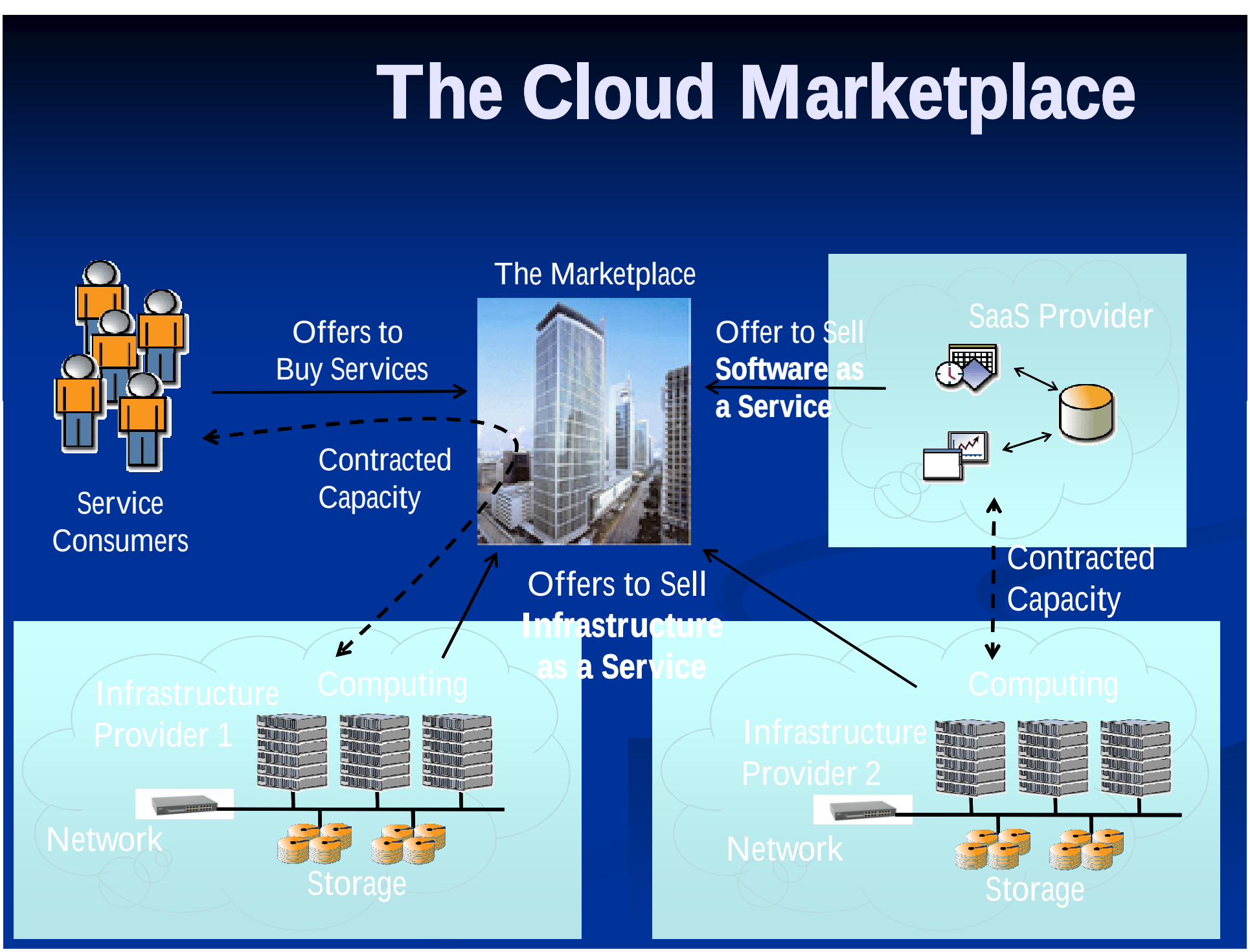
Possible uses

- Off-site data backup and disaster recovery
- Extra disk space or computing power for peak trading periods
- Somewhere to store those large files when you exceed your quota
- Email
- Telephony
- Accounting
- HR

The Cloud Marketplace



An example

- Order processing system
- Application service from one supplier
- He buys a hosting service from another supplier
- You buy a data backup service from a different supplier
- You buy a storage service from yet another supplier

The benefits

- Focused on services instead of technology
- Can provide resilience and continuity
- Resources on demand
  - Bandwidth, storage, computing power, applications
- Improved business outcomes and flexibility
- Provides a truly competitive marketplace
- Reduced costs of IT
  - No software, no hardware, no server rooms
  - No more IT staff??

The challenges

- Business services dependent on interrelated services from multiple suppliers in multiple locations
- The business can buy services without internal IT knowing about it
- Who is going to integrate the services?
- How can you be sure you will get the quality of service you want?
- Suppliers : are your service management approach extensive and mature enough to cope?
- The Internet – managed or unmanaged?

Strategy

Supplier side

- V3 Service Strategy as the definitive text
- Know your Constraints
- Define your Market space
- Make your pitch

Customer side

- Should the business buy services without IT involvement? Eg storage
- Attitude to risk
- Service desk – insource or oursource?

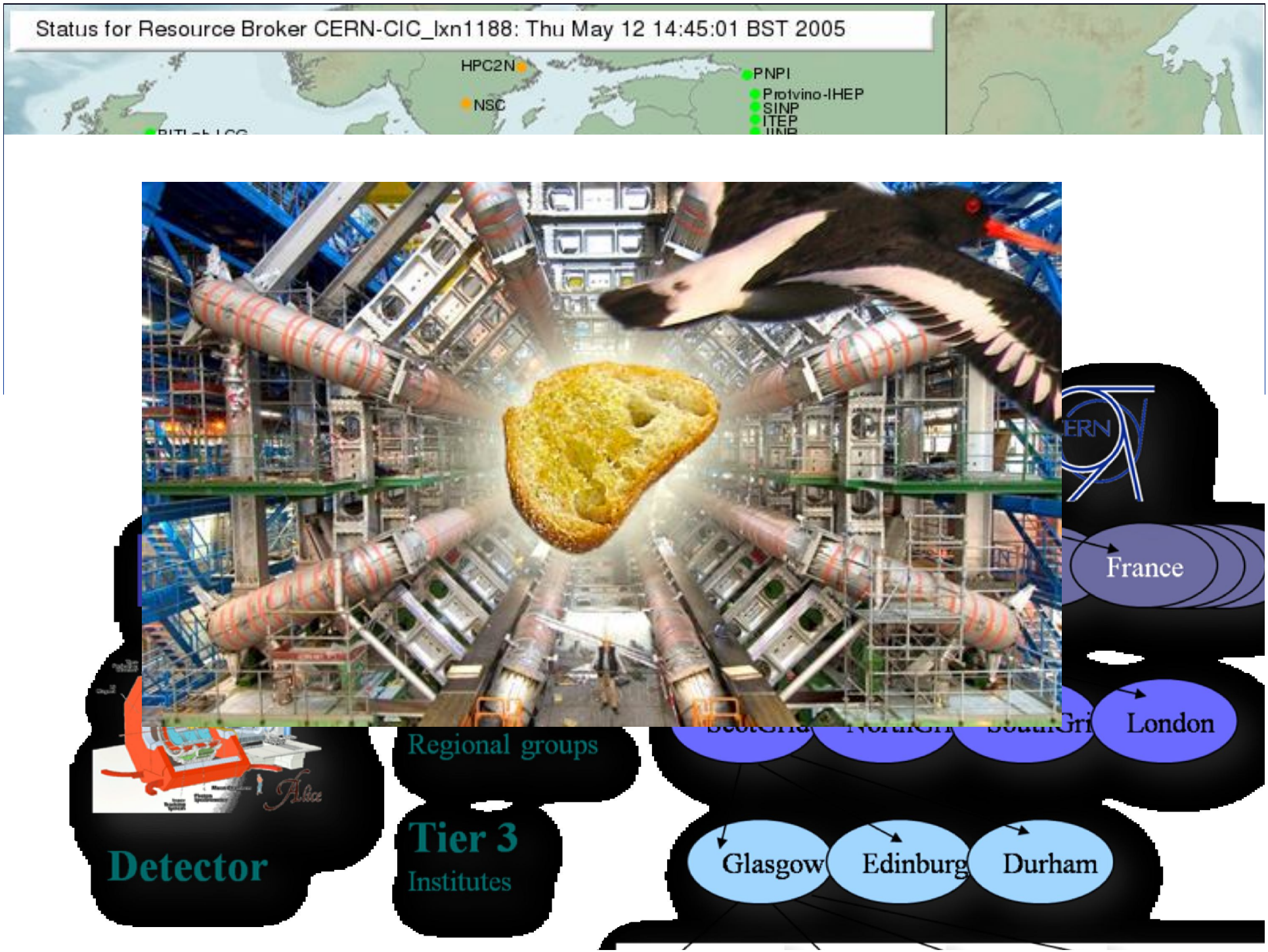
Design

Supplier side

- Really know your Service Levels
- Design for required availability and security
- Produce your catalogue

Customer side

- Understand the Service requirements
- How will it be supported?
- Managed service or unmanaged?
- Internal Service Catalogue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PNPI
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SINP
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ERN
France
London
Regional groups
Alice
Detector
Tier 3
Institutes
Glasgow
Edinburg
Durham

Service Measurement Index (SMI)

"A measure of the relative goodness of a Service"

"SMI is a difficult problem but one worth pursuing"
- Tim Lyons, SVP-Technology Innovation Portfolio

- It is a **relative** measure like stock market indices (the numbers mean nothing in an absolute sense)
  - To other like services
  - To the limits of the communities' knowledge
- **Goodness** has many dimensions
  - Quality, Agility, Risk, Cost, Capability, Security (QARCCS)
- Measure
  - Allowing for internal or external comparisons

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Transition

Supplier side

- Robust change and configuration management
- How do you test across multiple environments?
- How do you deploy releases across multiple environments?

Customer side

- Need evidence of testing
- Recommend independent assurance of each supplier
- Customer needs integration testing

Operation

Supplier side

- How do you locate faults?
- How do you manage capacity?
- You need virtualisation management
- You need Automation
- You need TOOLS

Customer side

- How do customers request services?
- Who do you call when it breaks?
- Who owns incidents?
- Who owns problems?
- How to you pass incidents along the service chain?

The future?

- Standard for service management toolset integration:
  - ‘EDIFACT’ for service
- ‘Service Compare’…
  - Search engine for accredited services
  - By levels of service, security, cost
  - Special offers
    - ‘temporary storage for Xmas’
- Standard description of services
  - Availability
  - Support
  - Fix time

You need tools....

- Self managing, self monitoring, self diagnosing, self fixing
- You need tools…
  - Configuration and change management
  - Diagnostic probes
  - Event monitoring and operations bridge
  - Capacity / bandwidth management
  - Load balancing
  - Release deployment tools
- Design resilience in - remember the Baguette

You need management more.....

- Go back to basics
- Business relationship management
- Business impact analysis – what is critical?
- Real service level requirements and SLAs
- True engagement with the business
- SLAs and underpinning contracts for critical services
- Accept the risks for non critical services
- Build a Service Catalogue of approved services
- Buy with your eyes open

Caveat Emptor

" Wanna buy some storage?..... "

"I've got some computing power left over from a job, I can let you have it for a bargain price if you order today....."

Keep your eyes open and your brain engaged!!

Cloud Commons

Ability to Create
"Private Communities"

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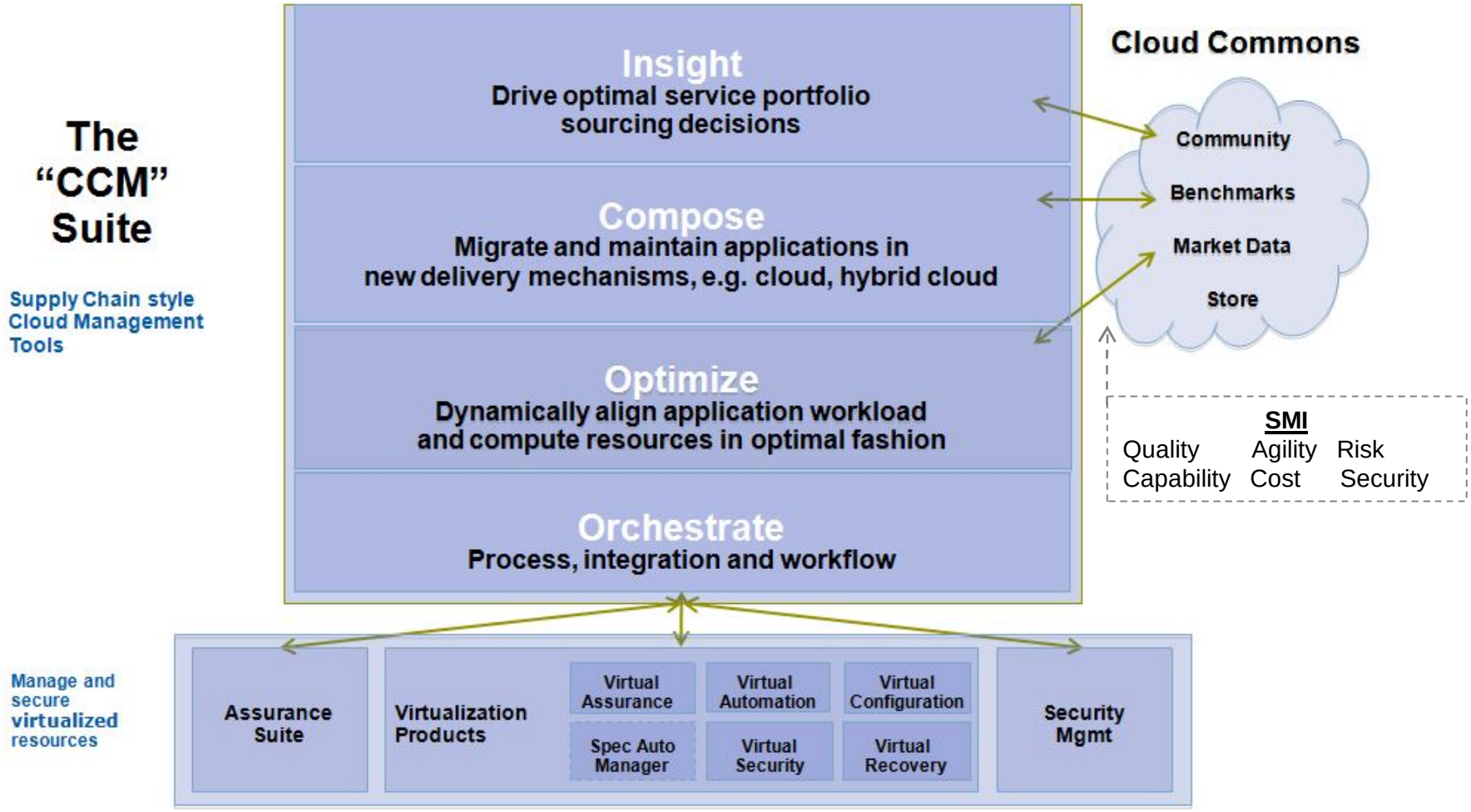
Cloud-Connected Management Suite



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Clouds to avoid

Thank you!

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