

The death of the data centre

(or – the longest death in history)

Clive Longbottom

Service Director, Quocirca Ltd

October 2011

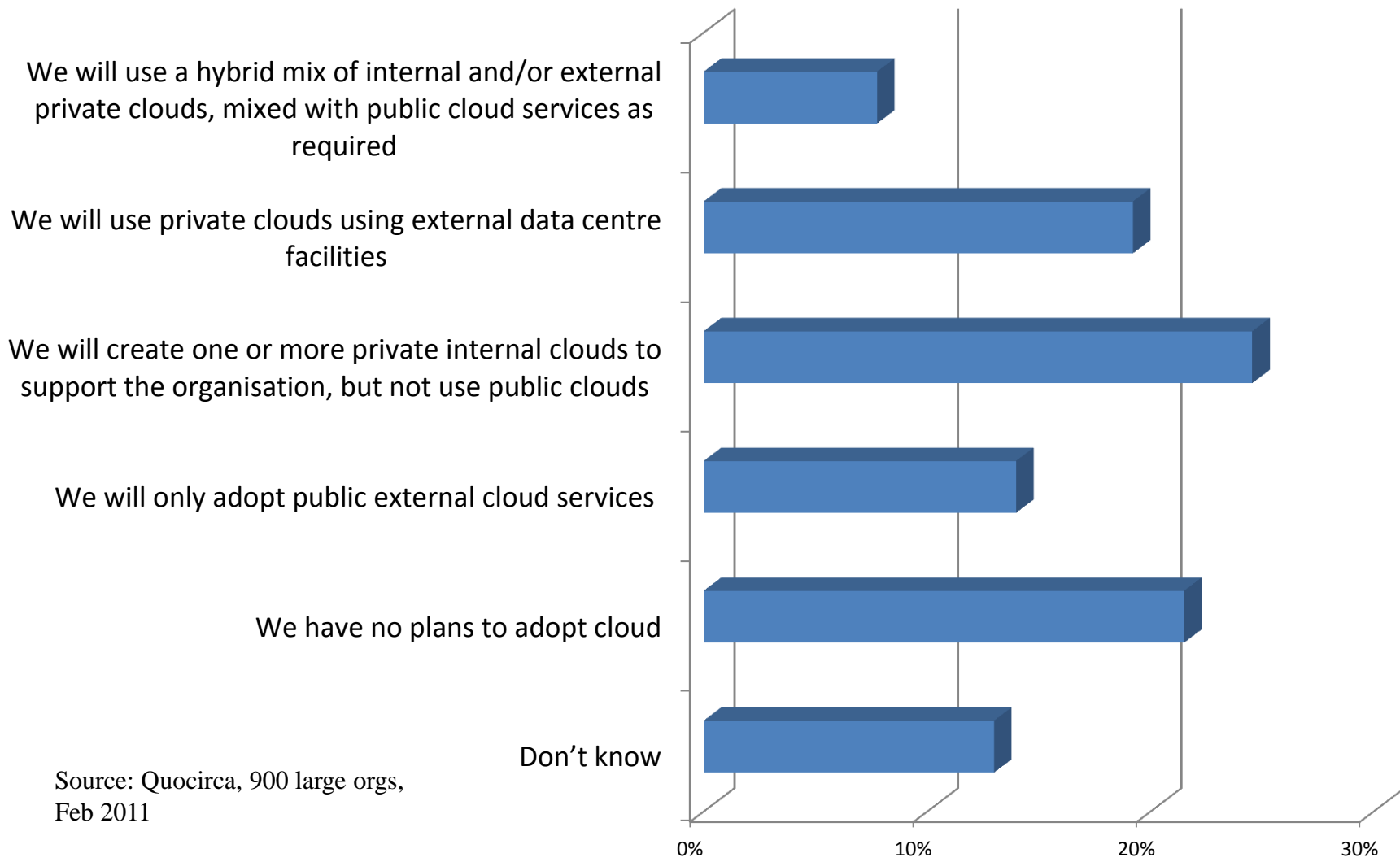
The received wisdom

- IT is a mess – IT is now a constraint on the business
- Outsourcing is a cheaper option
- “Scale out” is the only way forward
- Cloud provides unlimited resource capability
- Cloud is automatically highly available
- Everything heads towards cloud

- And the data centre dies out....



If you are going to adopt cloud, what comment best matches your plans?



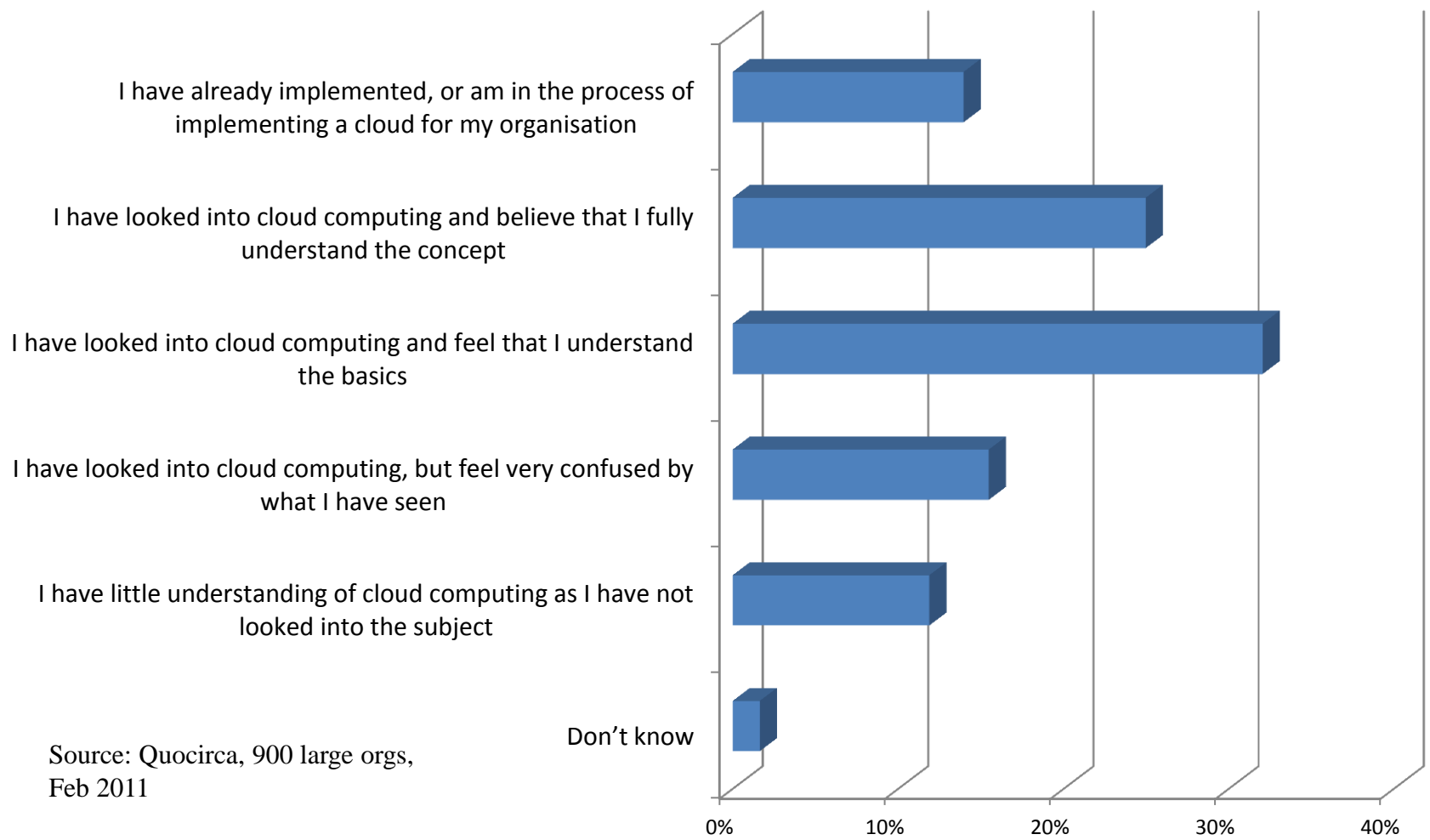
Source: Quocirca, 900 large orgs, Feb 2011

Touted public cloud benefits

- Better energy efficiency (and lower carbon footprint)
- Predictable costs
- Gain greater flexibility
- Remove the need to manage the technology
- And so – remove the need for a data centre facility



How well do you believe that you understand cloud computing?

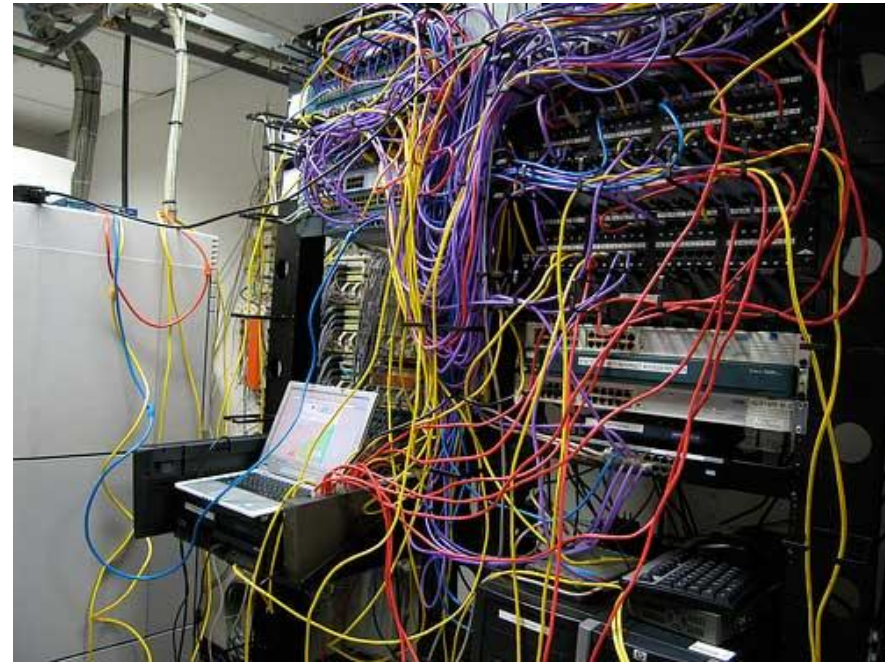


Source: Quocirca, 900 large orgs,
Feb 2011

IT is a mess

- Sure is.
- Unmanaged growth
- Point solutions
- Poor controls
- Pragmatic tactical approaches
- Poor flexibility
- Application–centric (rather than process–centric)
- Little business understanding

- But is that a reason to move away from the data centre?



Outsourcing is cheaper



- It can be:
 - Sharing resources and skills across multiple companies
- But:
 - Existing investments?
 - Business impact?
- Outsourcing/moving to cloud must be done for the right reasons
 - Because it can be done better, not because it is cheaper

Scale-out is the only way forward

- If there's a problem, just throw more resource at it
 - Domino effect
 - Move issue from one point to another
- Single-platform scale-up manages different workloads
- Scale-up not always economic for public cloud providers
 - Unless multi-tenanted, highly virtualised



Cloud provides unlimited resources



- Everything has a ceiling
- Only “unlimited” when not being used
- Cost concerns will drive greater utilisation rates
 - Then where does the extra resource come from?
- (And it all has to be in a data centre somewhere)

Cloud is highly available



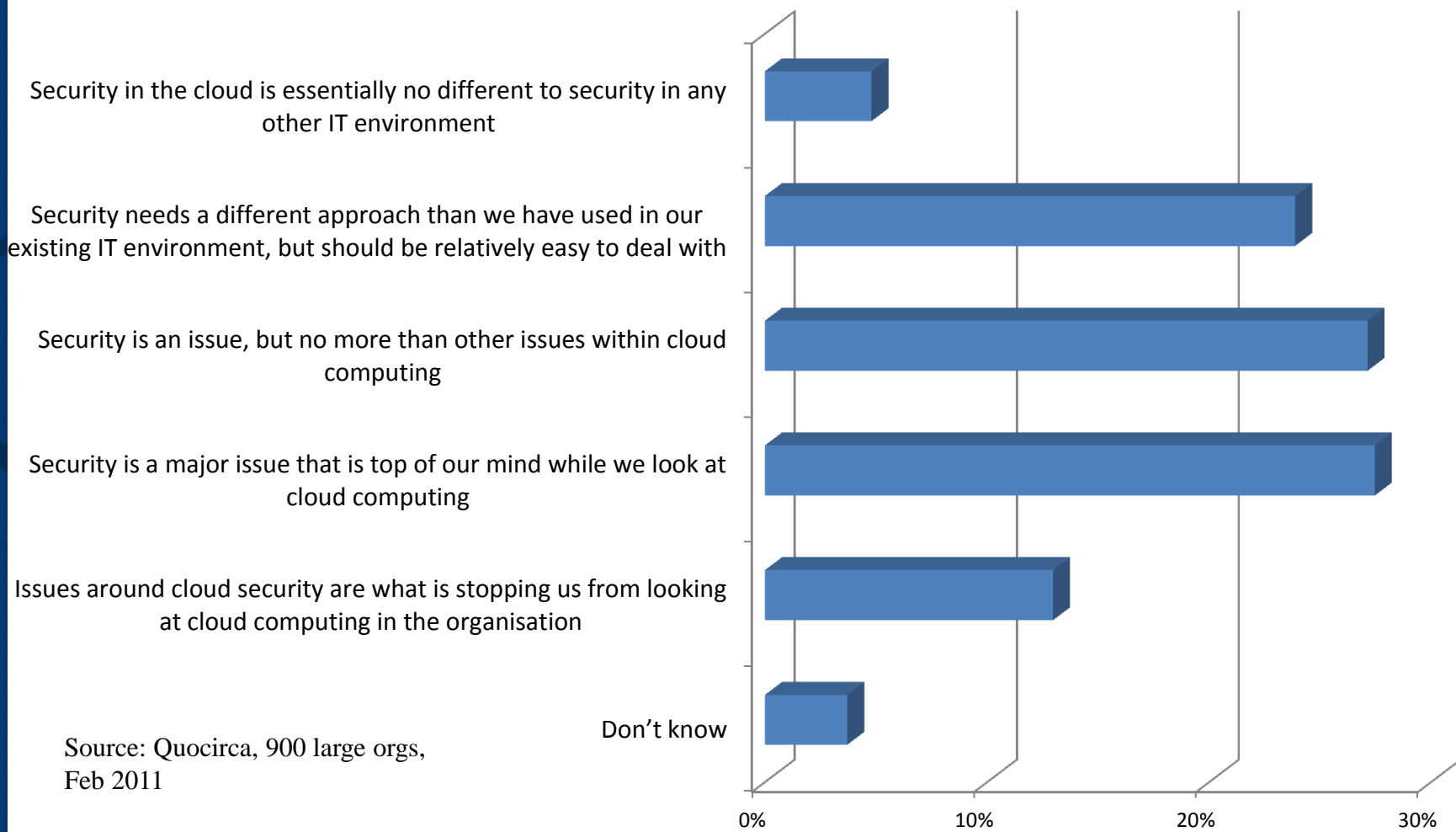
- Majority of public cloud data centres highly available
 - But this is internally
 - Dependence on wide area network
- Data centre may be working fine
 - Network may be down, or just slow
 - Root cause analysis difficult

Everything moves to cloud

- To a certain extent, I'll accept this
- But – some workloads move to public cloud, while others move to private cloud
- The end result is hybrid – hybrid cloud plus heterogeneous stand-alone



What are your views on cloud security



Source: Quocirca, 900 large orgs, Feb 2011

Creating a cloud strategy

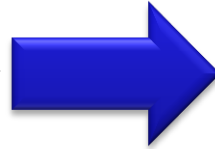
- Understand what you've already got
 - Measure, monitor and manage
- Assess suitability
 - Is it already fit for purpose?
 - Can it be done better outside?
 - What are the business risks with moving?
 - What are the business benefits?
- New functionality needs planning
 - From public cloud or on-premise?
- How and what to move, when?
 - “Plan B” – roll back?



Cloud as a platform shift



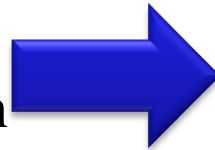
Technical
Result



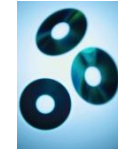
Business
Results



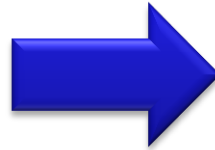
One
Application



Multiple
Functions



One server



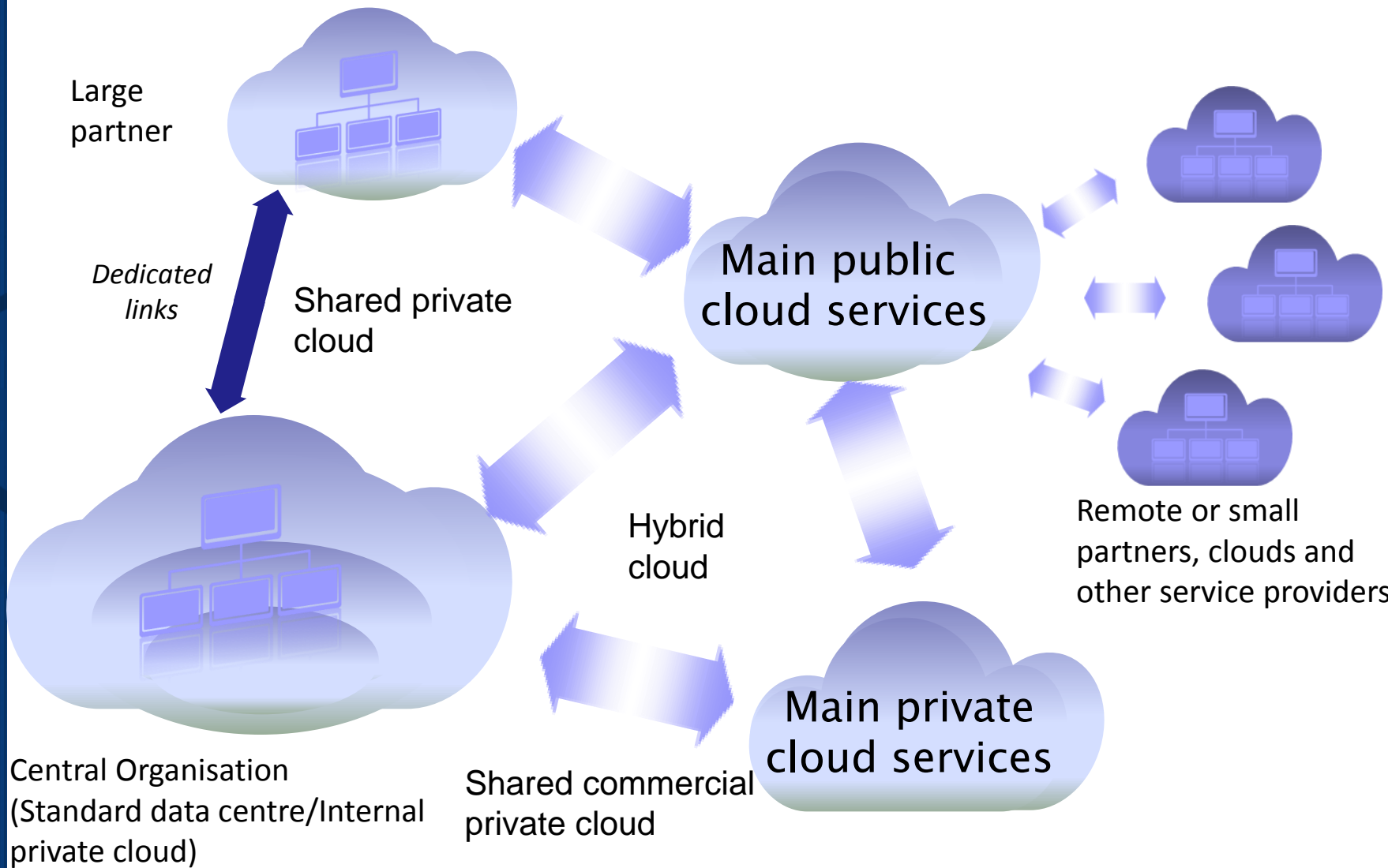
Virtualised
Platform



5-10% utilisation,
Static,
Error prone,
Non-continuous

50+% utilisation,
Dynamic,
Adaptive,
Highly available

Cloud Schematic



So - does the data centre die out?

- Of course not
 - But it changes dramatically
- The end result is a mix of private and public data centres
 - Still with existing approaches woven in
- Better knowledge of what's already there is required

- The private data centre will be smaller
 - But will remain core

- Highly virtualised, interoperating across multiple environments

Conclusions

- The data centre is not going to die out
 - Some may move away to a pure-play public cloud, but will be in the minority
 - Co-lo, highly virtualised private clouds may be a big market – but this is just moving the equipment
- The argument isn't cloud
 - It's what should be in the cloud – and what sort of cloud
- Existing investments should be sweated
 - But only where they are fully supporting the business

Contact details

- The contact for this presentation is:
 - Clive Longbottom
 - Service Director, Quocirca
 - Clive.longbottom@quocirca.com
 - +44 118 948 3360