The Strategic Value of a CloudExchange

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36% Cloud Adoption

1 Source: The 5 Cloud Personas, WideAngel / NTT Com Security 2013
34% Cloud Adoption

Source: The 5 Cloud Personas, WideAngel / NTT Com Security 2013

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Interconnection to Cloud

The Childhood

- Easy to connect (DIY)
- Single network interface
- Supports multi-cloud
- Globally available

- Less reliable
- Less secure
- Less control
- Lower performance
- Lower throughput

Enterprise HQ

The Internet

IaaS

SaaS
Public Cloud Market is Promising but Barriers to Adoption Remain

“Through 2015, at least 50% of Cloud deployments will suffer from business-impacting performance issues, requiring extensive network redesign to address them” - Gartner

While substantial, Cloud adoption is still at the early stages

Security, control, reliability, and performance concerns are throttling growth

Source: IDC

Source: AlphaWise, Morgan Stanley Research
Virtualization is driving East-West Traffic

Source: Cisco Global Cloud Index: Forecast and Methodology, 2012–2017
New User Process – The Classical way
New User Process – Cloudified

Public Internet

- Amazon web services
  Identity Services
- SuccessFactors
- Ariba
- MobileIron
- TIBCO
- SAP
**Our Vision**

*Get the benefits of the cloud without the downside of the public Internet*

**Access Cloud via Public Internet**
- Easy to connect (DIY)
- Single network interface
- Supports multi-cloud
- Globally available
- Less reliable
- Less secure
- Less control
- Lower performance
- Lower throughput

**Access Cloud via Equinix Cloud Exchange**
- Easy to connect (Portal, APIs)
- Single network interface (single port)
- Supports multi-cloud (multi VCs)
- Globally available
- More reliable
- More secure
- Better control
- Higher performance
- Higher throughput
APIs and Portal

Making direct access to the cloud easy, real-time and scalable

- Leverages Ethernet Exchange platform and expertise
- Equinix manages API mapping sparing customers from reacting to multiple API updates
- Normalized interface
- Uses APIgee enterprise-grade API Management

Cloud Exchange Portal

End Customer Process
1. Select location and cloud provider
2. Select virtual circuit speed
3. Enter cloud service key or service identifier
4. Virtual circuit provisioned in 5 minutes
“Build the base – Rent the Spike”

Hybrid Cloud Use Case

Use public compute, with private storage

Data written to and stored in customer local storage

Enabler is high bandwidth, low latency path to the cloud

- Amazon Direct Connect
- Other Direct Access Methods

Removes security barriers to cloud adoption

Addressing needs in Finance, Healthcare, Enterprise, Public Sector

- Protect sensitive information meeting regulatory compliance
TestDev & DR Collapsed
Private Storage Use Case

Benefits - Better automation and cost efficiency for continuity and DR test

- Low cost vs. purchasing server, network, licenses as capex.
- 90% savings: 0 physical servers, 2/3 nw switches, not onsite hypervisor licenses, 75% less dc space
- Activate and pay for EC2 only when testing or for real failover
- Minimal monthly charge for reserved instances
- Custody of sensitive business data
- Added benefit of Flexclone plus EC2 for low cost testing of SAP upgrades with real data
- DR could double as devtest. Collapse two infrastructures
- Easy to test DR whenever need without interrupting DR..
Multi Cloud for Direct Failover
Making Use of Multi-Cloud Deployments

175+ NetApp Service Provider / On Premise Storage

SQL Instances AWS Primary

Amazon Direct Connect

Direct Route

IaaS Compute

Primary

Secondary

Private Cloud

NetApp Storage

NetApp Storage in Colocation Facility

NetApp SnapMirror®

NetApp SnapVault®

SQL Instances IaaS

VM VM VM...
Discover, Migrate & Run Hybrid

ScienceLogic CloudMapper

- Workloads in Virtual DC & Private Clouds
- Enterprise Management
- Hybrid Management
- Workloads in Public Clouds

Private Cloud

Private Compute / Network Storage

Legacy Workloads & On Prem Infrastructure

UNIFIED MONITORING PLATFORM

Equinix

ScienceLogic

CloudMapper

Amazon Web Services
The strategic value of a CloudExchange

Summary

• Elimination of the „evil“ Internet as middleman

• Enabling hybrid-cloud deployments, thus avoiding „all-in“ deployments and enhancing diversity and specialization

• Private Storage enables you to control your data while still leveraging cloud scalability

• Cloud Exchange is a home to the „interconnected cloud“ – as is an Internet Exchange to the „interconnected network“ (a.k.a. the Internet)
Condition Frankfurt: Scattered Clouds, Light Breeze...