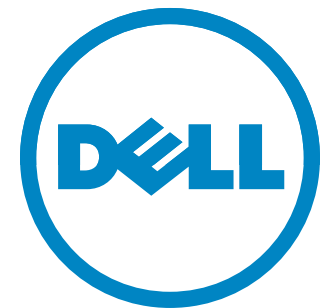

Into the Cloud

Ruud Koster

Field Product Manager – Solutions Marketing



First a question...



Gartner agrees: Cloud Computing is

- At the “Peak of inflated expectations”
-- Gartner’s Hype Cycle for Emerging Technologies, 8/09



Source: <http://www.gartner.com/it/page.jsp?id=1124212>

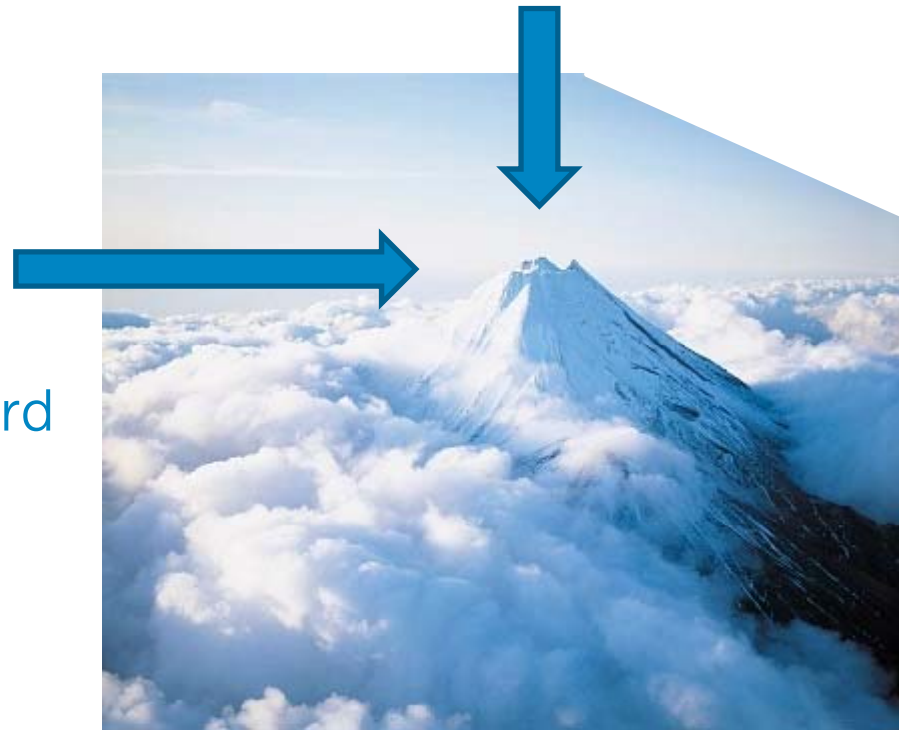


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Also

- #1 Strategic Technology for 2010
– Technologies You Can’t Afford to Ignore, Gartner, 10/09



Source: <http://www.gartner.com/it/page.jsp?id=1124212>
Source: http://news.cnet.com/8301-30685_3-10378782-264.html



What is Cloud computing ?



Cloud Computing: Dell's working definition and characteristics

A style of computing where dynamically scalable and often virtualized resources are provided as a service.

- “Unlimited” processing and storage
- Abstracted/pooled resources
- Elastic: scale up or down
- On demand, Self-service
- Highly automated
- Consumption-based billing

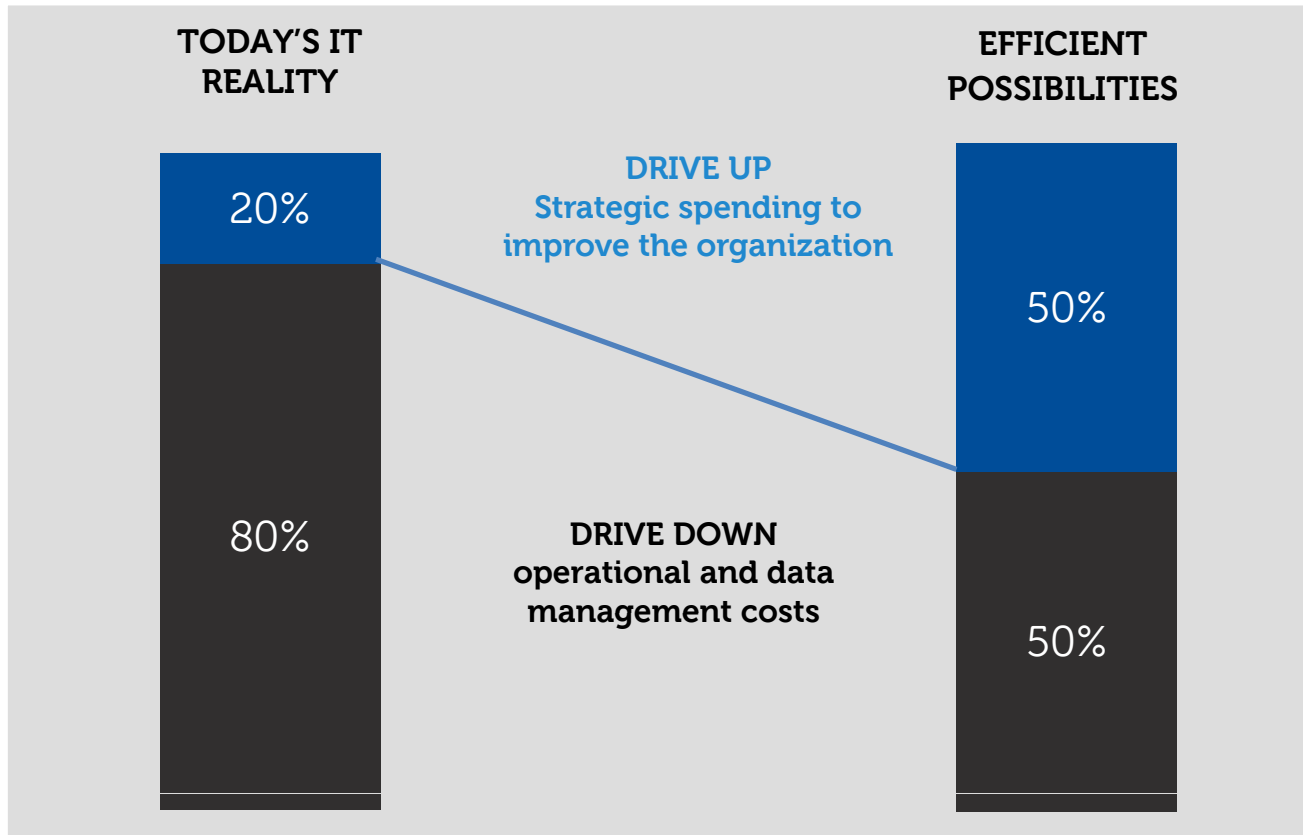


However you define it, we believe...



How the Cloud can help

The State of Enterprise IT today



BECOMING CLOUD

VISUALIZING THE JOURNEY

VIRTUAL INFRASTRUCTURE EVOLVES THROUGH THE ADDITION OF NEW "CLOUD-LIKE" CAPABILITIES AND ATTRIBUTES ...OUR WAYPOINTS

