



Is IaaS For You?

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- What is “The Cloud”
- Who’s Offering It?
- Benefits
- Considerations
- What Do I Do Next?
- About Red Ember



What is “The Cloud”

‘The presentation of computing services typically over the Internet, which can be consumed on a pay-as-you go basis’.



Cloud Characteristics

- On-Demand and Infinitely Elastic
- Utility (Consumption Based) or Subscription (Time Based) Billing
- Multi-Tenant
- End User Provisioning



Cloud Layers

Stack	Examples			
Application	(e.g. Exchange, CRM, your own application...)		Platform as a service	Software as a service a.k.a.
Programming framework	(e.g. .net, php, java...)			Application as a service
Operating System	(e.g. Windows Server, Linux...)			
Virtualization Layer	(e.g. Hyper-V)	Infrastructure as a service		
Hardware	(e.g. HP ProLiant server)			



What Is IaaS?

- The capability to provision processing, storage, networks, and other resources where the consumer has the ability to deploy operating systems and applications.
- The consumer is abstracted from the underlying physical infrastructure and consumes infrastructure computing services on a pay-as-you go basis.



IaaS – Public vs Private

- Public – Resources dynamically provisioned on a self-service basis across multi-tenant infrastructure and consumed over the Internet.
- Private – Resources dynamically provisioned across dedicated infrastructure with the benefit of increased flexibility through segregation though lacks the economies of scale. Typically consumed over a private link.



What is not IaaS?

- Managed Services – Servers hosted in 3rd Party data centres is not IaaS. Many of the principles of the Cloud are not offered in these models



IaaS Benefits

- Rapid Time To Market
- Pay-As-You-Go Billing (Opex not Capex)
- Scalable (To A Point)
- Reliable



IaaS Considerations

- Cost
- Legal Implications (Data Privacy etc)
- Security Implications
- Performance Monitoring, Capacity Management, Alerting, Patch Management



IaaS Considerations

- Software Licensing
- Comms
- Backups and Restores
- Managing Provider Relationship



What do I do next?

- PoC
- Go Grid, Azure
- Talk to your local Microsoft representative
- Talk to Us!



Who Is Red Ember?

- Within the last few years the term Cloud computing has gained significant momentum. Concepts, products and services have emerged with the potential to entirely change the way businesses consume computing services.
- As Solution Architects the founders of Red Ember Solutions began to evaluate the use of the 'Cloud' in place of more traditional solutions.
- The Cloud is extremely exciting and will change the IT landscape forever.
- Red Ember Solutions was formed 2 years ago to pioneer Cloud opportunities. Educating, evaluating and hosting Cloud products and services for businesses.



Red Ember Cloud Consultancy

- Considered to be the 'Cloud experts'.
- Constantly keeping abreast of all Cloud developments; new thinking, new techniques, new products, new opportunities.
- Expanding our strong Cloud Security Consultancy Division.
- Microsoft's local partner of choice for migrations to Microsoft BPOS.
- Currently assisting Curtin University with their IaaS Feasibility Study.



Red Ember Hosted Solutions

- Perth's most advanced hosted solutions provider.
- Offerings include; Exchange, Sharepoint, RemoteApp, Symantec AV, Web, Bespoke Applications.
- Further developing our IaaS Private Cloud platform.
- Security is Paramount.
- Continue to align our platform with Microsoft's vision and products allowing us to offer complete, integrated solutions.
- Continue to develop business focused solutions.



Hosted Solutions Roadmap

- Hosted Exchange 2010
- Hosted Sharepoint 2010
- Hosted Office Communications Services (OCS)
- Hosted Microsoft Dynamics CRM/xRM
- Partnering with NextGen – developing 'Private Cloud' and 'Hybrid' options
- 'RESCluster' – A Unified Infrastructure Blueprint for a HyperV enabled hardware platform; includes harmonised servers, storage and network



Red Ember's Philosophy Of 'The Cloud'

- Evolution not Revolution.
- How computing services will be provisioned in the future.
- How businesses will consume computing services in the future and the types of services consumed.
- It will be Cheap, Secure, Reliable, Immediate, Scalable, Clean and Simple.
- Reshape services offered by IT.
- 'Business 2.0' – Enabler to assist organisations to realise Real Competitive Advantages.



Free Cloud Consultancy

- 2 hour session.
- Understand how your company operates.
- Discuss how the cloud might help your company.
- Discuss any next steps.
- Email free@redemember.com.au to book an appointment.



Free Hosted Sharepoint Site

- Free 250Mb Sharepoint site
- Email free@redemember.com.au to place an order



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Thank You!

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