JOURNEY TO THE SOFTWARE DEFINED INFRASTRUCTURE

EDDIE TOH

REGIONAL DIRECTOR, DATACENTER PLATFORM MARKETING

13 OCTOBER 2016

CLOUD EXPO ASIA 2016

MARINA BAY SANDS, SINGAPORE

CLOUD

THE BIGGEST

DISRUPTER

DISRUPTER

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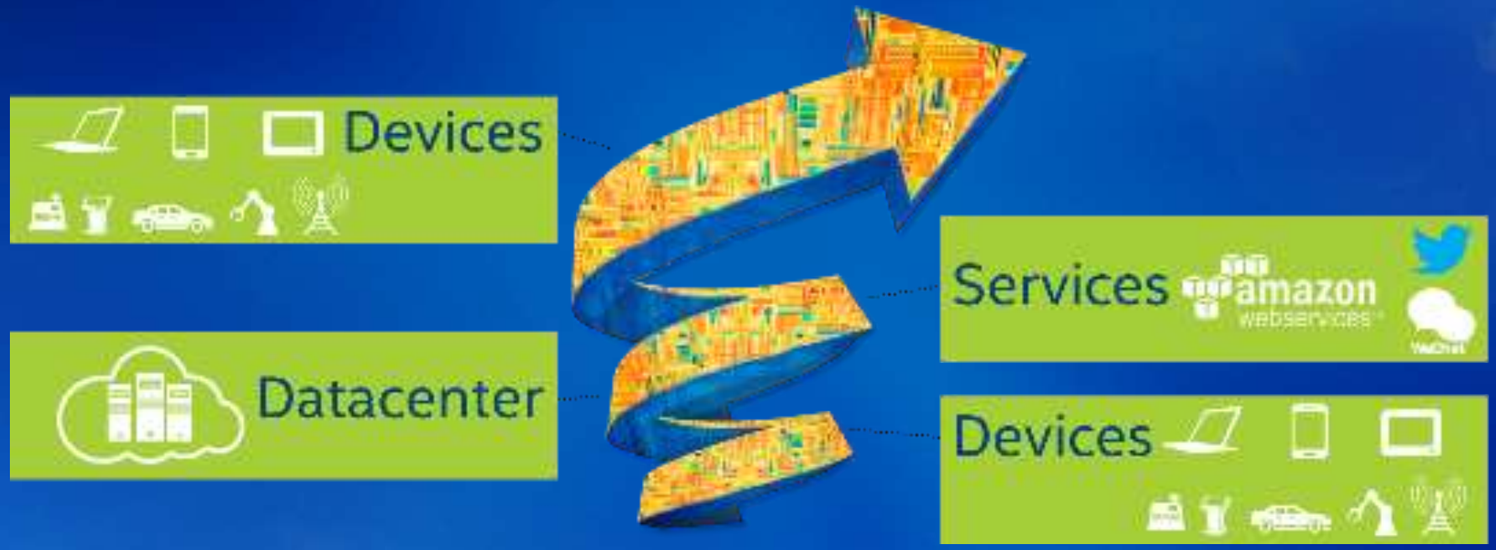
CLOUD GROWTH DRIVERS: DIGITAL SERVICES ECONOMY

A VIRTUOUS BUSINESS/COMPUTING CYCLE



New **Services** Driving Explosion of Devices

New **Devices** Driving Demand for Servers

A TALE OF TWO CLOUDS

PRIVATE CLOUD

Perception:

Legacy Applications,

Bureaucratic, Inflexible,

Expensive

PUBLIC CLOUD

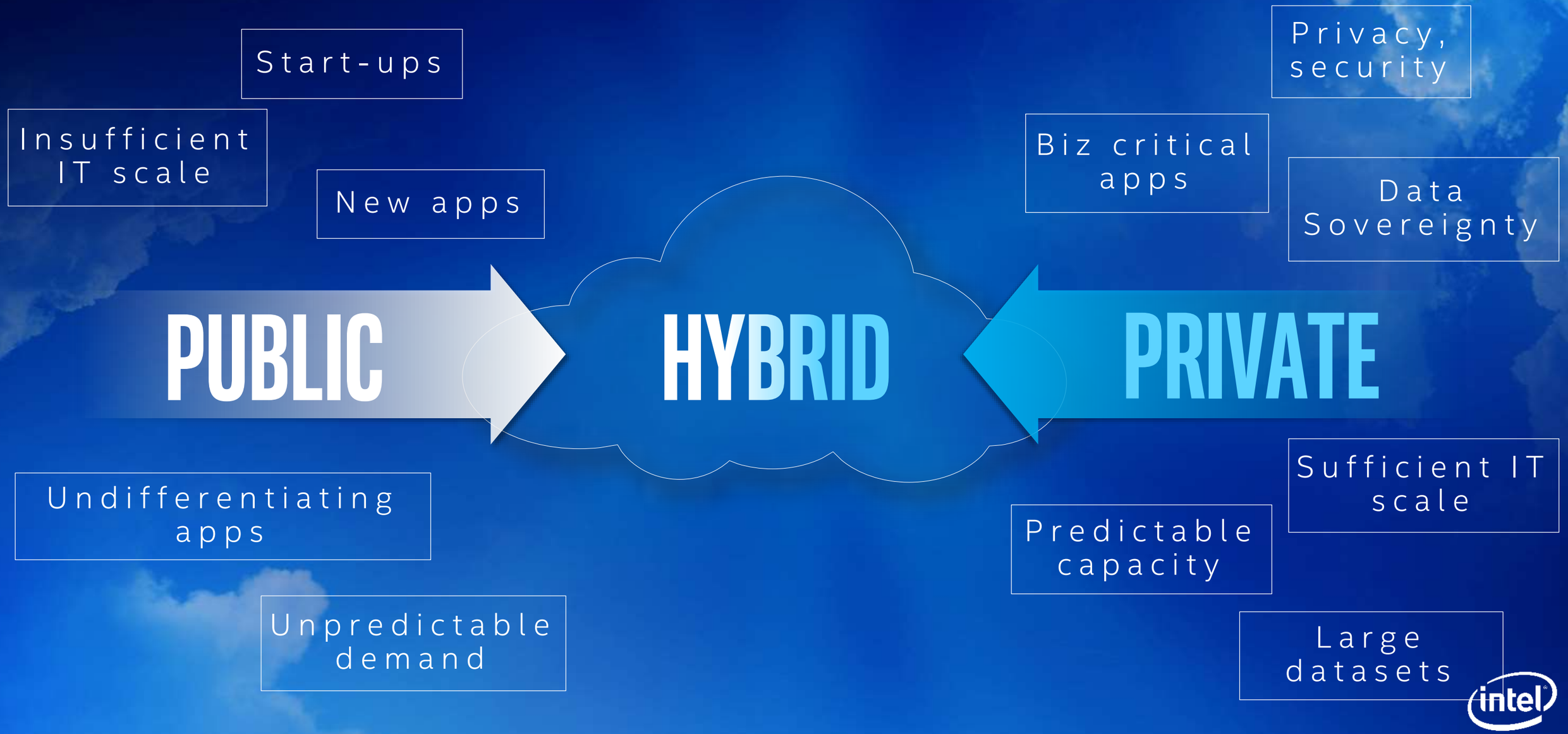
Perception:

New/Modern Applications,

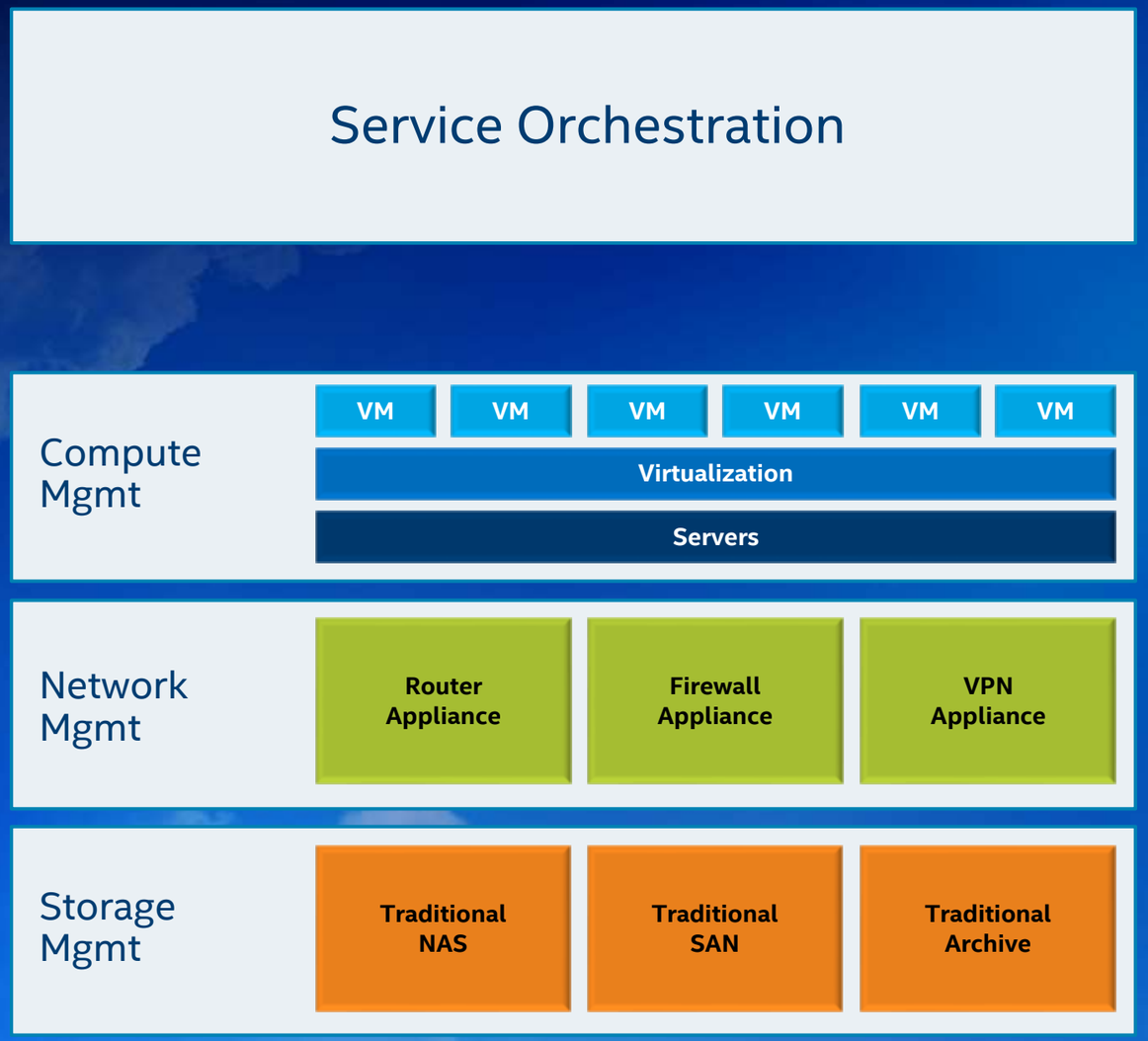
On-Demand Access,

Broad Choice, Cheap/PAYG

THE CLOUD IS FOR EVERYONE



TODAY'S INFRASTRUCTURE



Manual orchestration

Islands of Management

Resource Silos

Many Proprietary Enclaves

Vendor Lock-in

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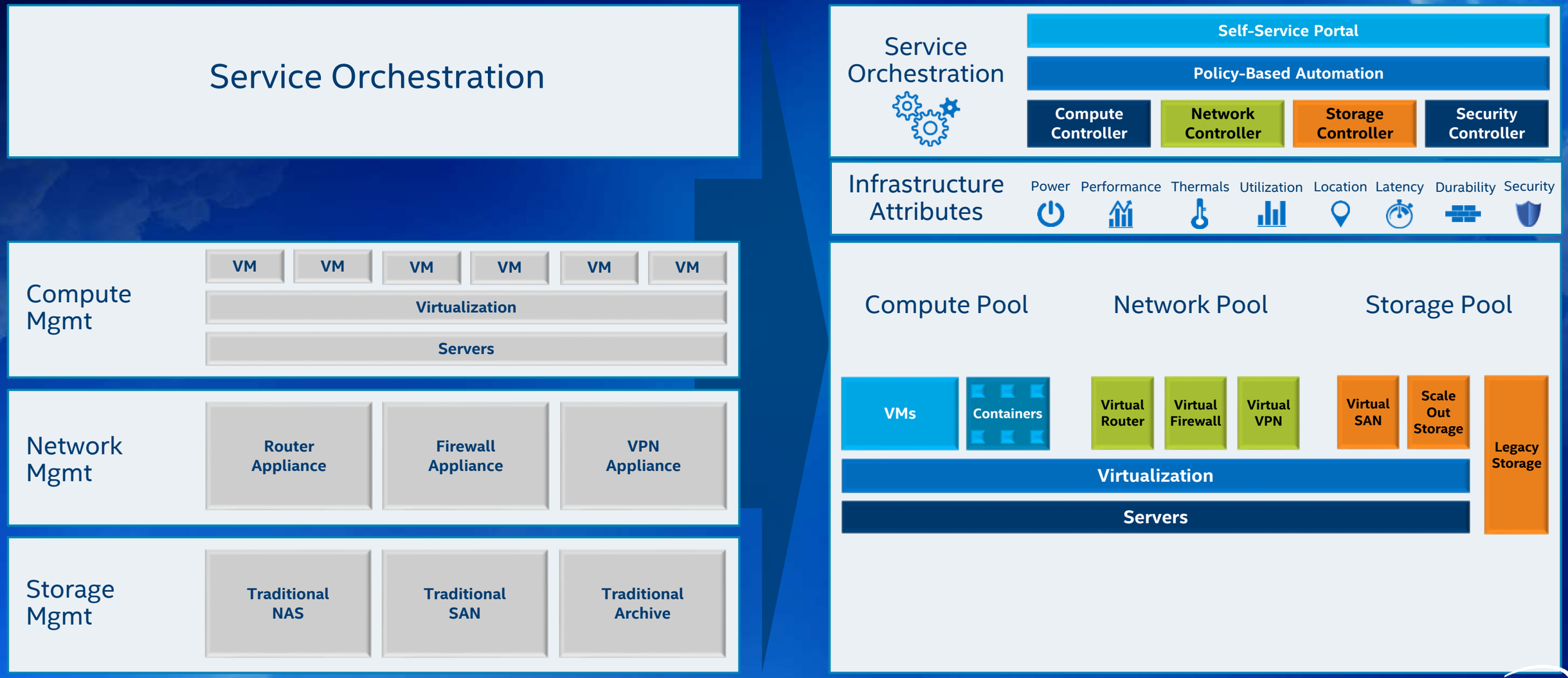
TODAY'S INFRASTRUCTURE → SDI



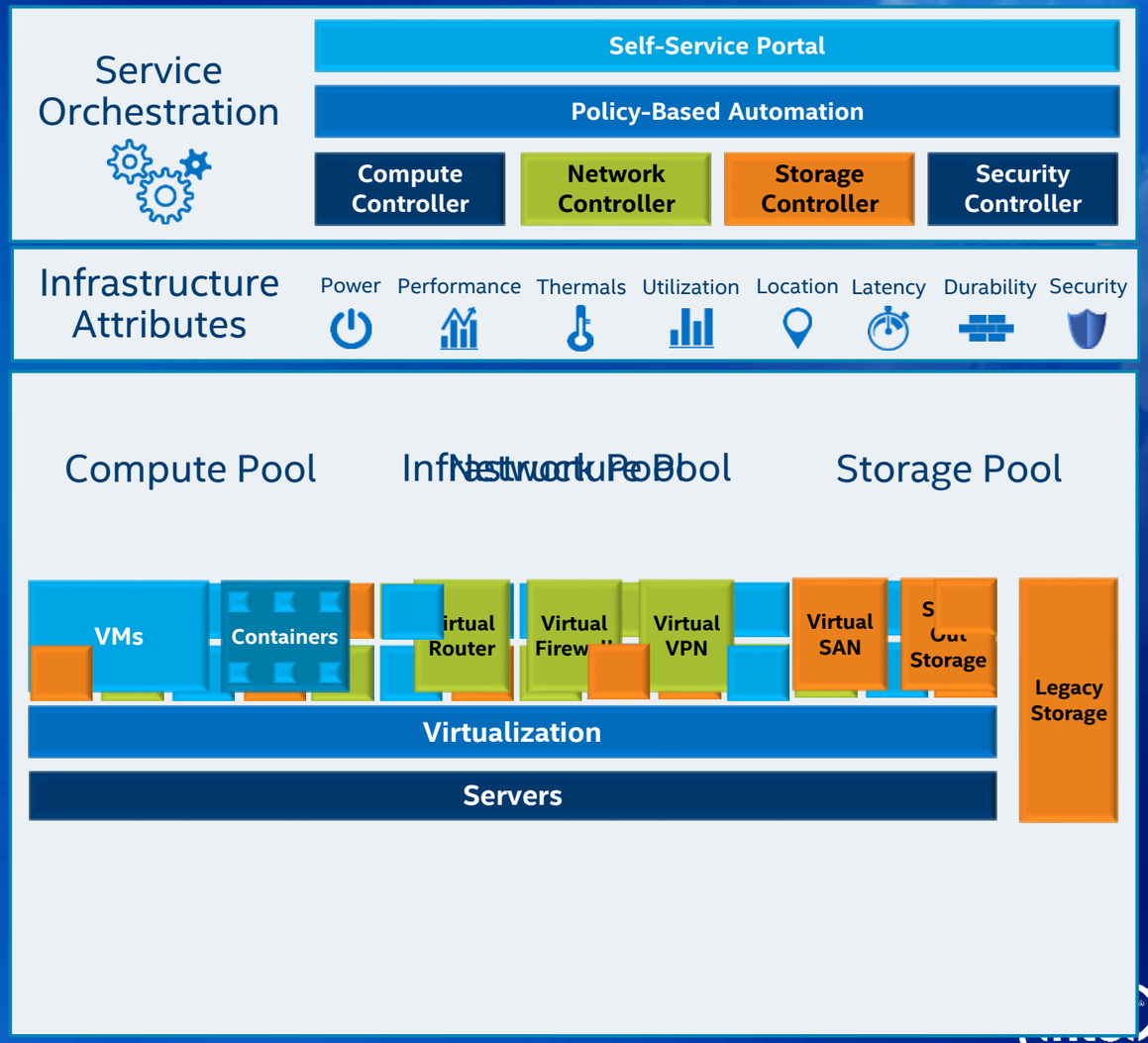
SOFTWARE DEFINED INFRASTRUCTURE (SDI)

Centralized & Automated

Platform Aware

Pooled, Virtualized Resources

Accommodates Legacy



THE BUSINESS CASE FOR SDI…

Months

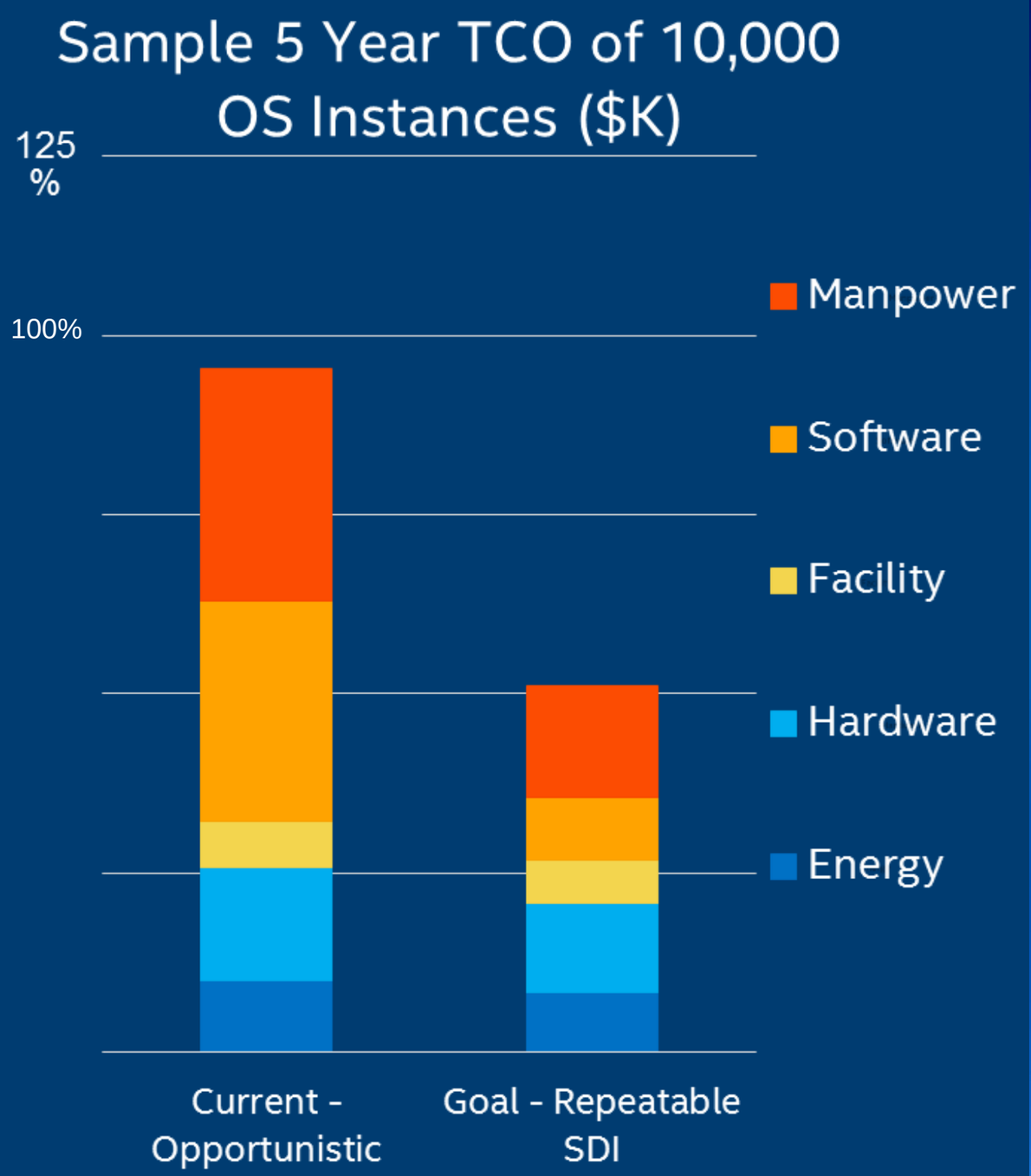
IDEA SCOPE BALANCE BUDGET PROCURE INSTALL CONFIG GO LIVE

Minutes

IDEA PROVISION GO LIVE

- Reduce time to service deployment
- Remove barriers to innovation
- Decouple infrastructure investment from services demand cadence

DESIRED STATE: TIME TO PROVISION NEW SERVICE MEASURED IN MINUTES



SDI DRIVES TCO SAVINGS

Improve workforce efficiency: 20-60%

Software savings: ≤70%

Reduced Infrastructure/ Facility cost: 10-20%

Improved hardware utilization: 10-20%

Open SDI offers TCO reductions of 50%+ through automation of manual support and increased resource utilization.

Source: Intel IT TCO tools. Cost reduction scenarios described are intended as examples of how a given Intel-based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. Intel does not guarantee any costs or cost reduction.

DEPLOYING CLOUDS
FOR THE ENTERPRISE
IS COMPLEX
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INTEL® CLOUD FOR ALL

UNLEASH TENS OF THOUSANDS OF NEW CLOUDS

INVEST

Improve software defined infrastructure efficiency and ease deployment

OPTIMIZE

Optimize cloud infrastructure across a full range of workloads

ALIGN

Align the industry to accelerate cloud deployments

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REMOVING BARRIERS TO ADOPTION

INVEST, OPTIMIZE, ALIGN

UNIFIED SOLUTION STACKS

Assembled the largest OpenStack developer team
Opened San Antonio OpenStack innovation center

INTEGRATED KEY FEATURES

Launched global OpenStack bug smashing series
Addressed top targeted enterprise features gaps

EASE IN DEPLOYING SOLUTIONS

Delivered optimized software across SDI stacks
Published 20 solution reference architectures
Converted >65% of end user POCs into commercial deployments

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INTEL® BUILDERS PROGRAMS

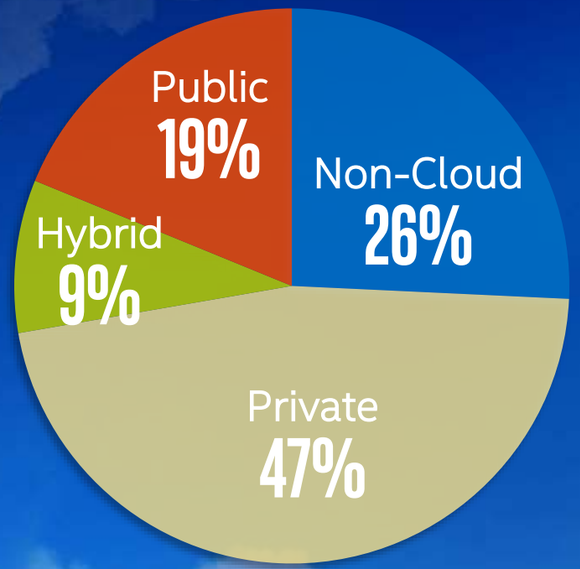
BRINGING TOGETHER A BROAD ECOSYSTEM TO LOWER TECHNICAL BARRIERS TO INNOVATE, BUILD, AND EASE DEPLOYMENT OF CLOUD AND SDI SOLUTIONS

<VIDEO>

PRIVATE CLOUD WILL DRIVE NEW ENTERPRISE GROWTH

PRIVATE CLOUD INVESTMENTS

Expected workload destination[1]
2015-2016



ENABLING NEW BUSINESSES

Delivering an **end-to-end connected car** lifestyle through BMW Connected Drive

Making industrial analytics applications easier to deploy with Predix Cloud

Improving **first responder safety** through cloud connected devices

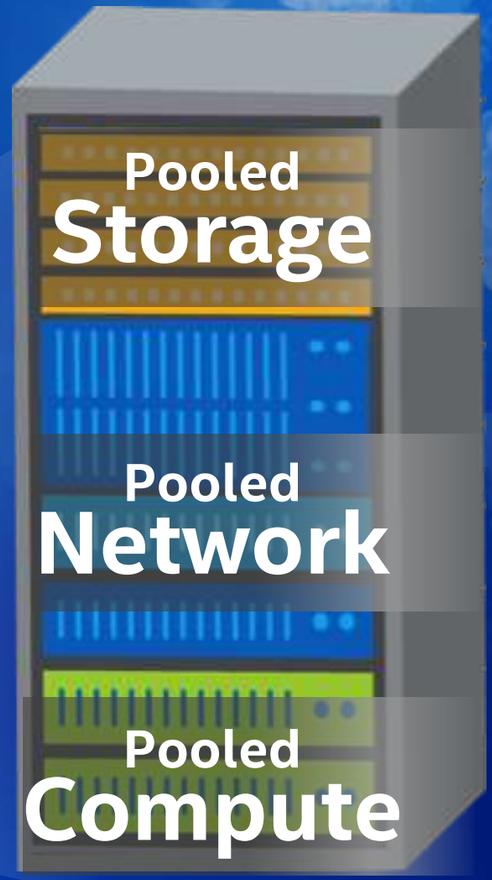
Enabling **precision farming** through cloud-based analytics

*Other names and brands may be claimed as the property of others.

SDI INFRASTRUCTURE

APPLICATIONS
DEFINE THE RESOURCES NEEDED

INFRASTRUCTURE
ASSURES EFFICIENCY & SERVICE LEVELS



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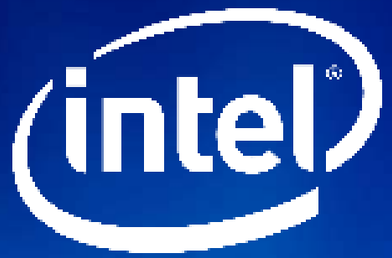

THANK YOU

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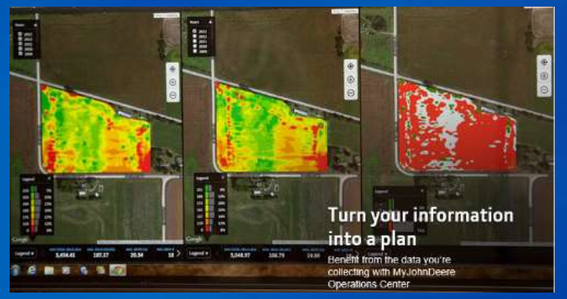
BUSINESS TRANSFORMATION REQUIRED

JOHN DEERE

5 years ago...
A Tractor Company

Today...
A Farming Services Company



BUILT ON IOT, ANALYTICS AND CLOUD SERVICES

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