

Trends of Datacentre

The Evolution

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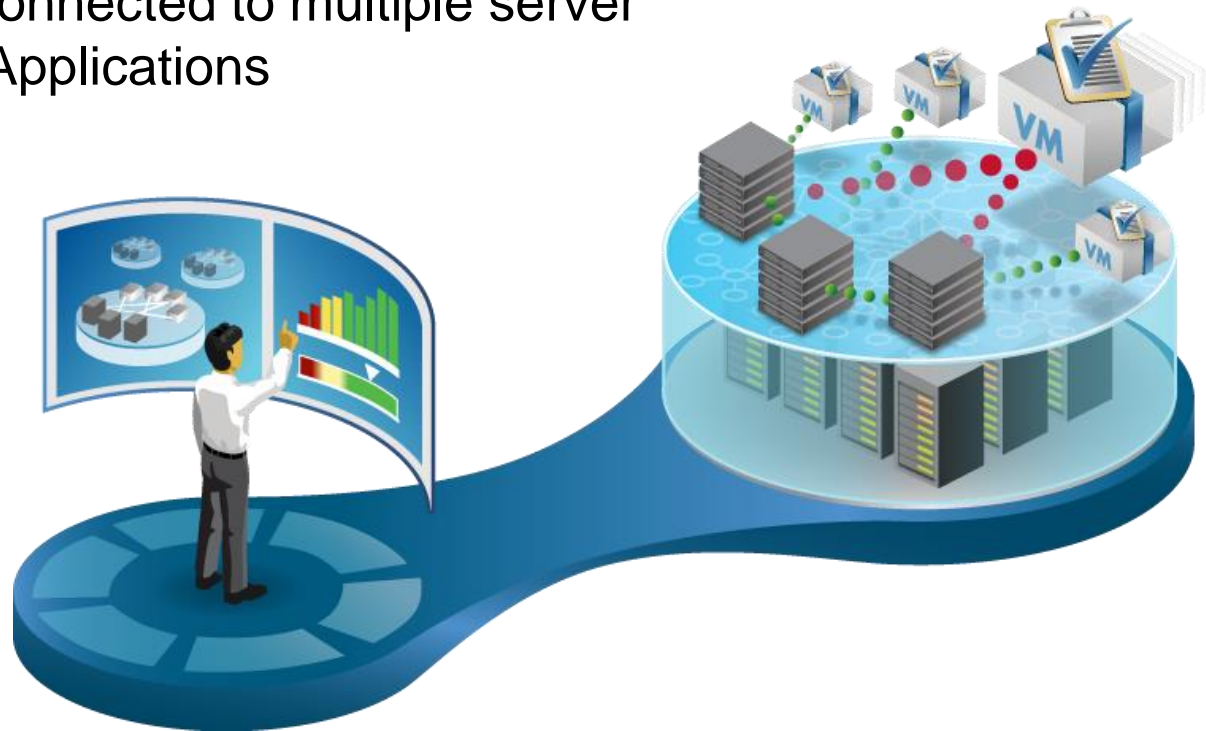
ABOUT MYSELF



- CEO and Co-Founder of ReadySpace
- 10 years in the Co-location, Datacentre and Hosting business
- Founded in Singapore with main locations in United States, Singapore and Hong Kong
- Representing Fuji Xerox to share about Data Centers

DATA CENTRE EVOLUTION

- Main frame Super Computer
- Client / Server internal communications
- Mobile Devices connected to multiple server locations – Web Applications
- Screens to Cloud

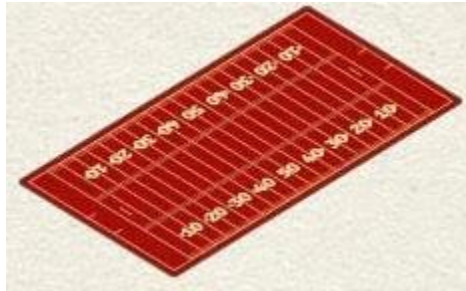


WHATS DRIVING THE DEMAND?



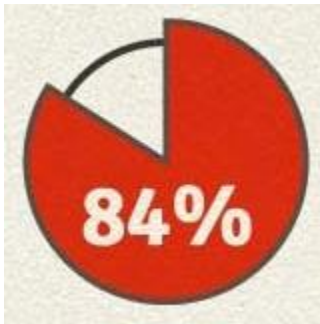
- Businesses are having to store more and more digital content and files everyday
- The total amount of information stored today by all the businesses around the world is 2.2ZB (That's more than a billion terabytes)
- Information is expected to grow 67% in 2013 for enterprises and 178% for SMBs

THIS DEMAND COMES AT A COST



- 7.5 million data centers worldwide
 - 165,000 of them greater than 1000 sqft
 - More than 15000 of them are the size of a football field
- Total investment in data center IT infrastructure will grow by 5% on average per year to reach \$152 billion in 2016

COSTS AND SPACE WILL GROW



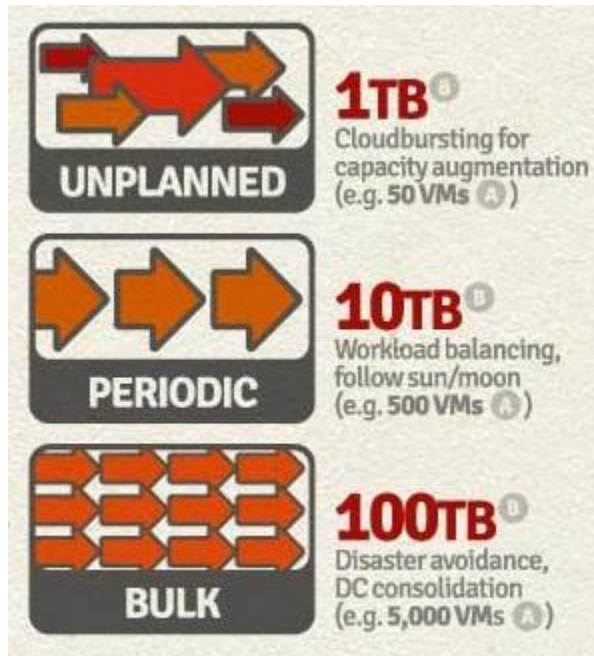
- 84% of enterprises planned to add data center capacity due to the influx of new applications and efficiency constraints.
- This means that enterprises has got no choice but to invest in Datacentre and IT because their competition are doing so.

HOW ARE BUSINESSES TACKLING THIS?

- Using Virtualisation Technologies to manage cost
- In 2008, only 12% of server workloads were virtualized
- 60% of server workloads will be virtualized by 2014

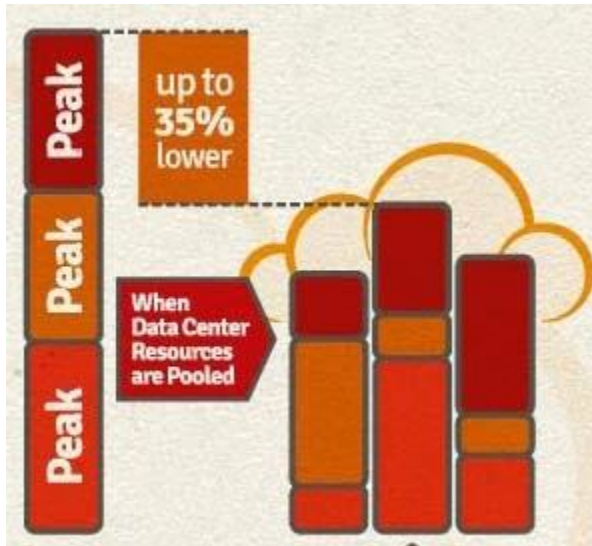


HOW MUCH DATA TRANSFERS BETWEEN DC?



- 2015 estimated average Virtual Machine to take 20GB
- Requires 10x bandwidth if simultaneously moving associated data store
- Exchange of information will grow. You simply cannot use dial-up modem anymore when everyone else is running fibre networks.

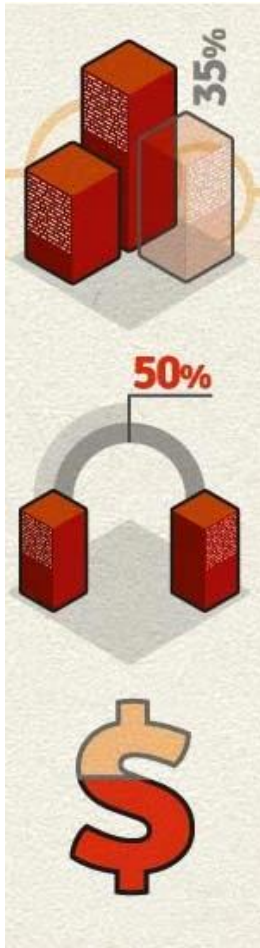
PEAK PLANNING IS REQUIRED



- To be more agile, businesses can move some of their virtual servers to the cloud and virtualize their data center resources.
- By pooling these virtual datacenter resources across multiple datacenters - Total requirement can be reduced by up to 35%

ENTERPRISE CLOUD SERVICES

By using enterprise-class cloud services that can scale flexibly will result in lower cost for businesses than today's isolated data centers



- Business can reduce IT expenses up to 35% by moving to a virtual data center environment
- Businesses can reduce capacity needs by 50% by using fully automated, cloud driven network provisioning that allocates assured resources as and when they are needed
- Cloud access and networking costs can be reduced by up to 40% for businesses virtualizing their data center resources

EXAMPLE – ENTERPRISE A

Owner of Enterprise A is planning to have a tech refresh. Whatever that is invested should last for at least the next 5 years for their business to operate. As the demand is increasing rapidly on data storage, he realize it with their limited budget and space. It is impossible to keep up with the demand for 5 years.

He then decided turn to us for help.

EXAMPLE – ENTERPRISE A

A simple scoping process is being carried out with our pre-sales consultants.

- A. Identify current workloads and technologies
- B. Draw out workload resource usage data. - In most cases, enterprises over size their datacenter capacity. Only 10% is utilized.
- C. Do virtualization planning on workloads
- D. Give workloads an uptime rating (1-5) where 5 requires the highest uptime.
- E. Give workloads a security rating (1-5) where 5 requires the highest security.
- F. Insert the rated workloads in the following chart.

EXAMPLE – ENTERPRISE A

Datacentre Types	Intranet	Private Cloud	Hybrid Cloud	Public Cloud	Cloud App (SaaS)
Rating	5	4	3	2	1
Possible Workloads	<ul style="list-style-type: none"> • Finance • Business Intelligence 	<ul style="list-style-type: none"> • ERP • HR App • Databases 	<ul style="list-style-type: none"> • Project Server • CRM 	<ul style="list-style-type: none"> • Customer Portal • Marketing Campaigns • Big Data Analytics 	<ul style="list-style-type: none"> • Email • Ecommerce • Remote backup

Survey shows : Top benefits cited with hybrid cloud include more control (59%), better security (54%), better reliability (48%), reduced costs (46%) and better performance (44%). On average, hybrid cloud users report their costs are down at least 17%.

RECENT STUDY

Marketing campaigns top the list of functions or applications most likely to be enabled through hybrid cloud arrangements, followed by support for mobile apps. Here are both functions and applications executives say are being supported by hybrid cloud:

Marketing campaigns: 39%

Mobile apps: 30%

Web hosting: 27%

Big data analytics: 25%

Basic office applications: 24%

E-commerce engines: 23%

Application development and testing: 21%

Databases: 21%

Customer relationship management: 18%

HR applications: 17%

CONCLUSION

The best cloud cost strategy is to have a mix of environment (eg, Local, Private and Public Cloud) based on workload requirement.



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