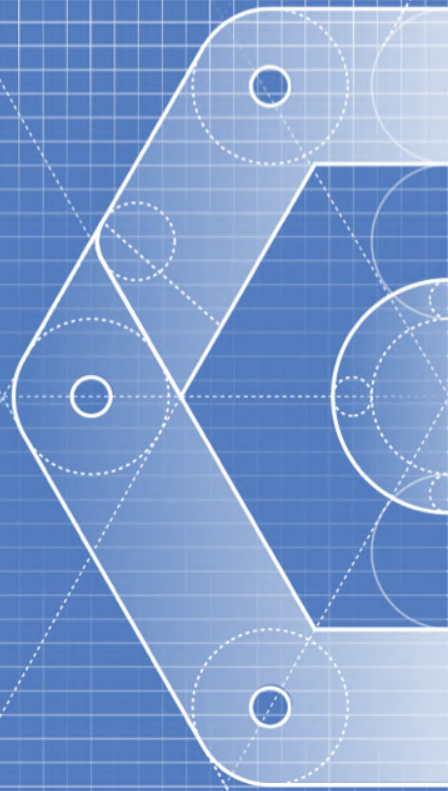
Innovation. Not Infrastructure.



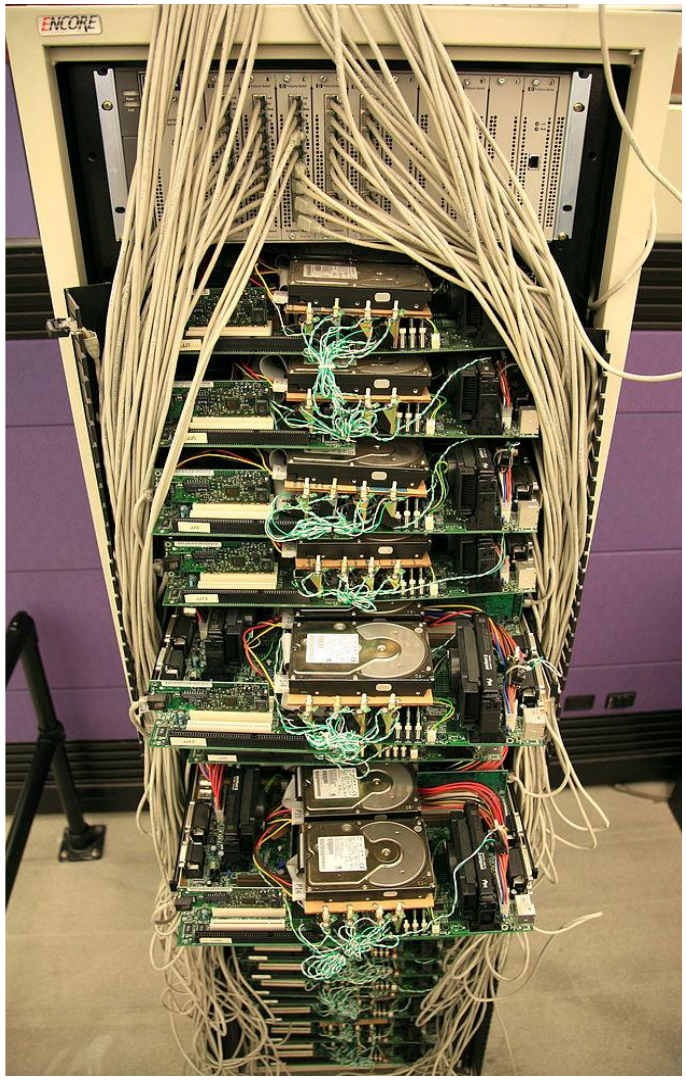
Building Tomorrow's Cloud

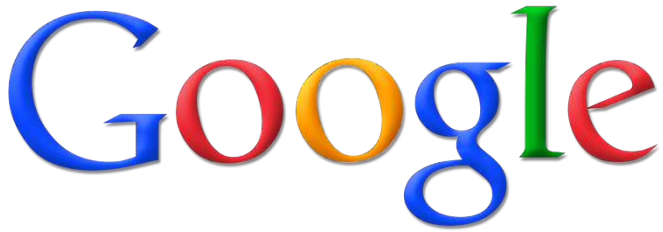
Nir Chinsky - Head of MEA Cloud Platform

nirch@google.com

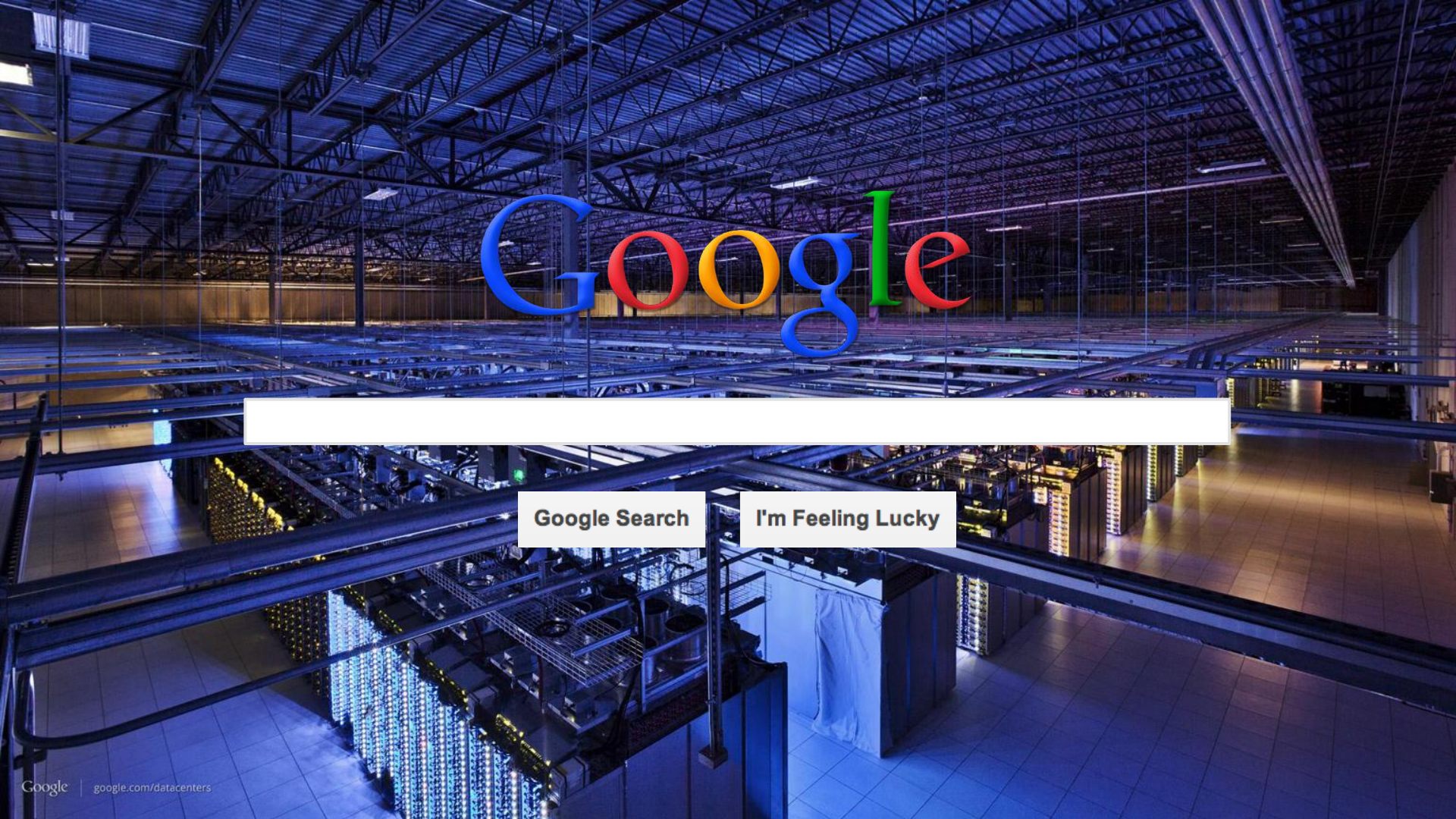
Google Cloud Platform

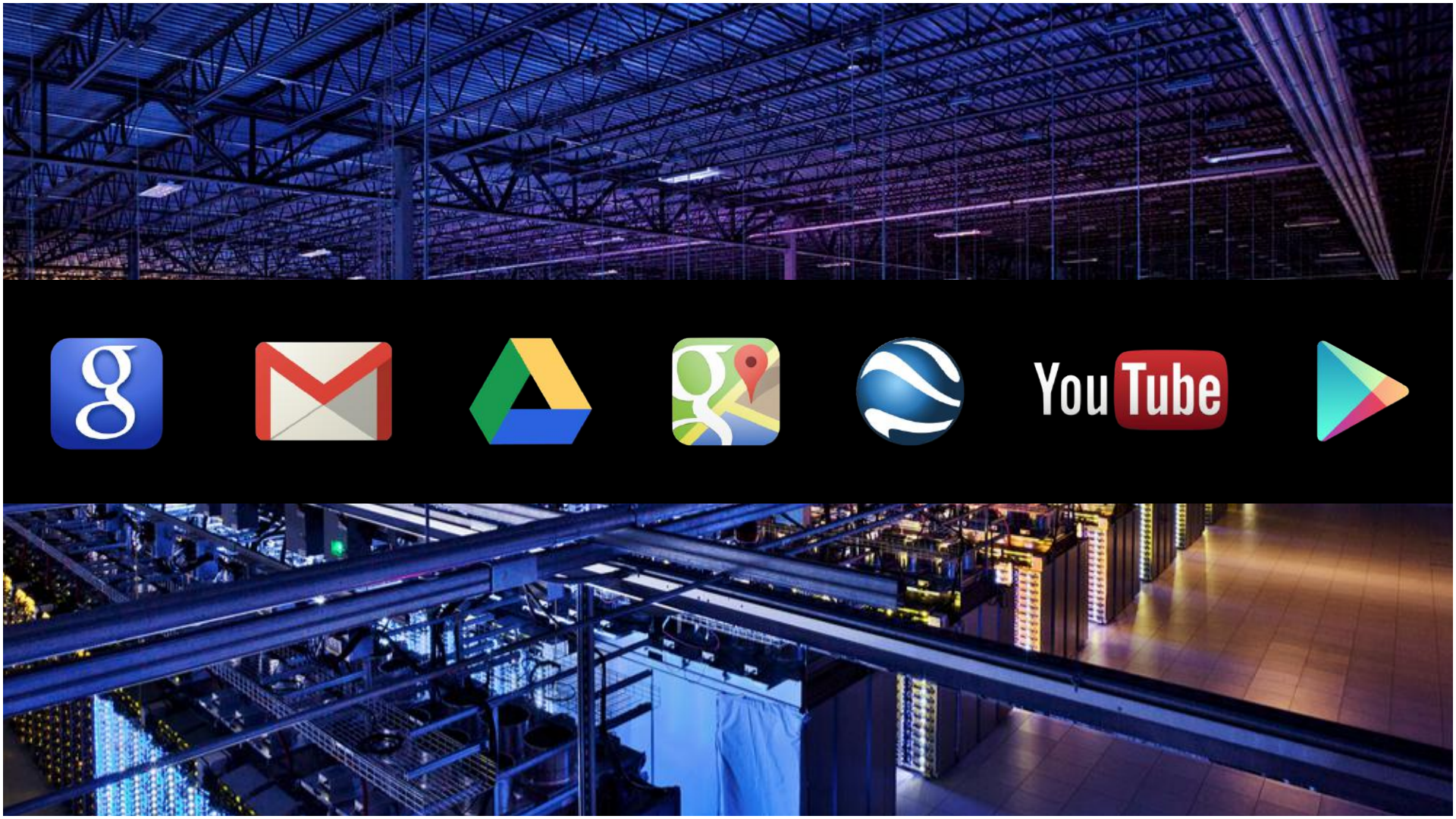

THE GUTS BEHIND GOOGLE
Search
Search Sites
10 results
COMPUTER HISTORY MUSEUM


ENCORE



Google Search I'm Feeling Lucky


Google
Google Search
I'm Feeling Lucky
Google | google.com/datacenters


YouTube

Google at scale

1.8 million devices activated

Every Day

YouTube

7 billion hours watched

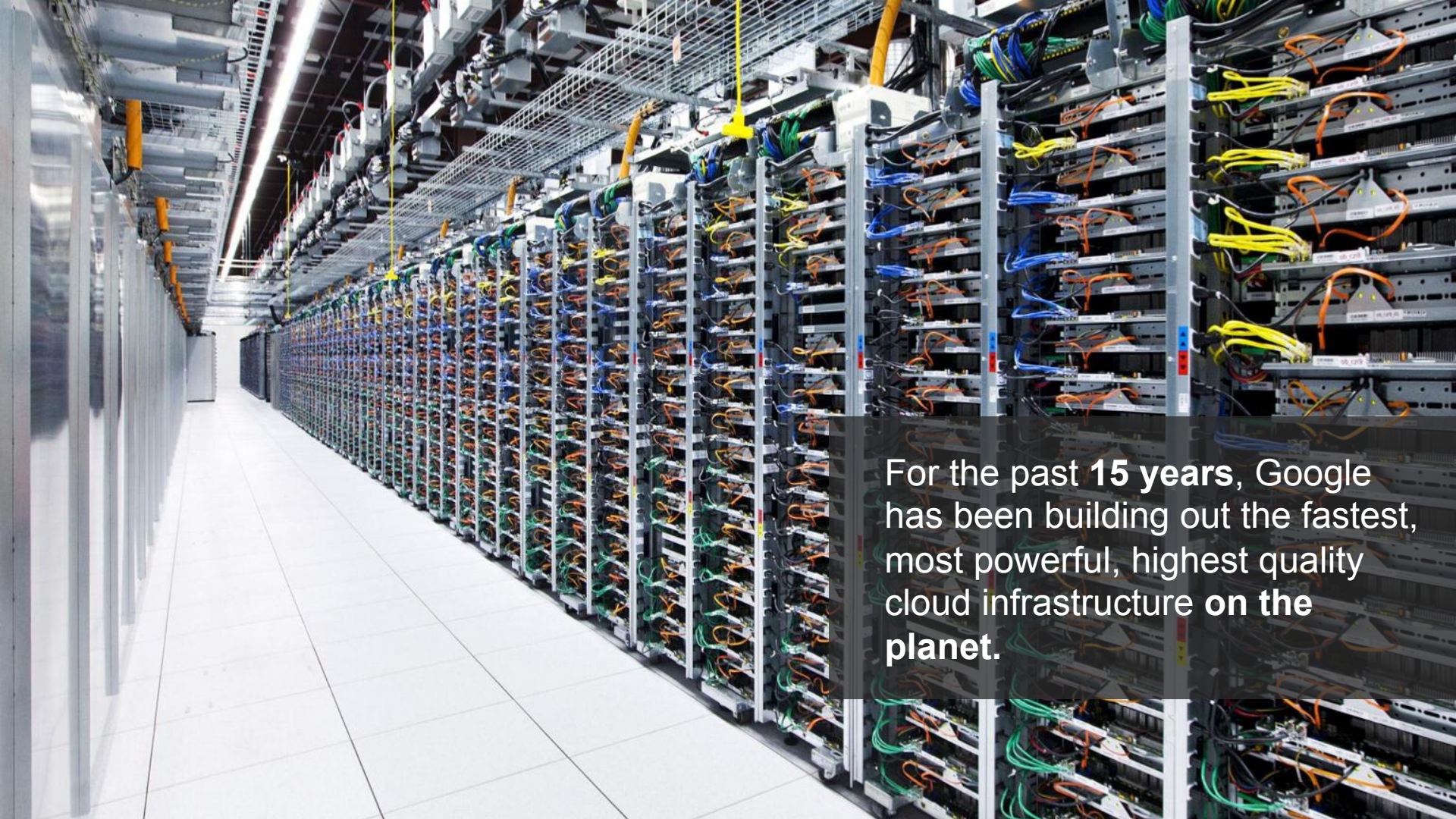
Every Month

Google

25 billion pages crawled

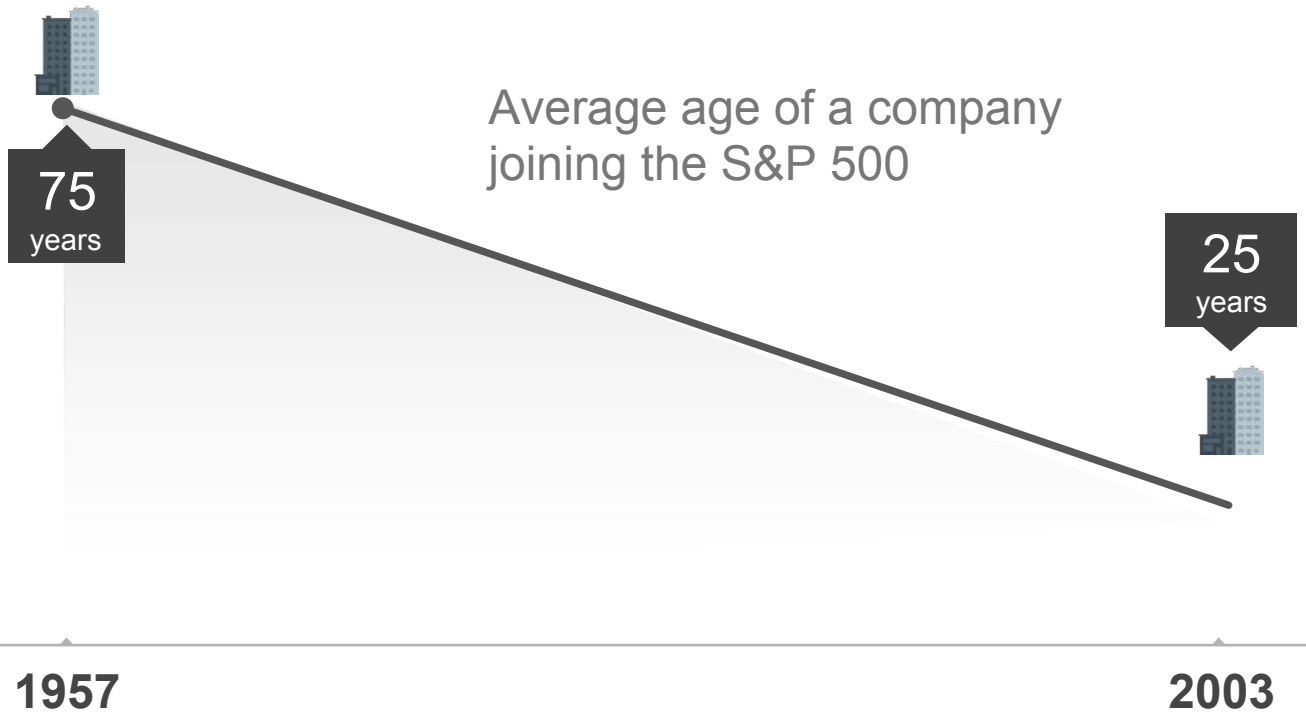
Every Day

Google Cloud Platform

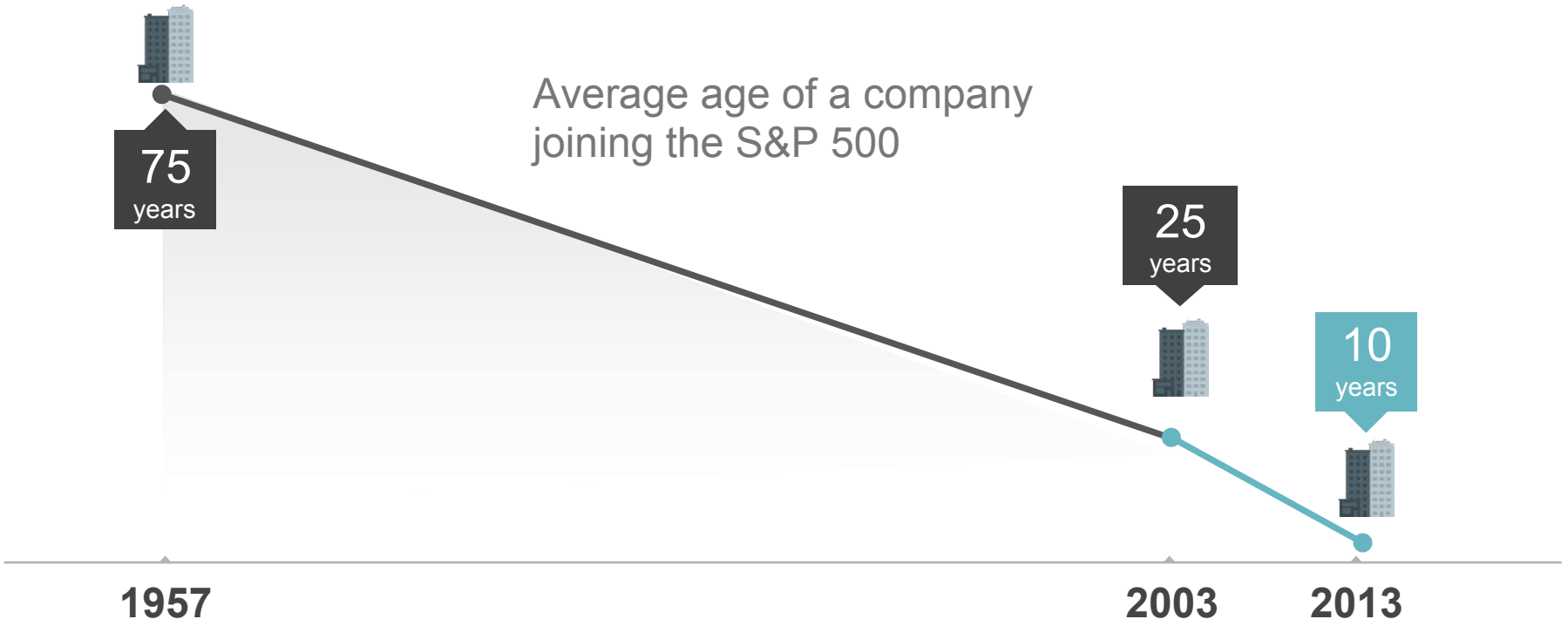


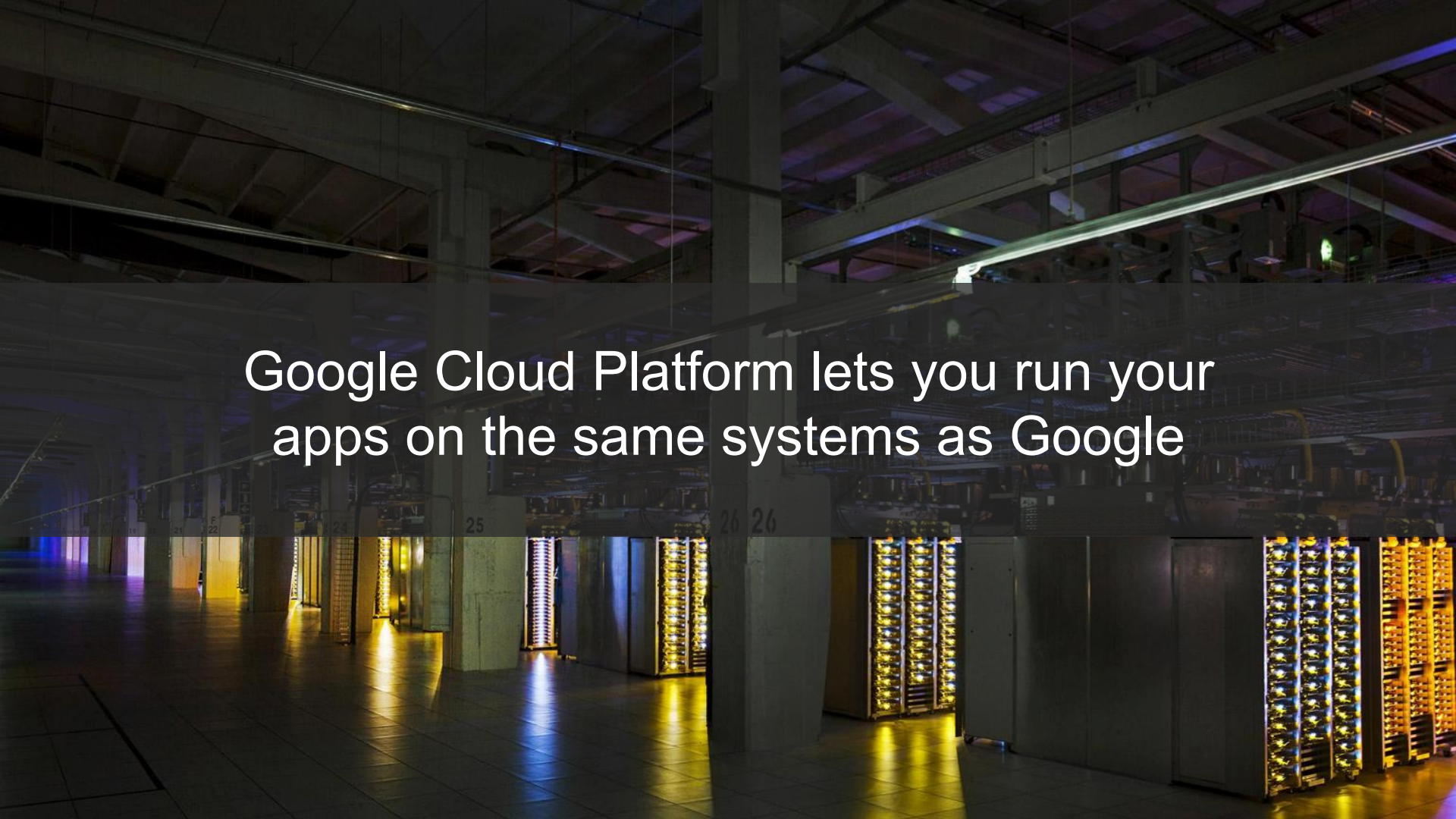
For the past **15 years**, Google has been building out the fastest, most powerful, highest quality cloud infrastructure **on the planet.**

Meanwhile, pace of disruption gets faster…



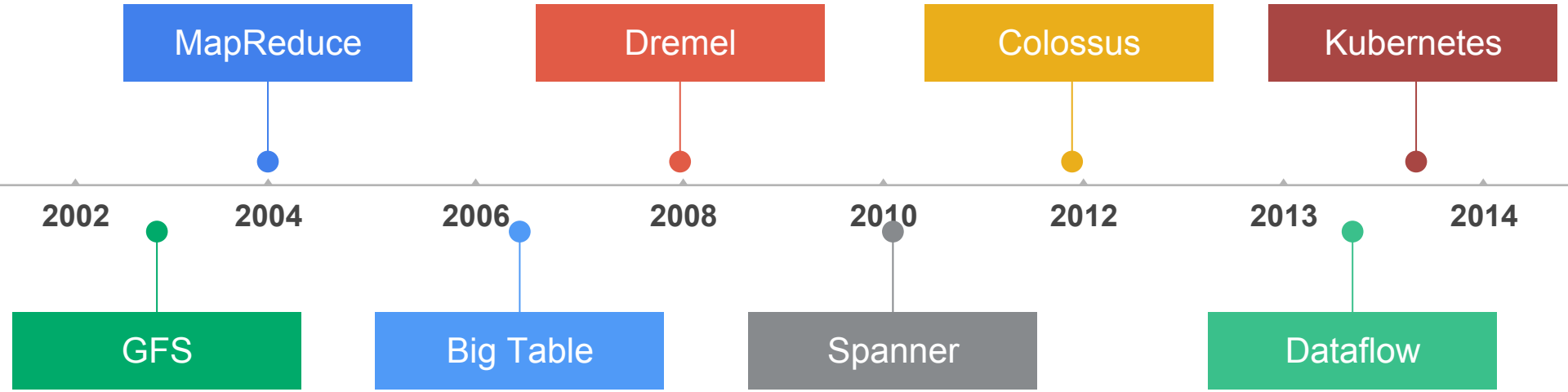
Meanwhile, pace of disruption gets faster… and faster



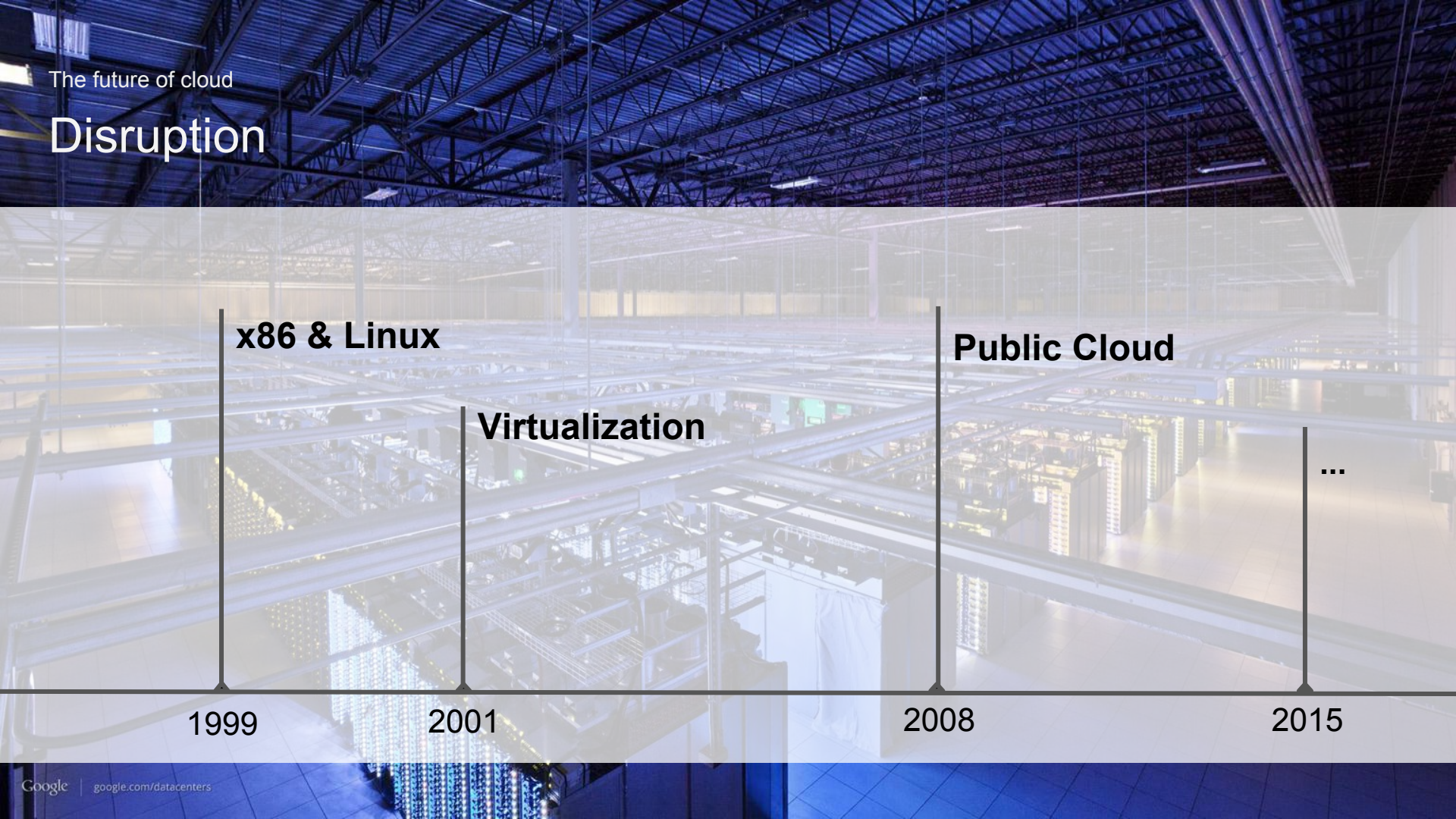

Google Cloud Platform lets you run your
apps on the same systems as Google


So you can focus on what matters to your business

Google Innovations in Software



Disruption

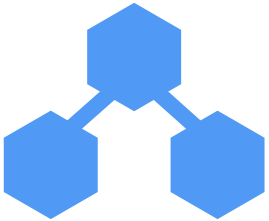


Google Innovation

The Network Advantage

More than 70 edge locations in 33 countries creating the **broadest reaching network** of any Cloud provider

Connect Your Place to Our Place.



Carrier interconnect

Enterprise-grade connections provided by carrier service providers

Direct peering

Connect your business directly to Google

Cloud VPN

Secure connection over the internet

Cloud Platform for mobile

Multi-device world

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Cloud Endpoints

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Android: TV, Cars, Wear and Phones

100 Public Mobile API's (e.g Geo,YouTube)

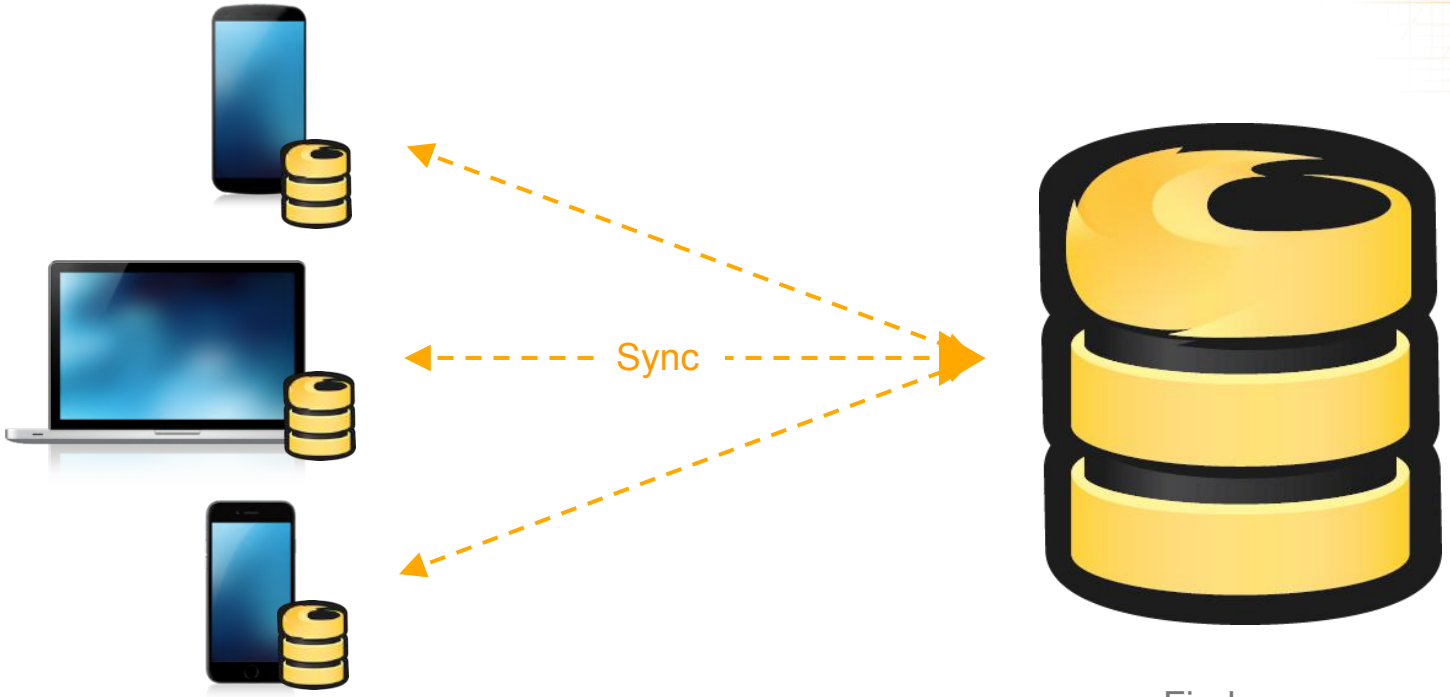
Identity Toolkit (GitKit)

Mobile

Connectivity

65% of the mobile connections are 2G or slower

The realtime app platform



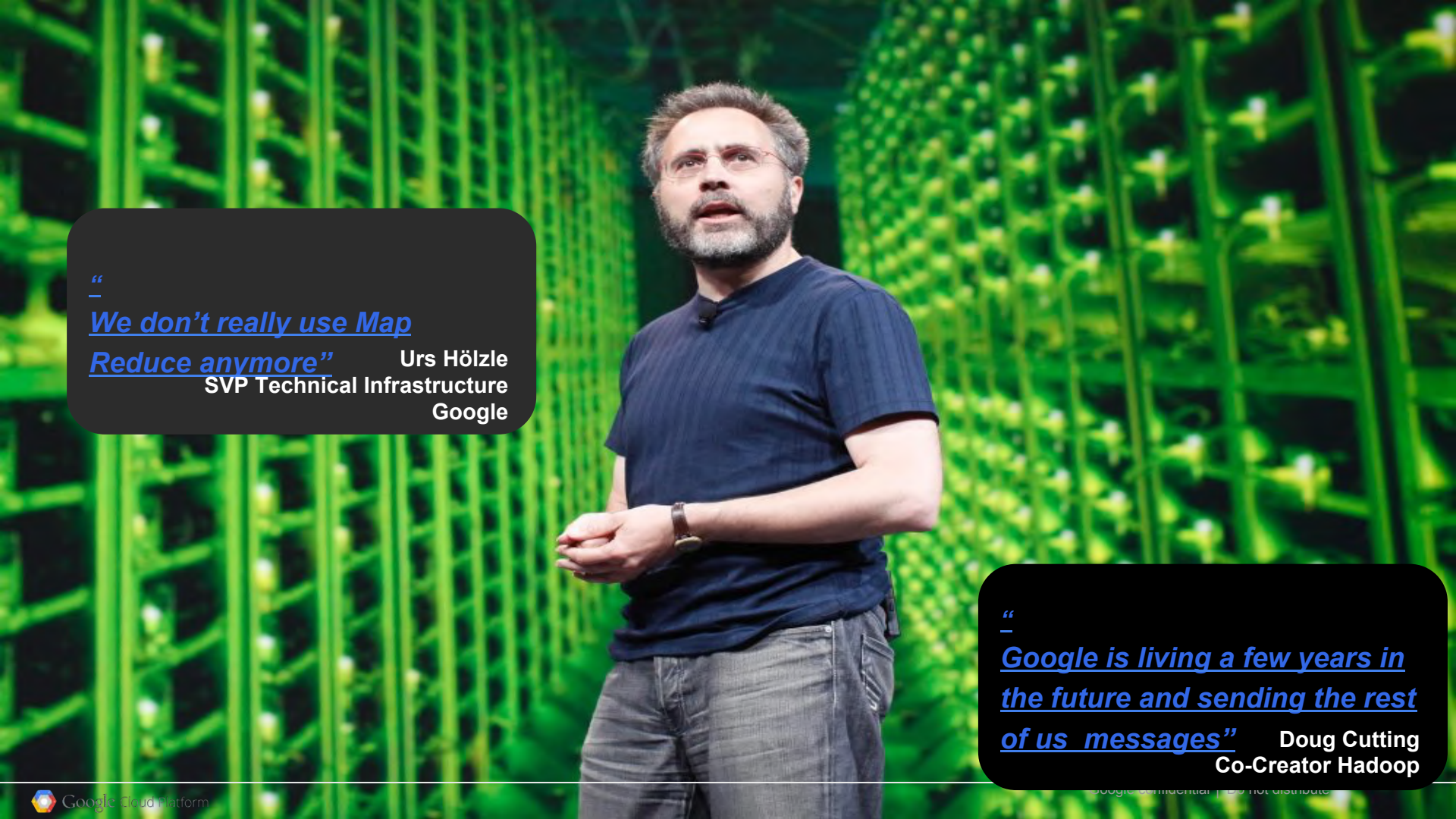
Big Data - The Cloud Way

Photo source - iStockphoto.com

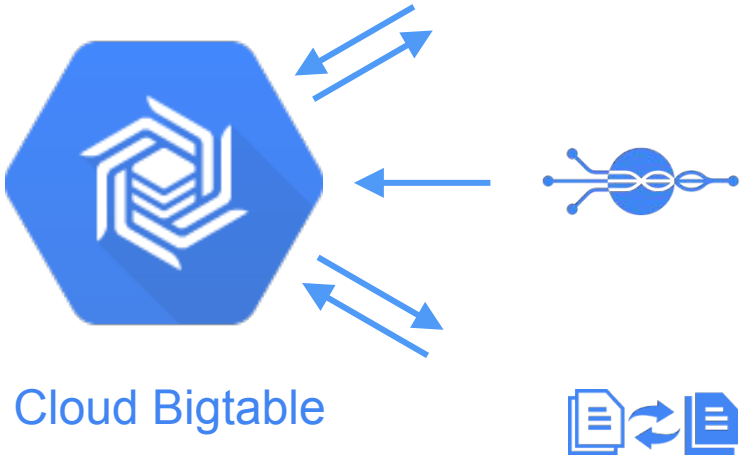
I dare you say “Big Data” one more time

2005

2013


“
We don’t really use Map Reduce anymore”
Urs Hölzle
SVP Technical Infrastructure
Google
“
Google is living a few years in the future and sending the rest of us messages”
Doug Cutting
Co-Creator Hadoop

Big Data



Data API

Data can be read from and written to Cloud Bigtable through a data service layer like: Managed VMs, the HBase REST Server, a Java Server using the HBase client. Typically this will be to serve data to applications, dashboards and data services.

Streaming

Data can be streamed in (written event by event) through a variety of popular stream processing frameworks like:
Dataflow Streaming, Spark Streaming, Storm.

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Analyze Data. Fast. With Zero Admin.

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Ingest data at 100,000 rows per second

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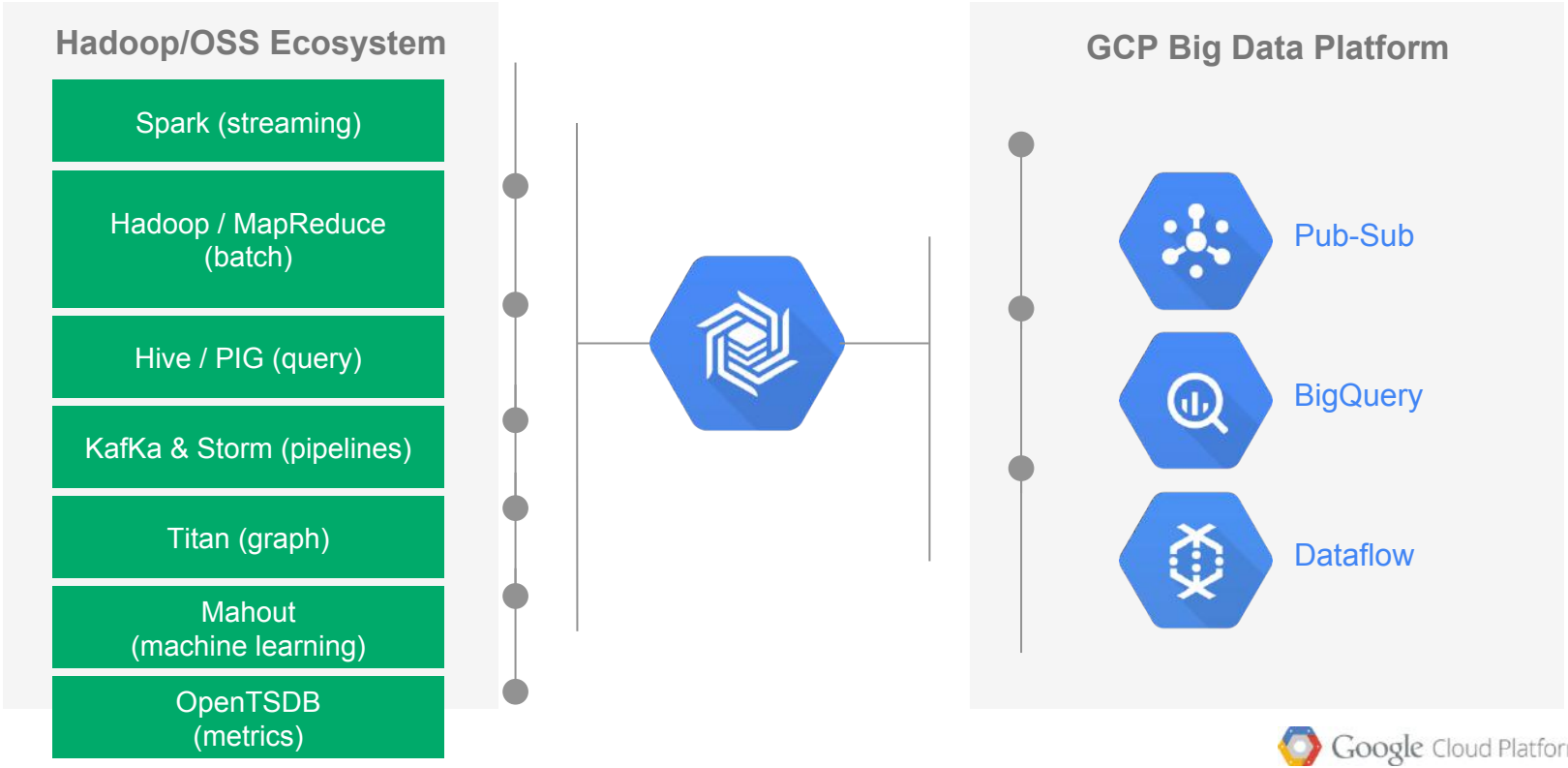
Fully Managed, No-Ops Services

Ecosystem Interoperability



Google is making Big Data accessible

Easy

Big Data is ~~Hard~~

- Use the technical and product skillsets you already have
- No complex data architecture required
- Query within seconds and get real-time results

Affordable

Big Data is ~~Expensive~~

- Pay on-demand for only the resources you use
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- Take advantage of falling prices & Moore's Law

Containers

Google Innovation

Container-Based Computing

Containers are powering a revolution

For Developers:

- Easy dev-test environments
- Easy to compose micro-services

For Ops/IT:

- Deploying becomes file-copy
- Highly portable
- Paves way for better efficiency

Shipping Containers At Clyde, by Steve Gibson

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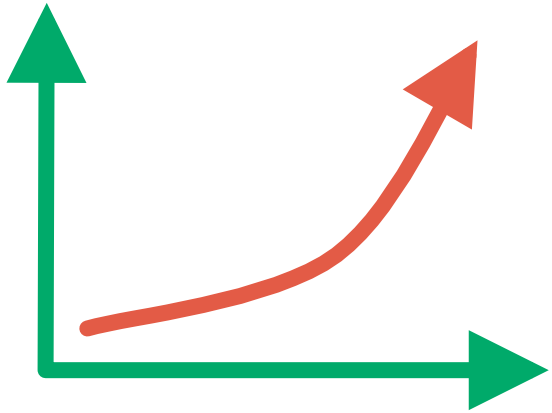
If You Only Remember Three Things…

Full Platform

Complete set of services for building, hosting, and managing apps and services

Leading Infrastructure

Industry-leading hardware and services unavailable on-prem or other clouds



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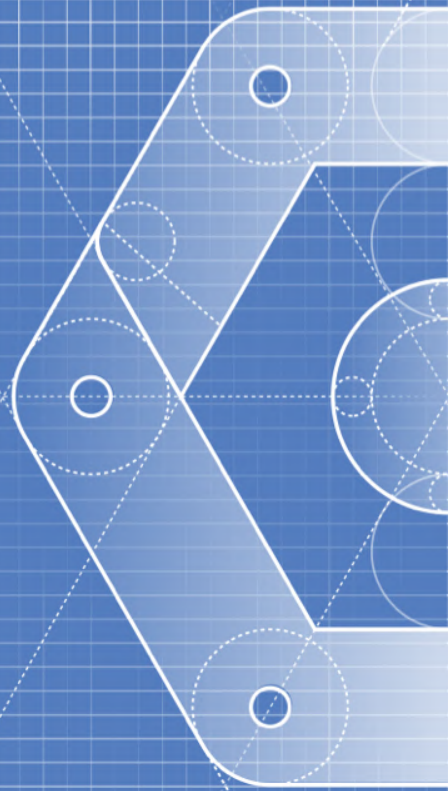

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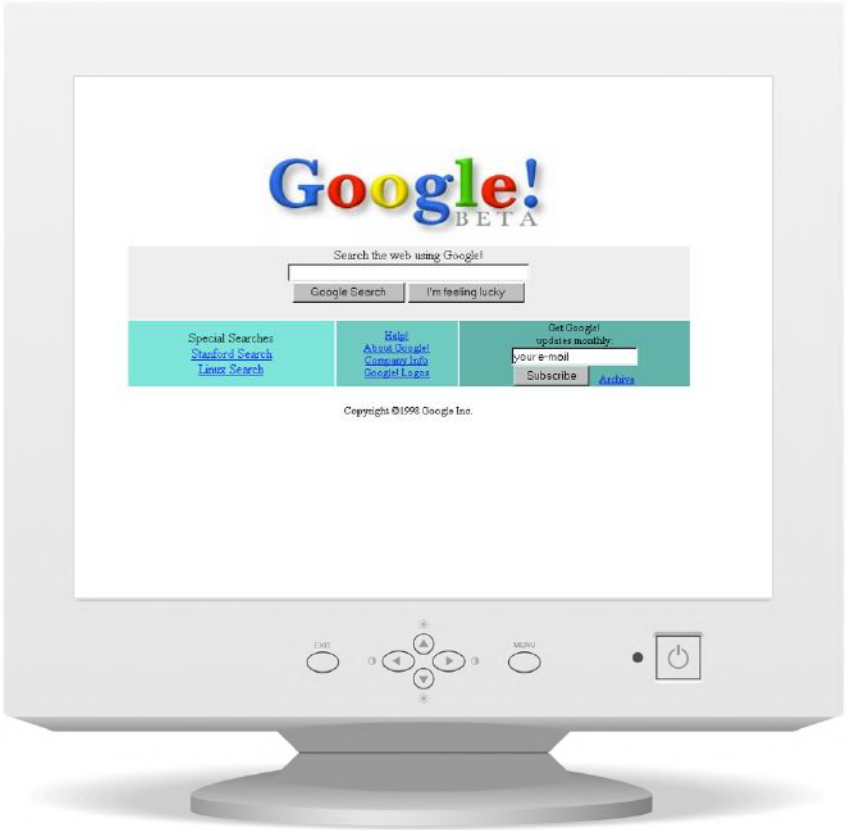
Not so long ago ...

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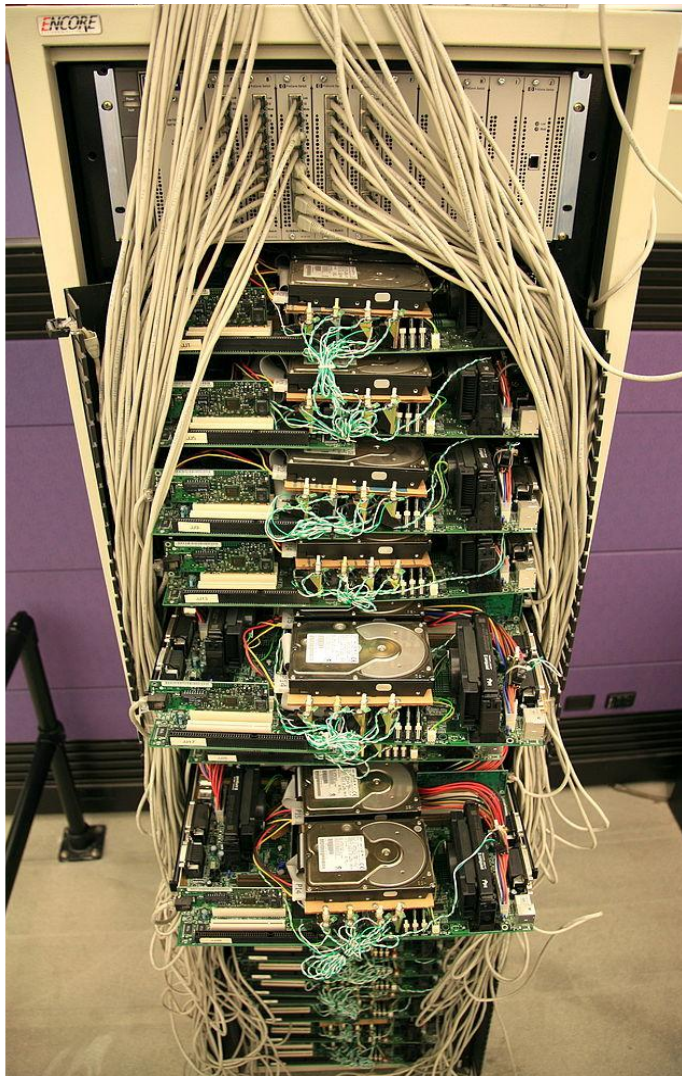
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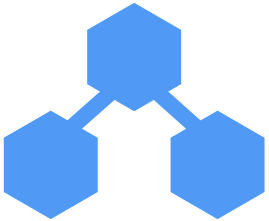

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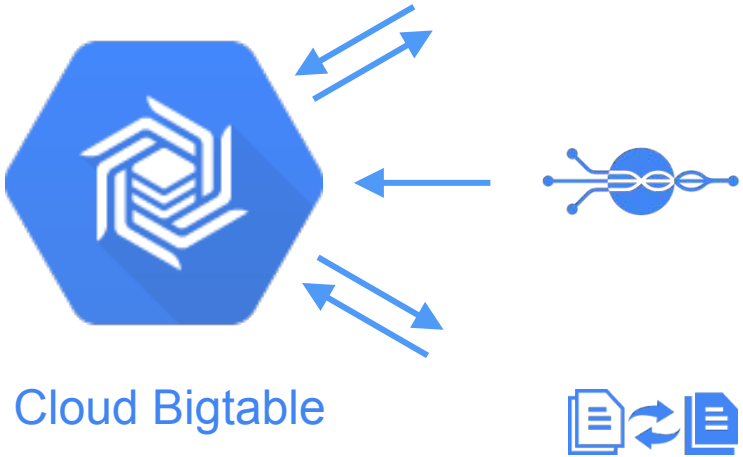

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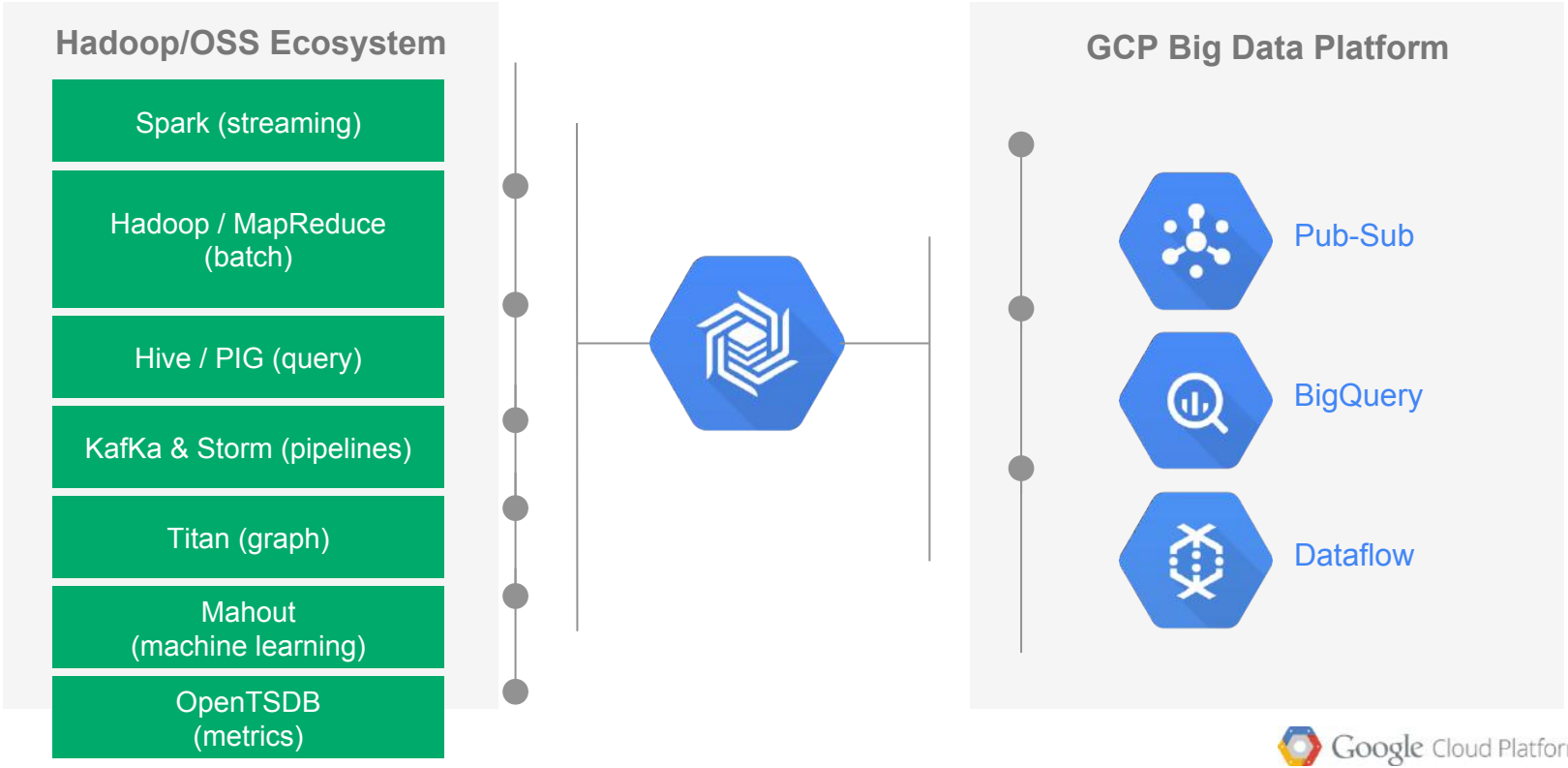

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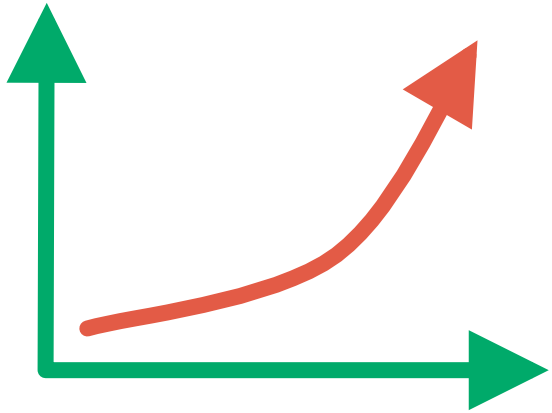

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