PRIVATE CLOUD AS A SERVICE

Consuming Your Private Cloud Like It’s a Public Cloud?
Agenda

- Introductions
- What is managed cloud?
- Who/why would I use managed cloud?
- The math
- Customer Use Cases
- Questions
- Shameless Plug
INTRODUCTIONS

Dan Sheppard
• Rackspace Sr. Product Manager – OpenStack
• Specializing in Day 2 Operations

Nick Barcet
• Red Hat Director of Product – OpenStack
• Generalized Awesomeness
CLOUD OPERATIONS

THE DO-IT-YOURSELF APPROACH

VS

THE MANAGED APPROACH
YOUR OPENSTACK EXPERIENCE

THE DO-IT-YOURSELF APPROACH

● Can be on or off-premises

● Red Hat simplifies experience:
  ○ in place upgrades
  ○ ops tools available
  ○ handle configuration as code

● Scalable solution that can be tailored to meet unique requirements
  ○ Networking
  ○ Performance
  ○ Security

THE MANAGED APPROACH

● Freedom from managing the cloud
  ○ 24/7 operations team
  ○ 99.99% API availability SLA

● Automated and managed deployments and upgrades on your schedule

● Proactive monitoring and responses
THE VALUE OF MANAGED SERVICES

- Accelerate and ease deployment with proven solutions
- Free IT resources from day-to-day operations
- Reduce costs with predictable, economical pricing
- Expand and scale quickly and cost-effectively
- Protect business with continuous oversight
RPC-R delivers Red Hat® OpenStack® Platform as a service—in your choice of on-premise, Rackspace, or third-party data centers—with an industry-leading, 99.99% uptime service level agreement (SLA).
RACKSPACE PRIVATE CLOUD POWERED BY RED HAT IS PART OF A SINGLE PRODUCTION CHAIN
## RPC-R Key Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Built-in automation</td>
<td>Security and logging</td>
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<tr>
<td>Enterprise-grade architecture</td>
<td>Rackspace operations and Fanatical Support®</td>
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<td>Data center integration</td>
<td>Unified management</td>
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Why Private Cloud?

Average Num Instances

Self Managed

Private On Premises

Public

Private Off Premises
## Why Private Cloud as a Service?

<table>
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<tr>
<th>LOWER COST</th>
<th>REDUCED RISK</th>
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<tr>
<td><strong>DO IT YOURSELF</strong></td>
<td><strong>MANAGED SERVICE</strong></td>
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<tr>
<td>$1,000,000 Annual operations cost for a 60 node OpenStack private cloud (5 full-time OpenStack engineers @ cost of $200K per year)</td>
<td><strong>$231,000</strong> Annual operations cost for a 60 node Red Hat OpenStack private cloud managed by Rackspace</td>
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<tr>
<td>• Responsible for operating a platform that has a 50% implementation failure due to extreme complexity</td>
<td>• Eliminate complexity and simply consume private cloud as a managed service backed with a 99.99% uptime guarantee</td>
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<td>• Lack of operational expertise in the market – difficult to find, hire and retain the right talent</td>
<td>• &quot;Rackspace is the world’s leading OpenStack service provider.&quot; – 451 Research</td>
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<td>• Small team of engineers will have very limited cloud operating experience compared with Rackspace</td>
<td>• Rackspace team = 1,000 OpenStack experts with &gt;1 billion server hours of experience operating production-ready OpenStack clouds</td>
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<td>• Difficult for a small team to provide 24x7x365 support &amp; operations</td>
<td>• 24x7x365 operations and Fanatical Support® included</td>
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Customer Use Cases

- Agile software development
- E-commerce and web applications
- Big data implementation
AGILE SOFTWARE DEVELOPMENT USE CASE

Provide compute, storage, and networking resources to support application development.

- Deliver self-service capabilities
- Provision resources faster
- Accelerate code development
AGILE SOFTWARE DEVELOPMENT DIAGRAM

Compute nodes arranged logically into availability zones

**AVAILABILITY ZONES**

- **DEV**
  - Compute node

- **QA**
  - Compute node

- **STAGING**
  - Compute node

- **PRODUCTION**
  - Compute node

**HIGH-AVAILABILITY FIREWALL**

**VIRTUAL MACHINE**
- **git-server**
- **jenkins**

**VIRTUAL MACHINE**
- Running locally on virtual machines (instances)

**DEV**
- Compute node

**QA**
- Compute node

**STAGING**
- Compute node

**PRODUCTION**
- Compute node

**CONTROLLER NODES**

**COMPUTE NODES**

Developer tools running locally on virtual machines (instances)
Thank You

Be sure to vote for Rackspace for Innovator of the Year!

COME BY BOOTH #430

We are hosting a happy hour starting in just a few minutes

Sign up at the booth to talk with our OpenStack experts