



# DESIGN YOUR HYBRID CLOUD FOR THE END USER—OR FAIL

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# INTRODUCTIONS



**Bob**

Widget, Inc.

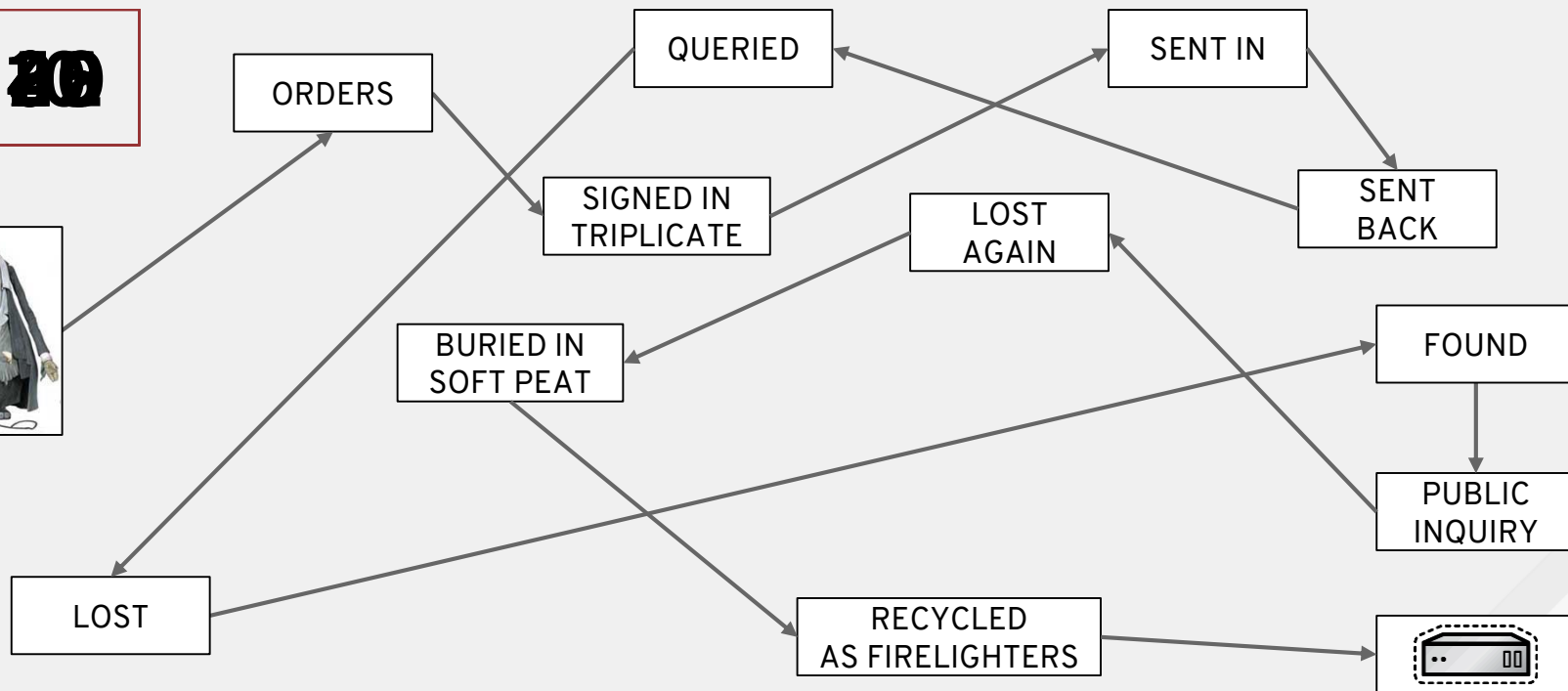


**Bob**

Widget, Inc.

# VOGON SERVER PROVISIONING PROCEDURE

Day ~~20~~



# WHO ARE WE REALLY?

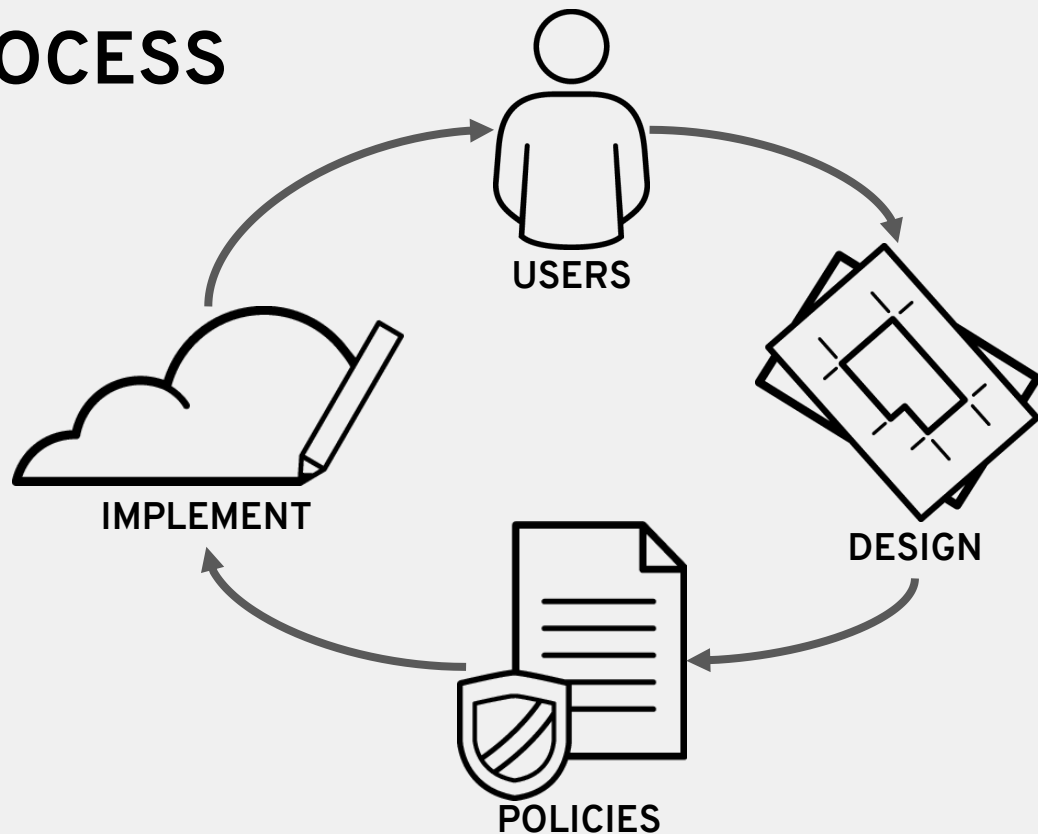


**CAMERON WYATT**  
Architect  
Red Hat Consulting



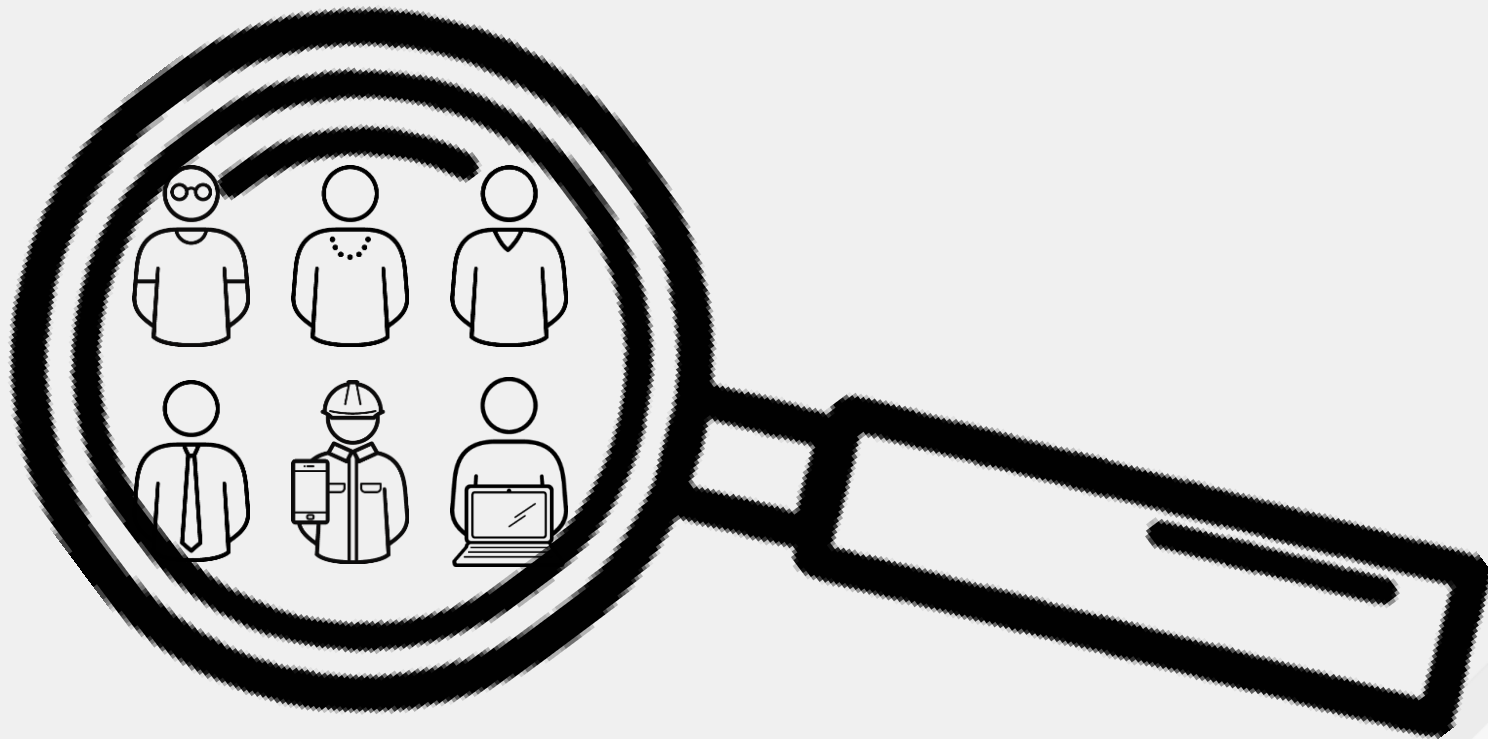
**IAN TEWKSBURY**  
Architect  
Red Hat Consulting

# THE PROCESS

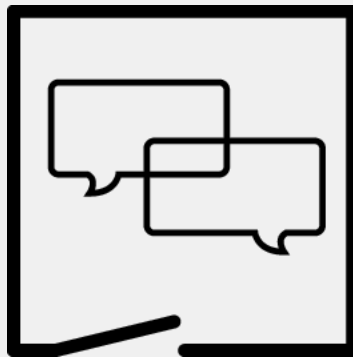
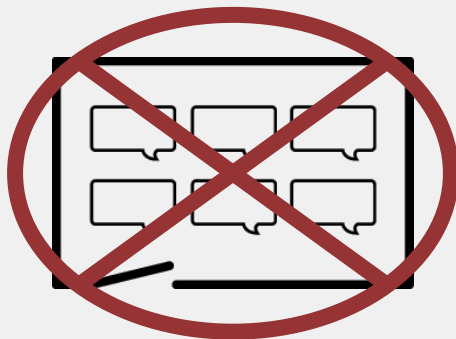
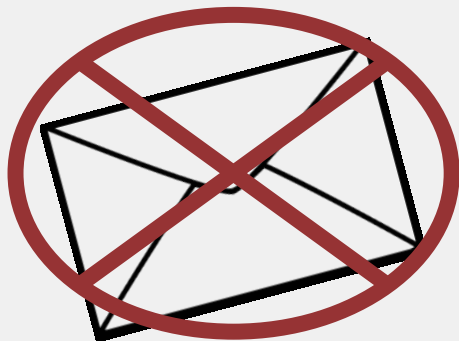


# USERS

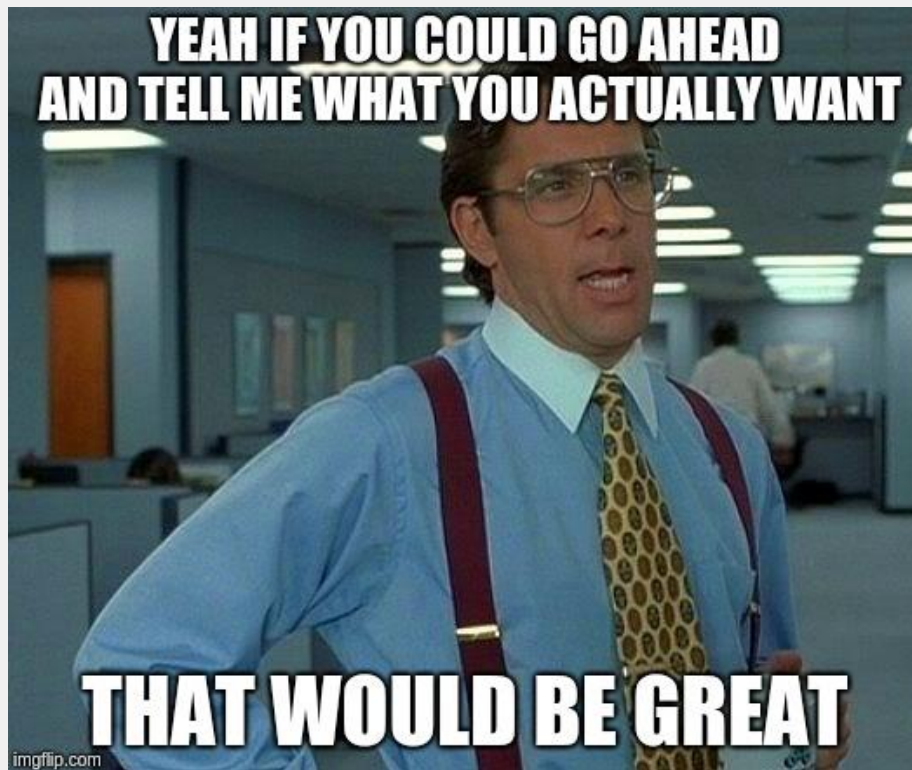
# IDENTIFY YOUR USERS



# HOW TO TALK TO THE USERS







# ASK YOUR USERS

Or fail

- What do you want in order to accomplish your tasks?
- What do you need in order to accomplish your tasks?
- What is your current, most annoying technological pain?
- What is your current, most annoying policy or procedural pain?
- What ideas do you have to address any of your needs, wants, or pains?

# DESIGN

# DESIGN FOR YOUR USERS

Or fail



What you thought  
the users wanted



How you described  
it to the users



First iteration  
delivered to the users

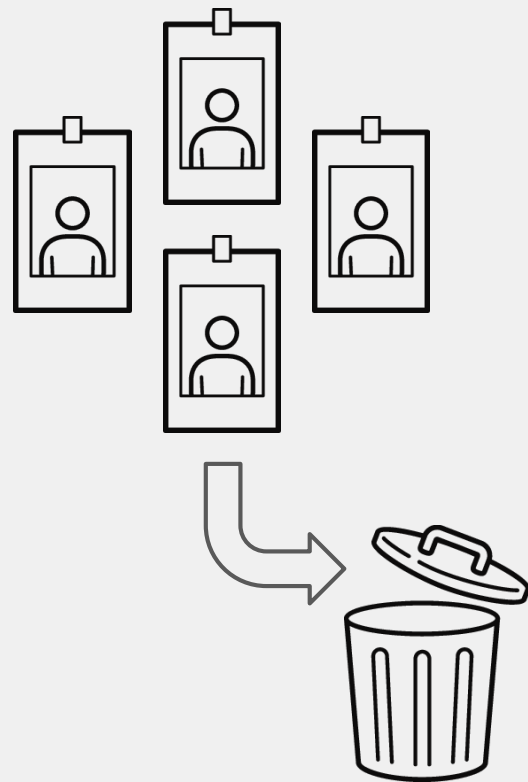


What the users  
actually want

# DESIGN FOR HAPPY USERS

Or fail

# SHADOW I.T.



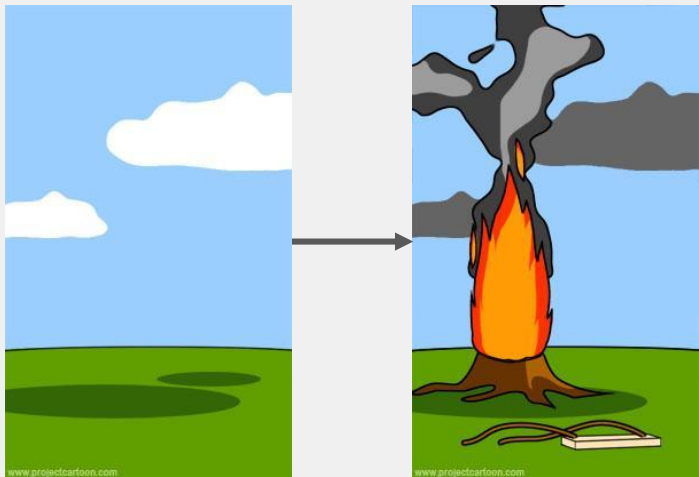
TURNOVER

A close-up of Keanu Reeves as Neo, wearing his signature black sunglasses and a black high-collared shirt. He is looking directly at the camera with a serious expression. The background is a grid of many smaller, identical images of him, creating a sense of being in a digital or simulated environment.

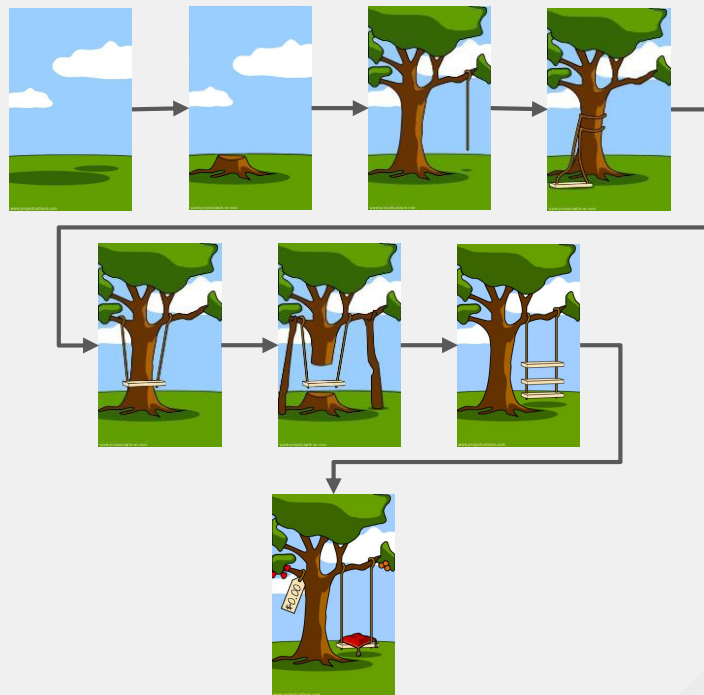
**THE PROBLEM IS CHOICE**

# DESIGN FOR CHOICE

Or fail



**WATERFALL**



**SMALL / AGILE**

# FOLLOW THE GOLDEN DESIGN RULE

Updated version

**Keep  
It  
Super  
Simple**



# DESIGN FOR THE FUTURE

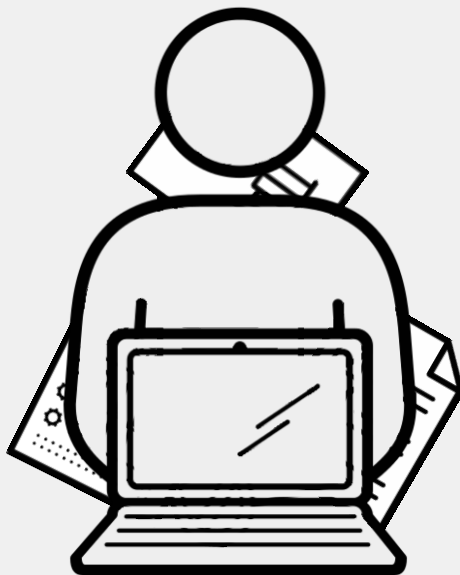
Or get left behind

*“You can’t opt out of the future, but you can decide if it’s something that happens to you or if it’s something that you and your organization create.”*

- Anonymous Customer

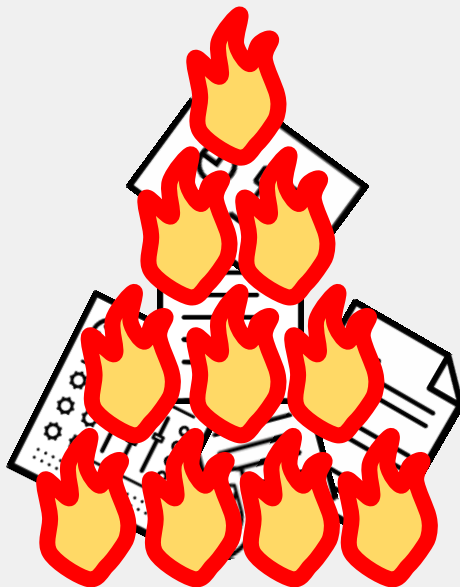
# POLICIES

# USERS ABOVE POLICY



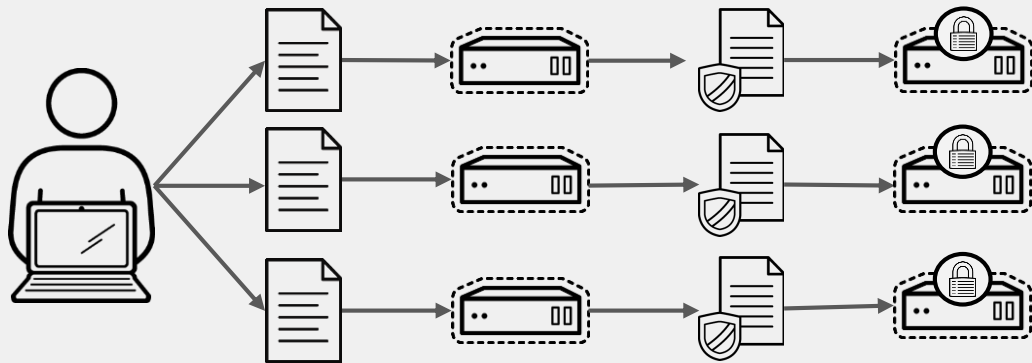
# THE PROCESS

# TIME FOR NEW POLICIES?



# UPDATE YOUR SECURITY POLICIES

OLD



NEW



# TRAIN YOUR USERS

Or ~~peril~~



# IMPLEMENT



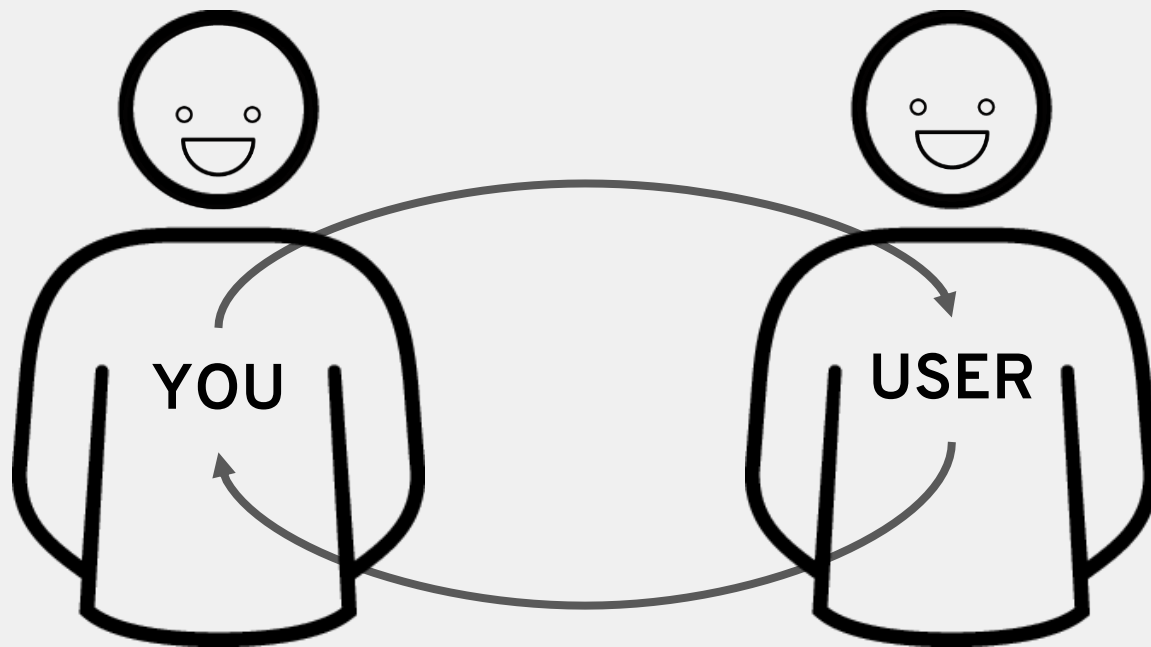


# ITERATE



# THE PROCESS

Simplified



# JUST REMEMBER

*“You will never be done building your Cloud...”*

- Ian

*“...but as long as you focus on the end user you will succeed.”*

- Cameron

# DISCUSSION

RED HAT  
**SUMMIT**

# THANK YOU



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