Preparing your critical systems for Cloud DR/BC

Virtualization and cloud implications on DR/BC and beyond

April 2011

Peter Ritz, Tim Dodd
no-datacenter@xtium.com

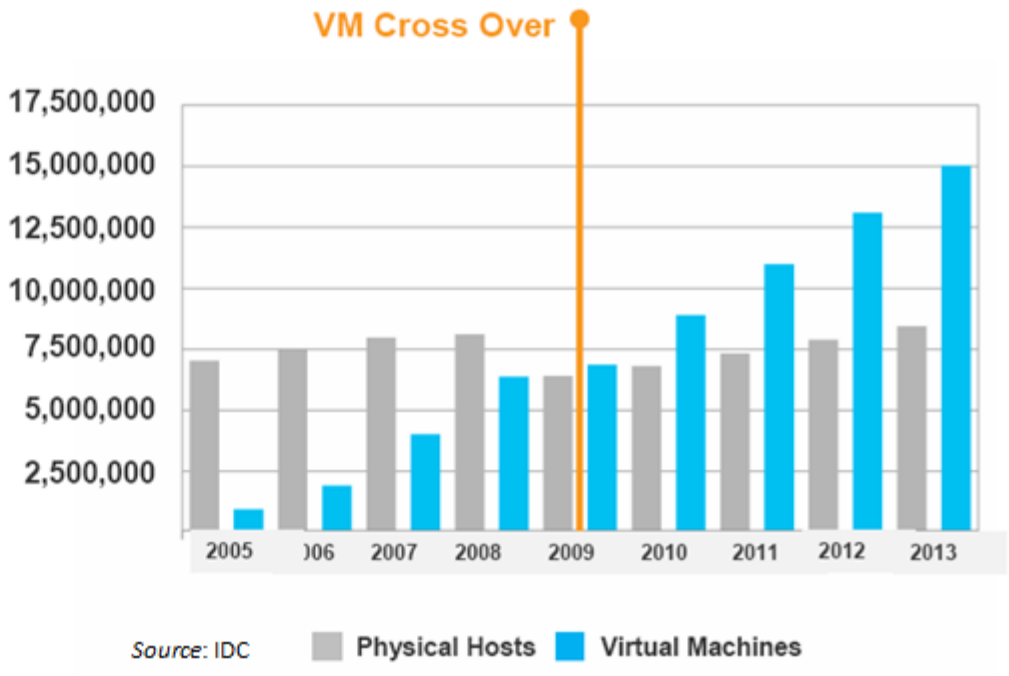
Virtualization and cloud computing trends

DEF: cloud computing *n.*

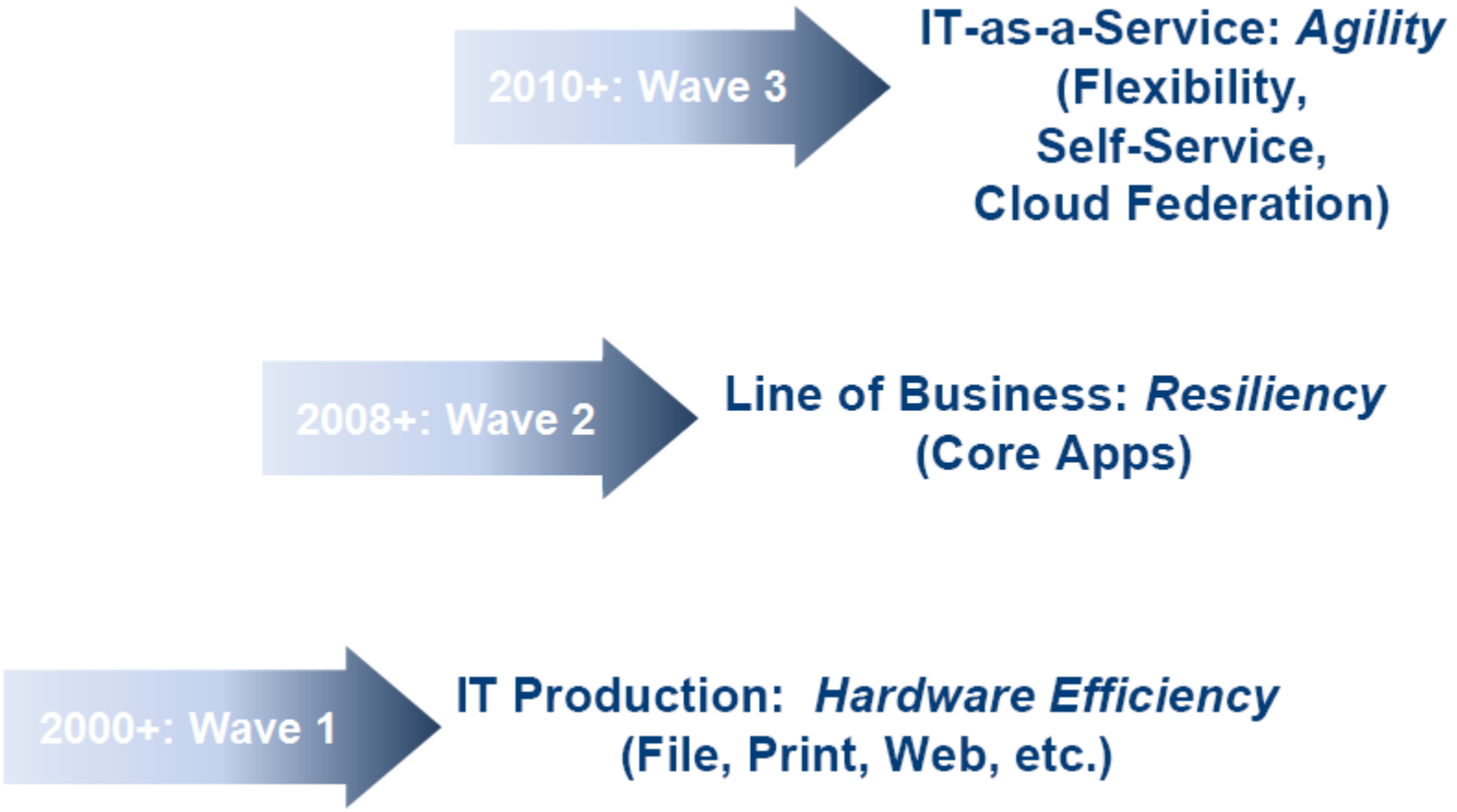
Leveraging external computing capabilities over the network to cut costs, increase scale, gain best practices and improve business agility

82% of businesses have deployed or plan to use cloud services in 2011

Source: Gartner



Decade strong trend of virtualization



Source: Vmware

Xtium background and depth

- **Founded**: 2004, private, profitable, service enabler-model
  - One of ***only 3*** certified hosting providers for Vmware, Microsoft and SAP
  - Largest global virtual private cloud provider for Vmware Zimbra (NYSE: VMW)
  - Largest virtual private cloud service provider for SAP stack (CRM, ECC, BI)
    - including enterprise, production environments, e.g., NASDAQ: PEGA, NASDAQ: LPSN
- **Based**: Valley Forge, PA and Las Vegas, NV
  - Forty (40) globally certified, multi-tenant datacenters; plus locations in:
    - San Francisco, CA
    - Las Vegas, NV
    - Nashville, TN
    - Wilmington, DE
    - London, UK
    - Hong Kong, CN
- **Footprint**: **20 engineers; 78 customers; 4,258 application payloads**
  - Pioneered infrastructure-as-a-service, IaaS, now on v. 6.0
  - x86-based operational evolution of the SaaS delivery model
- **Focus**: cloud-based IT disaster recovery, hosting, managed services
- **Expertise**: operational bridge from on-premise to "on-cloud"
  - OPT™ Cloud Appliance and NeverTape™ backup technologies
  - NeverSleep™ hybrid-stack monitoring with synthetic transactions
- **Strategy**: mid-market leader in virtual private cloud services
  - N+2™ resilience services connecting on-premise IT systems to "on-cloud"
  - "2-for-1" benefit with higher service levels *plus* on-ramp to cloud

Deep, Proven Team

AIRCLIC
BT
IKON RICOH Technology Services At Work™
iPipeline
verizon
GMAC Mortgage
citi
Answerthink
IBM
Microsoft
SAP
SUNGARD

MADRA Mid Atlantic Disaster Recovery Association

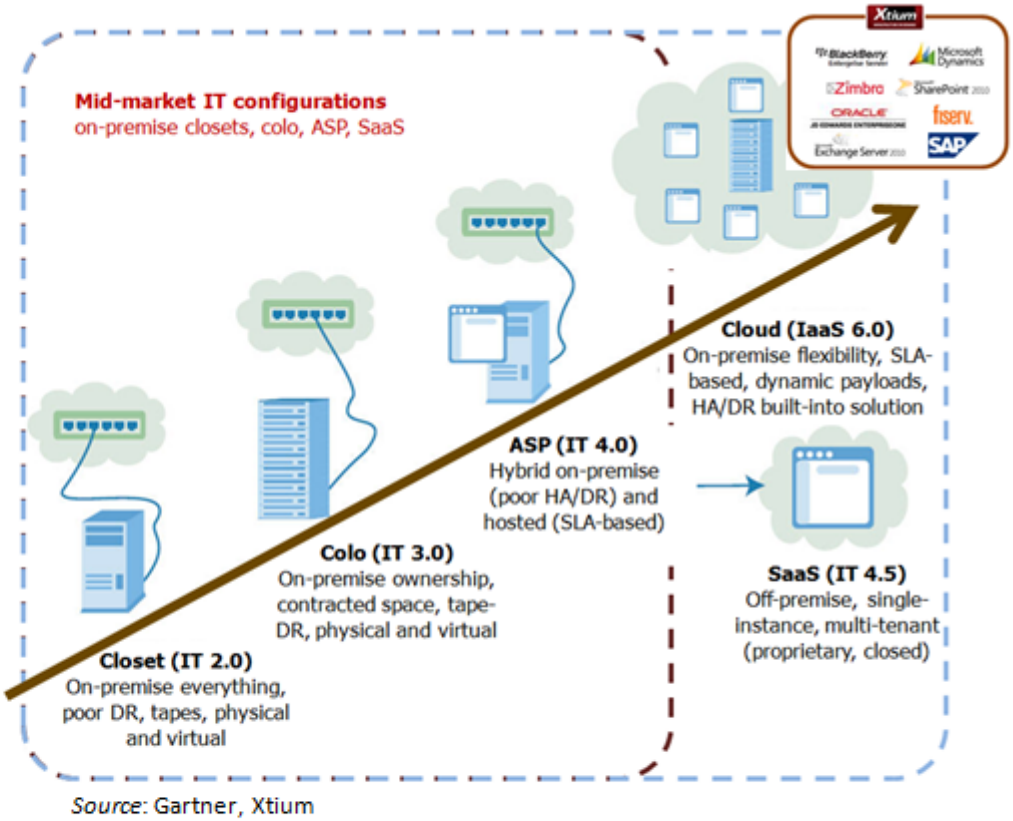
Xtium INFRASTRUCTURE ON DEMAND

Next generation IT/DR-as-a-Service positioning

"Limo drive" to your cloud

Integrated virtual private cloud service

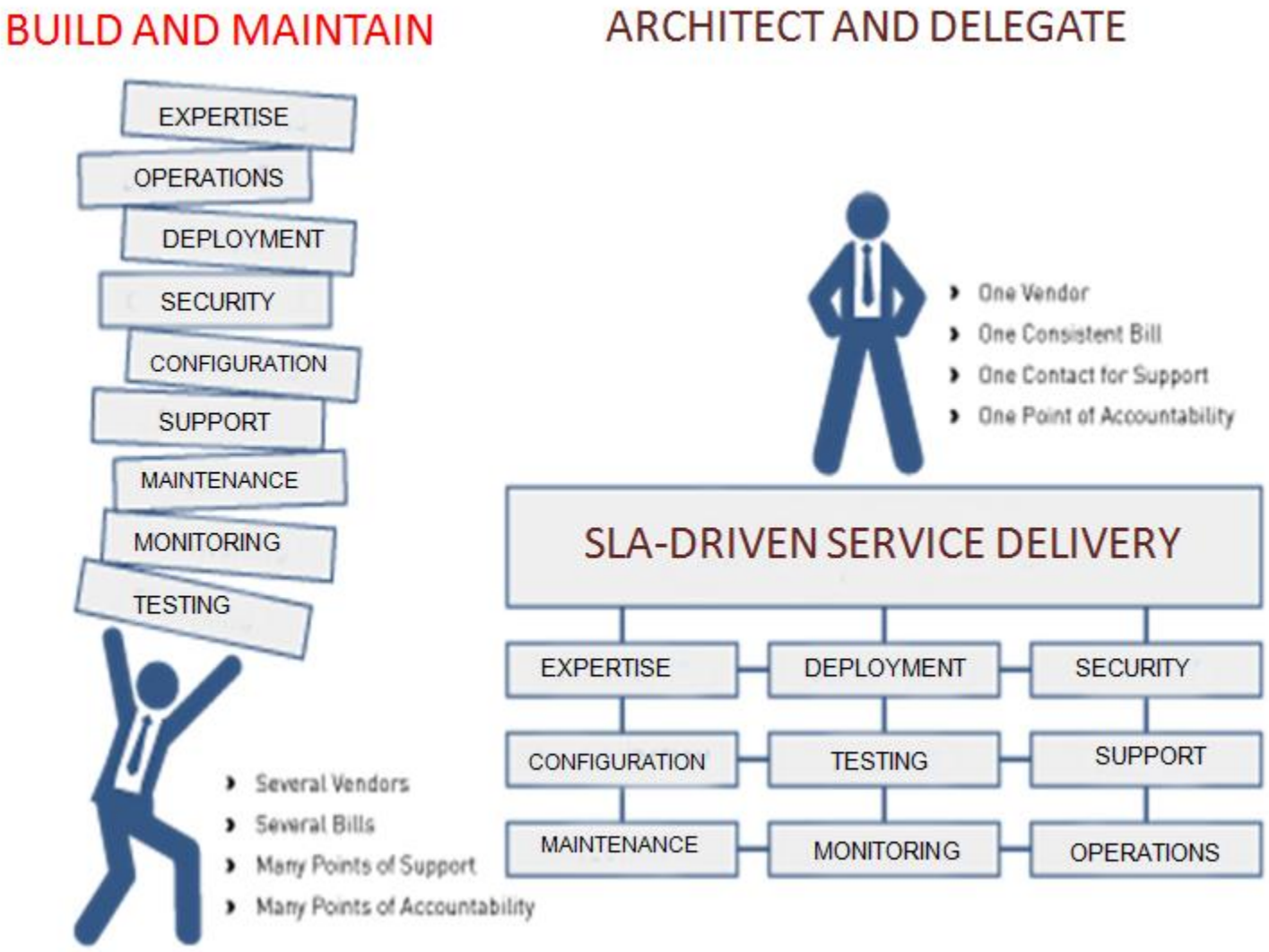
- New "**architect and delegate**" model offers an evolutionary, high impact, 2-step process to leverage the emerging IT trends
- Step 1: You ***design*** infrastructure and application architecture using distributed virtual private cloud services (IaaS)
  - User deployment
  - Feature/function topology
  - Geographic reach
- Step 2: You ***delegate*** the design execution and maintenance while controlling technology roadmap and total cost of ownership
  - Just-in-time resource provisioning
  - Infrastructure-as-a-Service (subscription)
  - SLA-driven strategic relationship



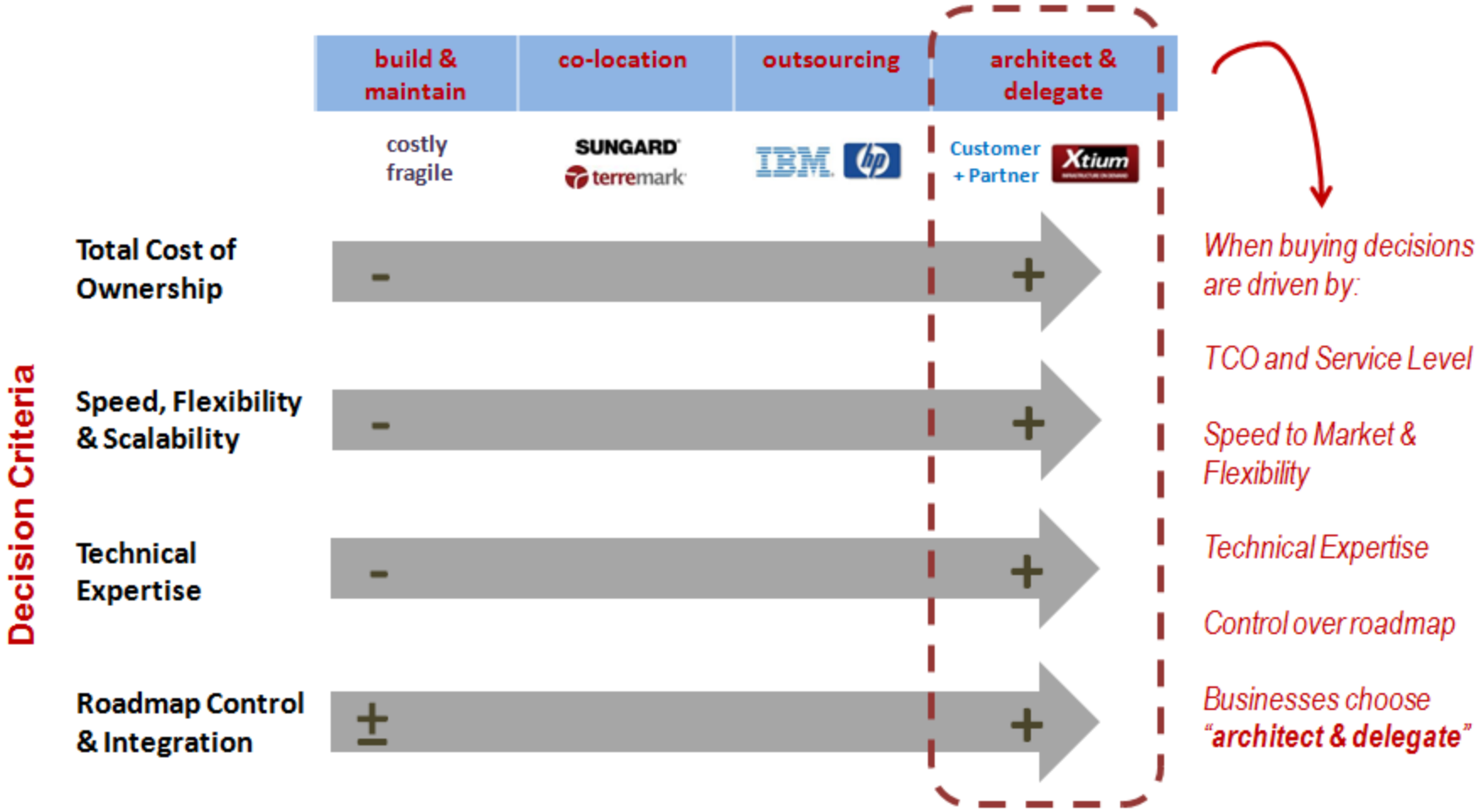
Source: Gartner, Xtium

Bridging the gap between "on-premise" to "on-cloud" to create a private cloud network connecting mid-market businesses to the Cloud

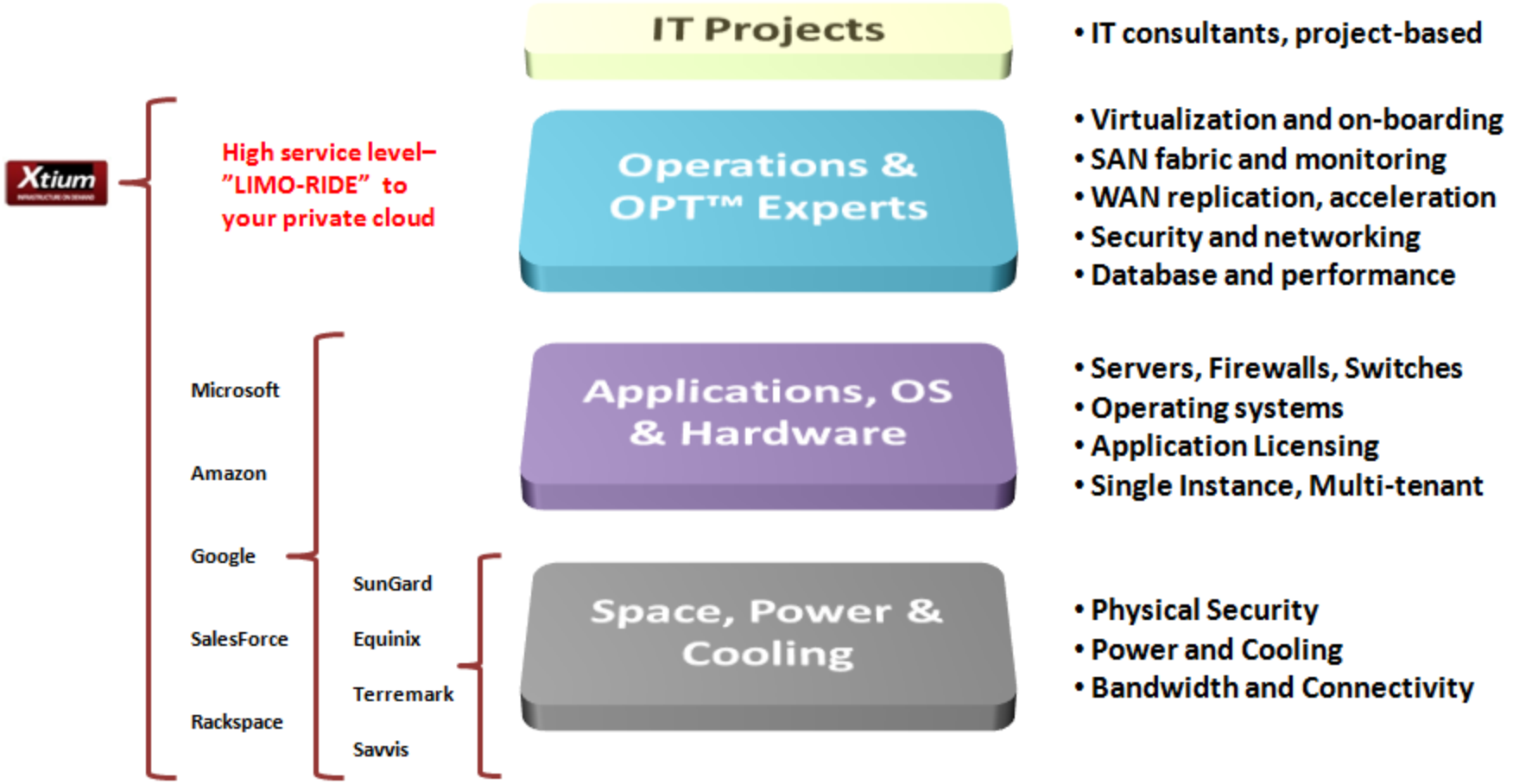
Key approach where you're in control



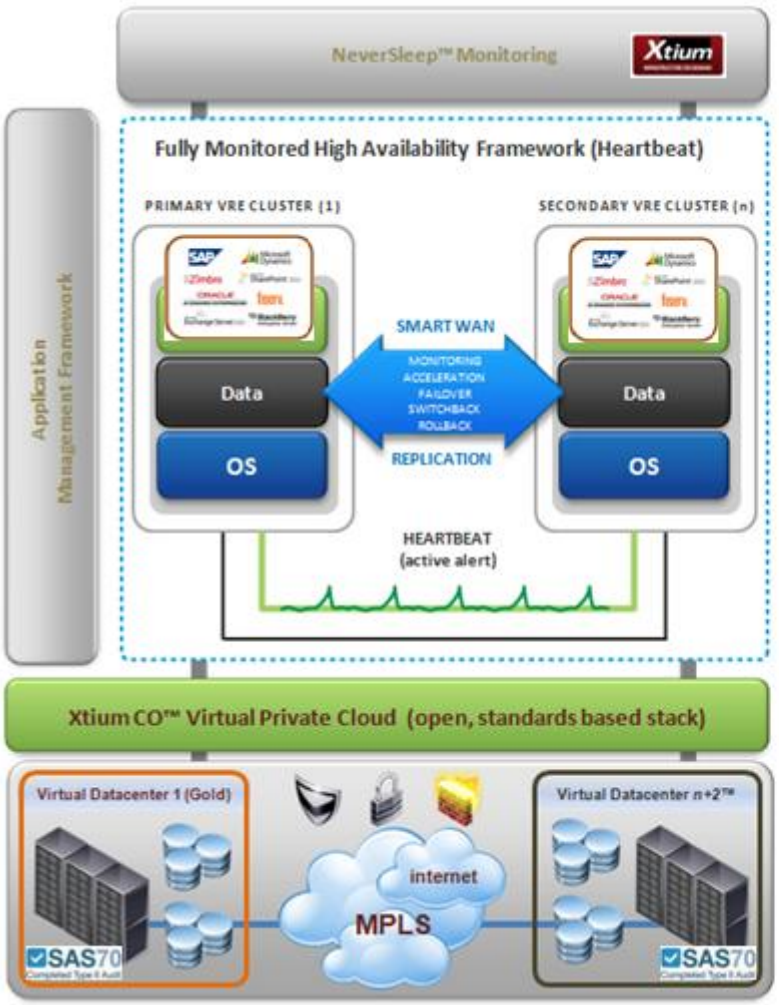
Alternatives to satisfy the cloud demand



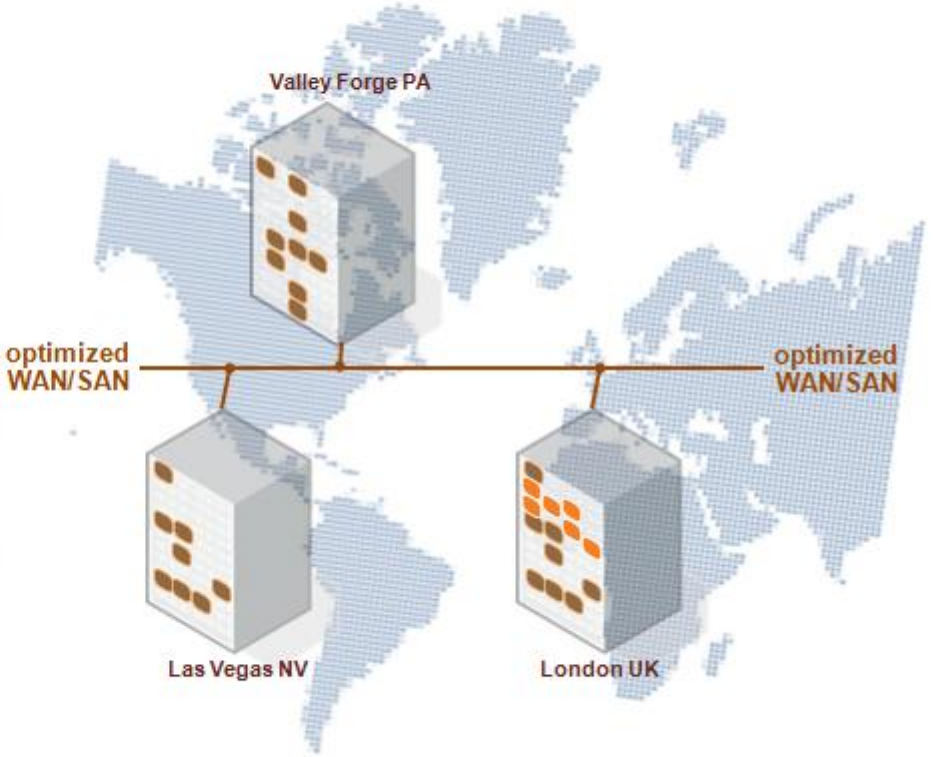
Cloud building blocks and focus



Cloud Topology: VRC-VF with N+2™ in VRC-LV

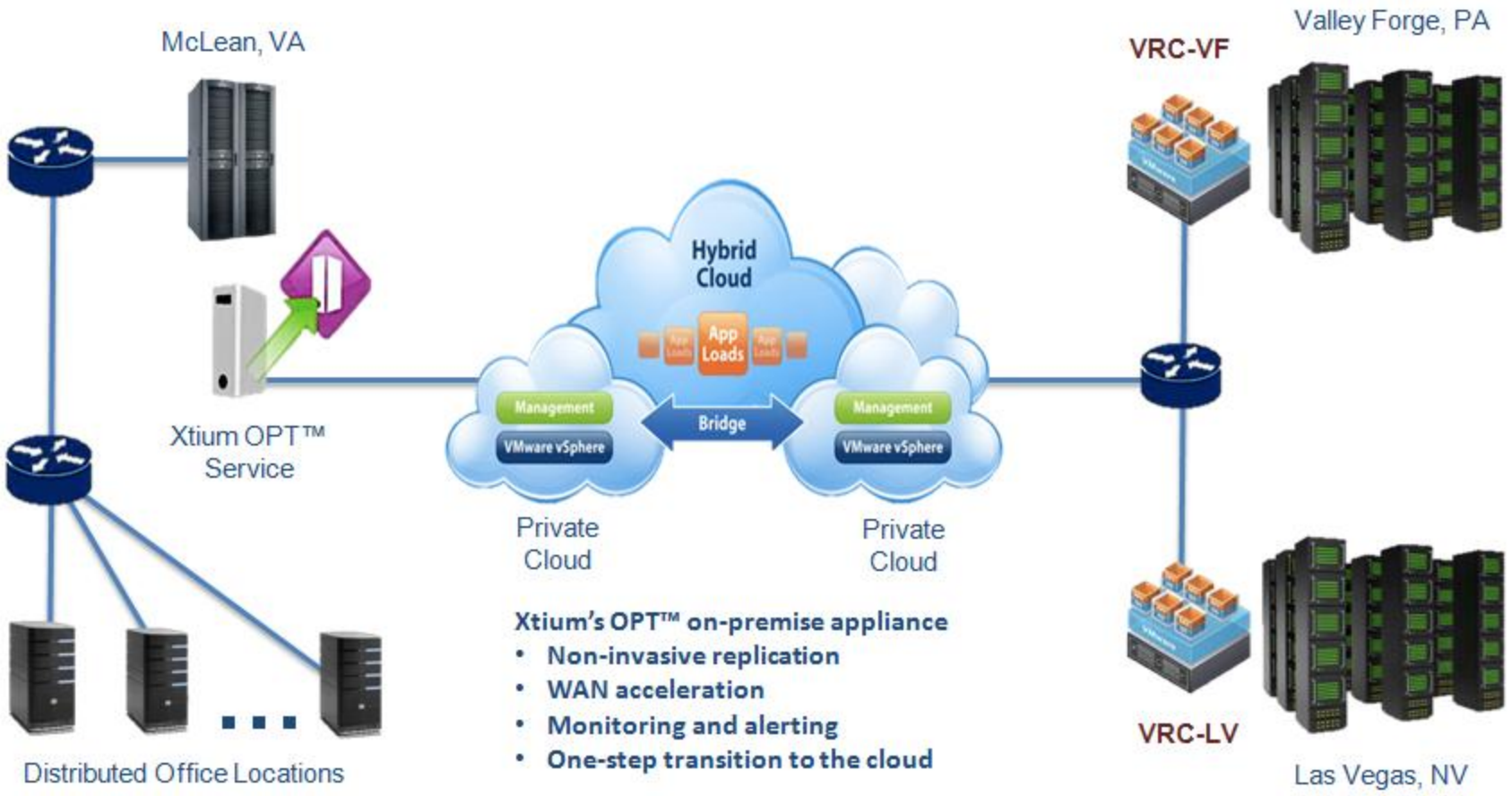


Virtual Resource Clusters (VRCs) and Xtium CO™ stack specification (physical, logical, geo-representation)



Illustrative Customer Deployment for Xtium CO™ VHR, NeverTape™ Service

How it would work for you



Benchmarking Considerations

Benchmarking Criteria	Private Cloud (Xtium)	Build & Maintain (On-Premise)	SaaS (MSFT/GOOG/SFDC)
Control Over Roadmap Direction and Strategic IT Advantage	●	●	○
Distributed, Global, Multi-Vendor Topology	●	○	○
Multi-Tenant, Shared-cost, Variable Economics	●	○	●
Future-proof HW/SW, Centralized Data Management, DR, BC	●	○	●
On- and Off-premise transition; no technology lock-ins	●	○	○
On-demand resource provisioning (SAN, CPU, VM, BW, Licensing)	●	○	⊙
Open Systems and Standards; Application Agnostic	●	⊙	○
Multi-Landscape Integration (e.g., ERP, Financials, CRM, BI)	●	○	○
Comprehensive, Proactive Monitoring Controls and Processes	●	○	⊙

functionality key: ○ missing, costs more
⊙ passing grade
● meets or exceeds

Practical considerations for preparing your critical systems for DR/BC in the cloud

- Strategic commitment to virtualization and the cloud-first stack
  - How to be physical
  - ***How to be and prefer virtual***
  - SAN fabric considerations
  - Bandwidth considerations (MPLS vs. dedicated)
  - Using View VDI as next generation "facilities seats"
- Practical, low risk approach
  - Deploy DR-as-a-Service first, using virtualization as an enabling technology to get to the cloud
  - After getting comfortable with DR-as-a-Service, transition to either on-premise or on-cloud production services, always retaining the transition and federation flexibility
  - Work one application fabric at a time
  - WAN Optimization and User Experience Acceleration as a Service

Please join the companies we keep