

Whitebeards and Cloudsters

Getting Your Input for The Open Group 2012

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Sun Microsystems, Inc.

Objectives



Have Some Fun

Take a Pulse

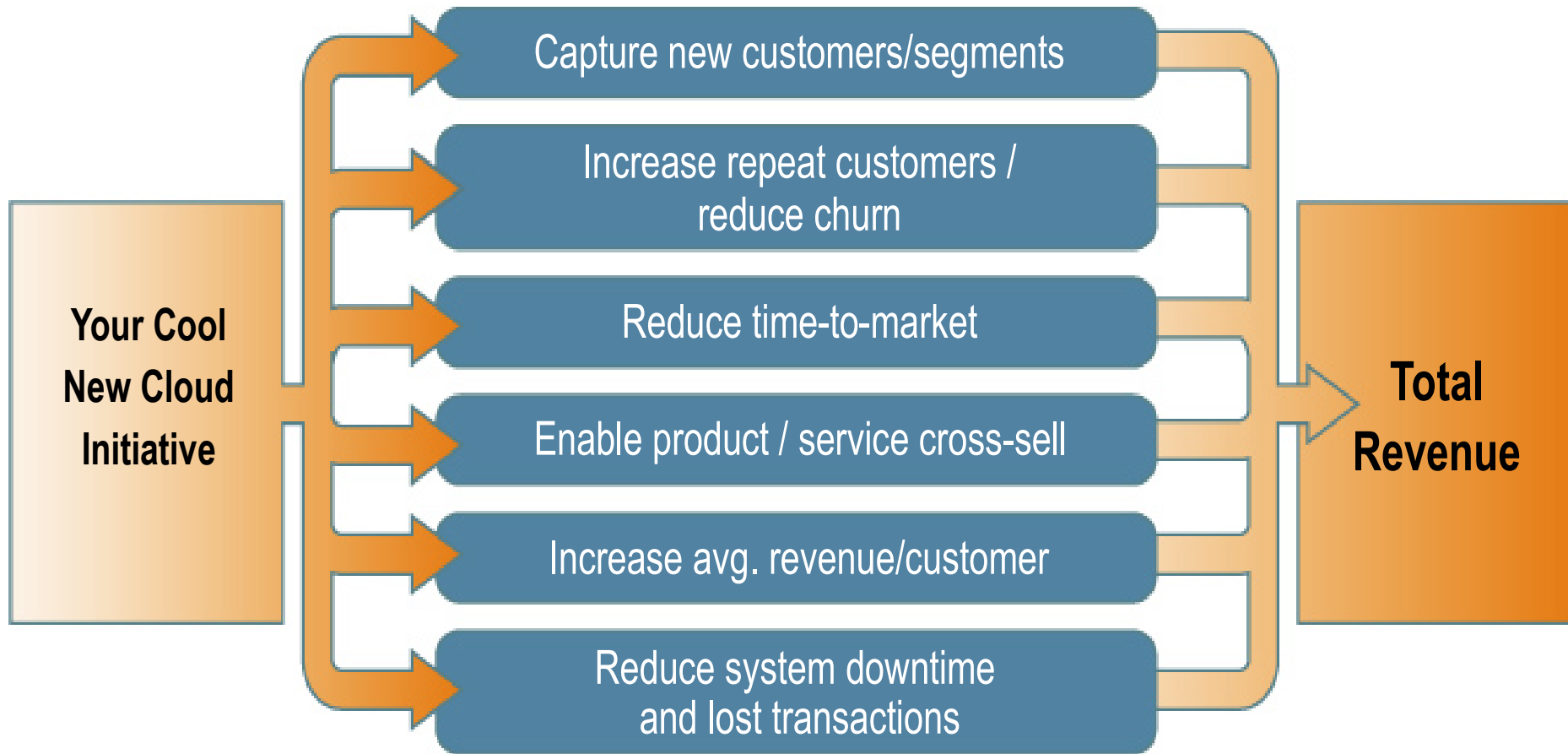
Record Your Votes

First: Cloud Maker Better = Rainmaker



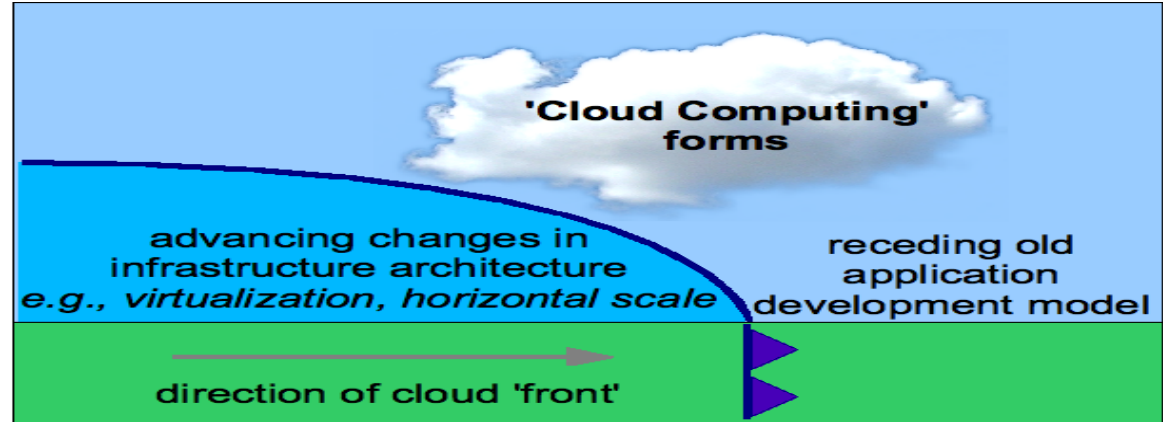
How does your initiative leverage disruption and bring value to the Enterprise?

As an Example: Increase Revenue



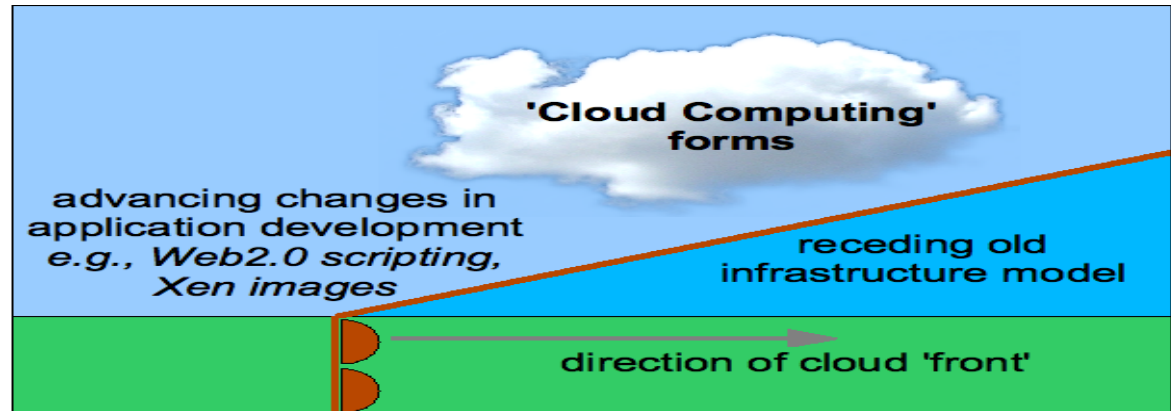
Your Cloud: For whom is it designed?

Data Center



Infrastructure 'front' changes application development

Developers



Application development 'front' changes infrastructure

(or, the whole Enterprise)

Your Cloud: What are you going offer?

and, thus, with what will you need to interoperate?

	Public	Private	Hybrid
BaaS			
SaaS			
PaaS	You don't know who else is on the same server, network or disk that you are	You own the server, network and disk, and decide who gets to run on it with you	You own some parts and are sharing some parts, though in a controlled way
IaaS			

Your Cloud: How will you deploy?

USE
the Cloud



- Startup
- SMB
- Research projects
- No cap ex

LEVERAGE
the
Cloud



- Temporary on-demand load
- Functional off- load

BUILD
My Own
Internal
Cloud



- Enterprise infrastructure grid
- Drive internal IT economics
- Standardized dev environment / services

BE
the
Cloud



- Redefine services
- New business offerings
- Hosting and operations

Having Some Fun



Jeff Foxworthy

US comedian, Georgia-born

Comedic hit: “You Might Be a Redneck If....”

TV show: “Are You Smarter Than a 5th Grader”

Having Some Fun

You Might Be a Redneck If....

You ever cut your grass and found a car.



Having Some Fun

You Might Be a Redneck If....

You think the last words to the Star Spangled Banner are "Gentlemen, start your engines".



Having Some Fun

You Might Be a Redneck If....

The blue book value of your truck goes up and down depending on how much gas it has in it.



Having Some Fun

You Might Be a Redneck If....

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You think the last words to the Star Spangled Banner are "Gentlemen, start your engines".

The blue book value of your truck goes up and down depending on how much gas it has in it.

You use the term 'over yonder' more than once a month.

Having Some Fun

Whitebeards and Cloudsters

Like Foxworthy, presented as inclusive
(e.g., of myself)

Mindset, more than age

Clearly, a spectrum within each

But: differences not to be ignored

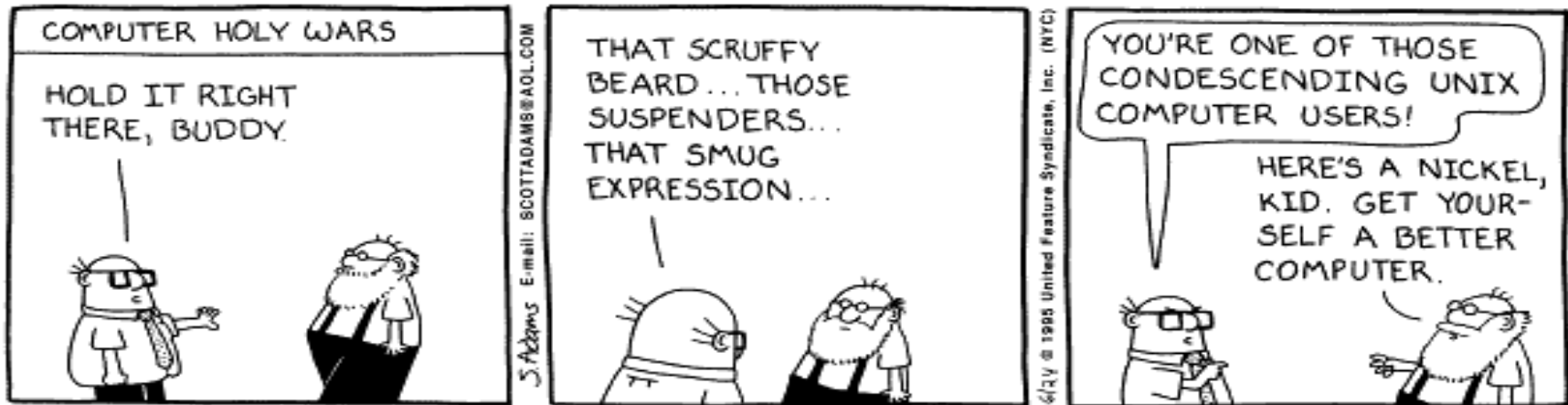


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Having Some Fun

You Might Be a Whitebeard If....

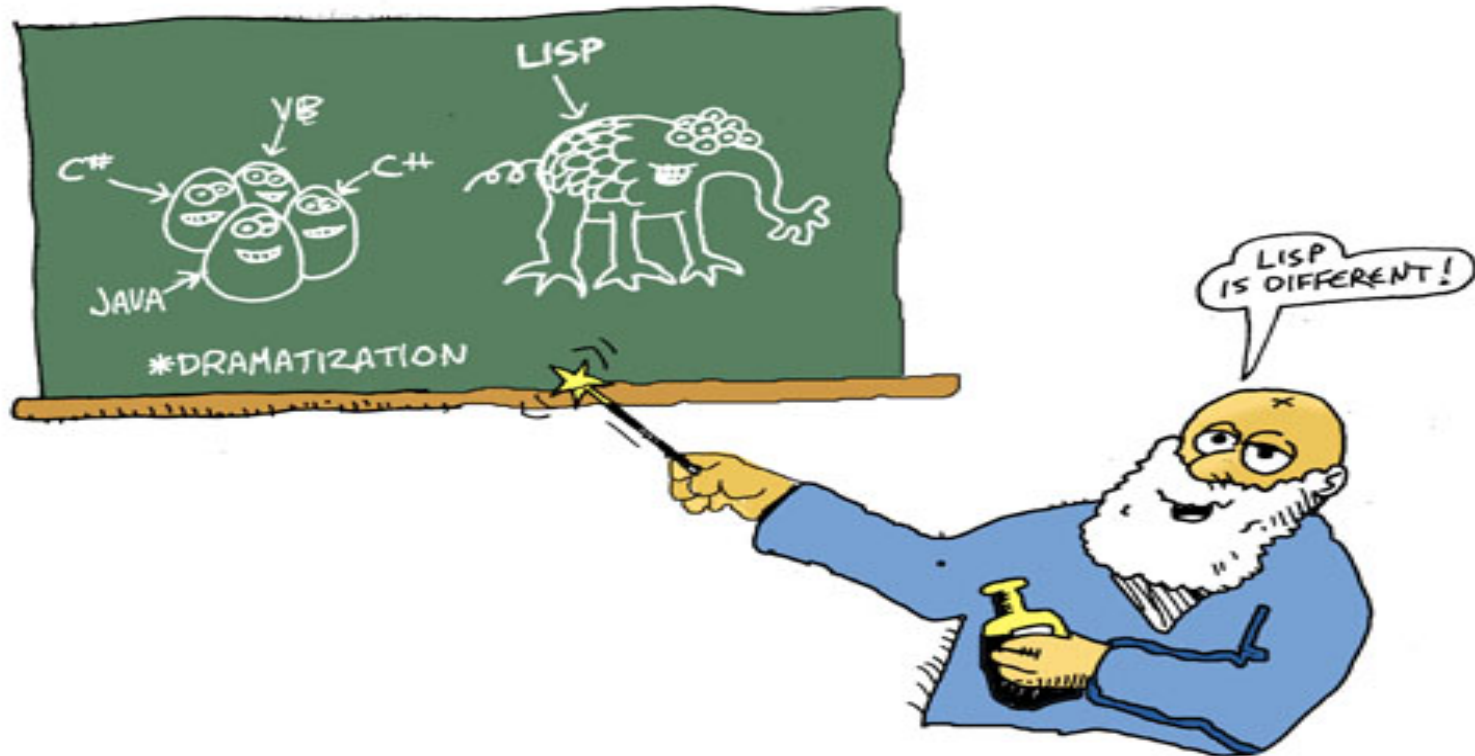
You ever edited a java classfile using vi.



Having Some Fun

You Might Be a Whitebeard If....

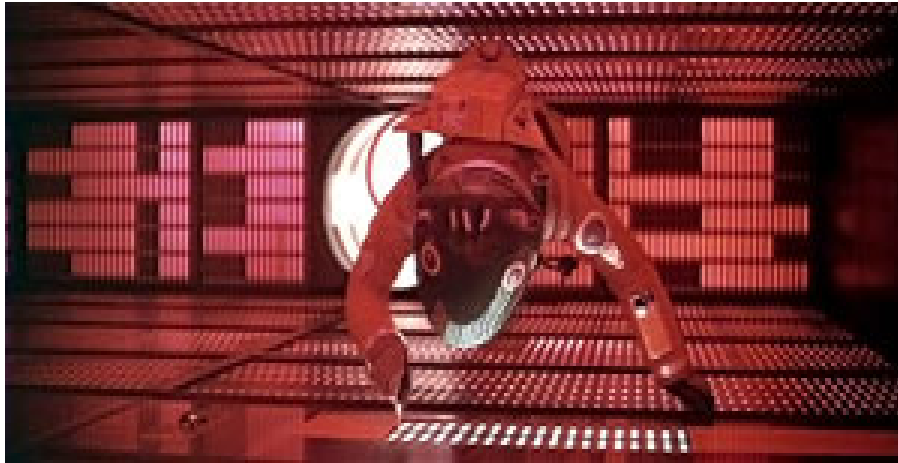
You haven't "recently discovered LISP"—you helped review John McCarthy's paper



Having Some Fun

You Might Be a Whitebeard If....

When watching movies that show computers, not only can you tell which operating system is being used, but you also know what development tool created the custom applications shown



```
80/tcp    open     http
81/tcp    open     hosts2.nc
10:00    [mobile]
11 # nmap -u -ss -O 10.2.2.2
11
13 Starting nmap U. 2.54BETA25
13 Insufficient responses for TCP sequencing (3), OS detection
13 accurate
14 Interesting ports on 10.2.2.2:
44 (The 1539 ports scanned but not shown below are in state: cl
51 Port      State      Service
51 22/tcp    open      ssh
58
68 No exact OS matches for host
68
24 Nmap run completed -- 1 IP address (1 host up) scanned
50 # sshnuke 10.2.2.2 -rootpu-"210ND101"
Connecting to 10.2.2.2:ssh ... successful.
Re Attempting to exploit SSHv1 CRC32 ... successful.
IP Resetting root password to "210ND101".
System open: Access level <9>
Nm # ssh 10.2.2.2 -l root
root@10.2.2.2's password:
RTF CONTROL
ACCESS GRANTED
```


Having Some Fun

You Might Be a Whitebeard If....

Your local Computer History Museum curator lusts after some of the equipment in your basement



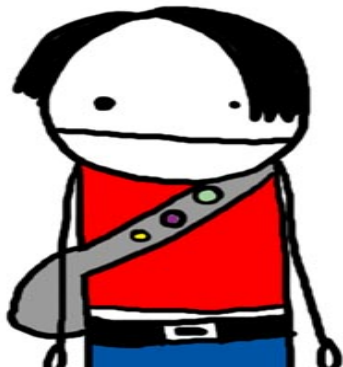
Having Some Fun

You Might Be a Cloudster If....

You respond to emails using “@user_name” instead of “Dear John” or even just the simple “hi”. You start limiting your thoughts to 140 characters or less.

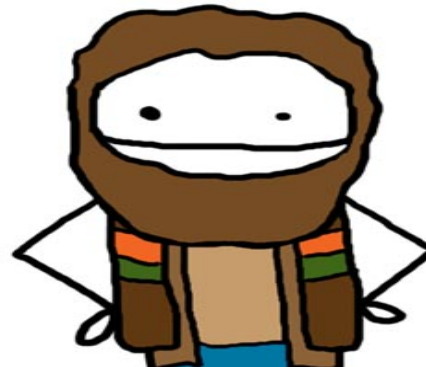
i c 2 Tweepie

HIPSTER



vs.

Natural
HIPSTER.



Having Some Fun

You Might Be a Cloudster If....

Anytime you see a penguin, it makes you think of Linux



Having Some Fun

You Might Be a Cloudster If....

Your computer has four times more RAM than your car has horsepower.

1000 MB SSD

110 HP



Having Some Fun

You Might Be a Cloudster If....

You get involved in heated conversations on newsgroups about things which 'normal' people have never even heard.

A fanatic is one who can't change his mind and won't change the subject.
W. Churchill

Having Some Fun

You Might Be a Cloudster If....

You keep in touch with dozens of people on a regular basis, but have not sent a personal letter via the post office in years



Having Some Fun

Can't you be both?



Resolving These Tensions

Can't you be both? Of course. Help turn .OR. to .AND.

Incremental
Change



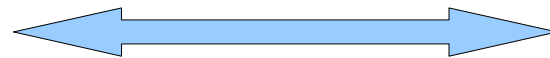
Radical
Transformation

Enterprise
Systemics



Agile / Extreme Rate of
Change

Value of
Standards



Working Code +
Integration

Organizational
Ownership



Decentralized/Emergent
Collaboration

Common Concerns for Both

Security

Openness

Interoperability

Portability

Architecting and operating a cloud

Business-oriented metrics

How to get there



Taking a Pulse

Will be used as information for the Open Group Board

Participate in the Open Cloud Customer Requirements gathering exercise

Make sure your voice is heard in the Customer Council

This Polling and Sensing and Strategy work will be ongoing

Pulse and Record

Five questions for you now:

Strategy / Mission

Achieving Traction

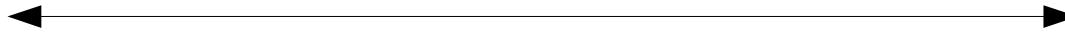
Scale of Effort

Organizational Coordination

First Two Things

Pulse and Record: Achieve Traction

Cloud
Leadership



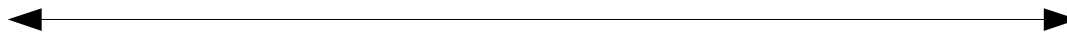
Community
Member

What are the benefits to stepping out in front to own and drive elements of open cloud computing?

- In light of the rapid evolution of communities and missing standards, how often should this question be revisited to not miss an opportunity?
- What is happening in the competitive landscape that should be considered, tracked or proactively addressed?

Pulse and Record: Single / Broad

Single
Element



Broad Set of
Initiatives

Is there a single cloud computing element that is screaming out for Open Group attention, or should the Open Group organize to address a broad set of initiatives?

- What is the first thing the Open Group should be known for?
- What is one thing we should keep an eye on?
- What is one area to especially avoid right now?

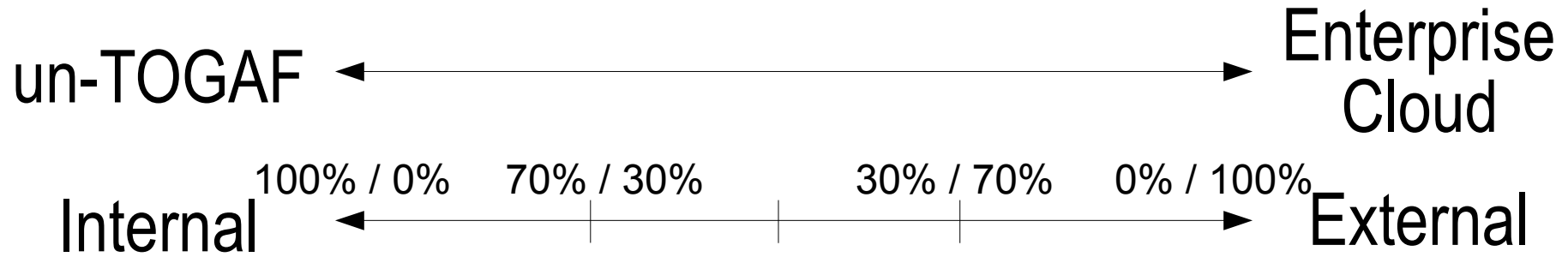
Pulse and Record: Extend / New



Is speed and effectiveness best achieved by adding cloud thinking into existing working groups and forums, or a clean stand up of a new cloud focus area?

- What is the impact and cost of the two options on the organization?
- How will the members and the public view the two options?
- What are Open Group internal capabilities for the cloud space ideas surfaced thus far?

Pulse and Record: First Two Things



What would be needed to be credible in this space and attract audience participation?

- Is there an “un-TOGAF” that can help people quickly design and build secure open clouds?
- How do we engage with other cloudsters and determine their top-of-mind needs?
- Should we leverage existing Open Group offerings (certification, forums, formation services, TOGAF), or will new things need to be created?
- How much internal vs. external focus do you support?

Objectives



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