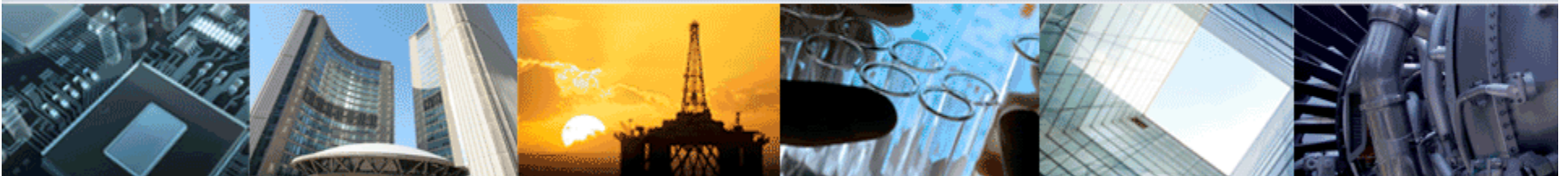


# Platform™

*The Power of Sharing*

## Bringing the Benefits of Cloud Computing to the Enterprise

The Open Group Conference Toronto  
23<sup>rd</sup> Enterprise Architecture Practitioners Conference



Platform Computing  
Martin Harris  
Director, Product Management  
[mharris@platform.com](mailto:mharris@platform.com)

July 22, 2009

## Faster

- On-demand delivery of processing power
- Improved performance of business applications



## Cheaper

- Increase utilization through resource sharing
- Reduce CapEx & OpEx



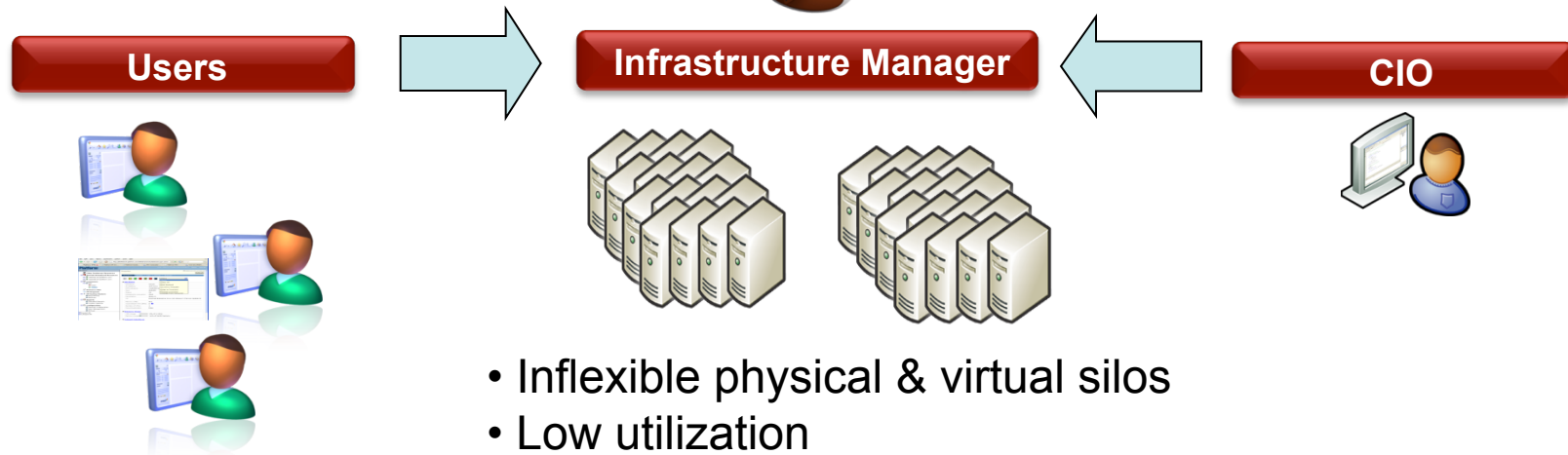
## Better

- Improved quality of service for end users
- Self-service resource procurement



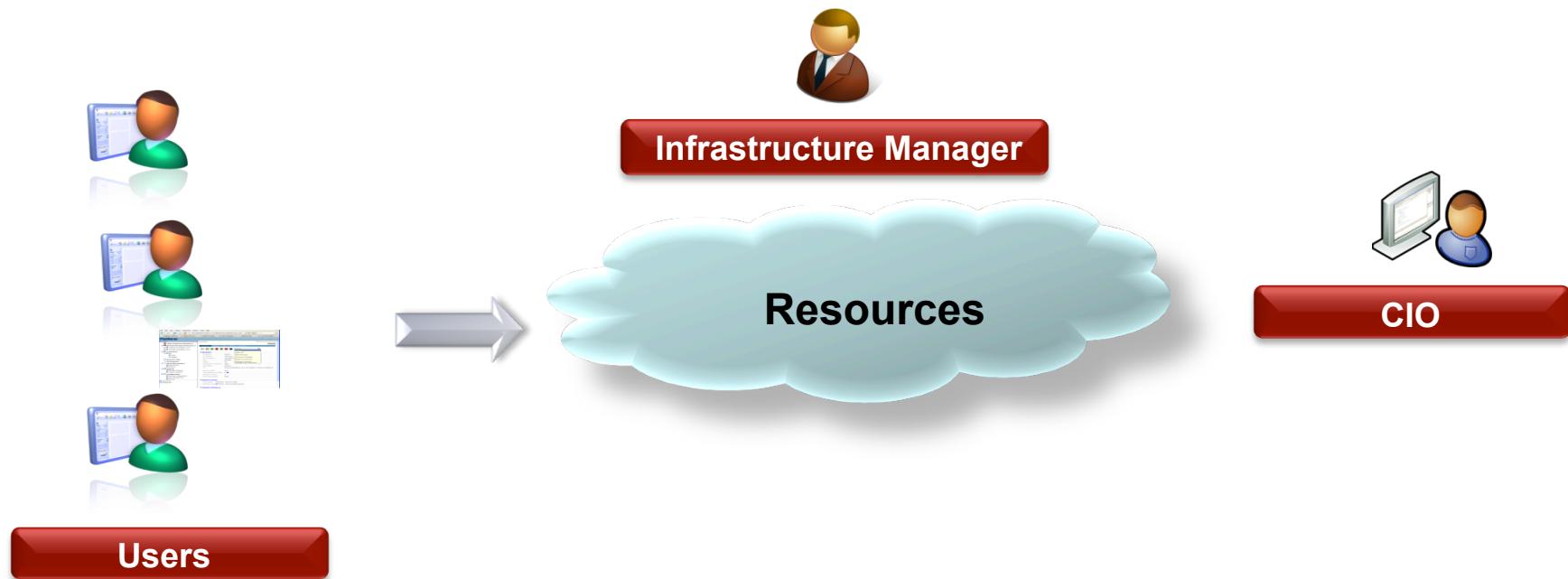
- Diverse application environments
- Variable, unpredictable workloads
- Multiple, conflicting business priorities

- High server & operational spend
- Slow response to business needs

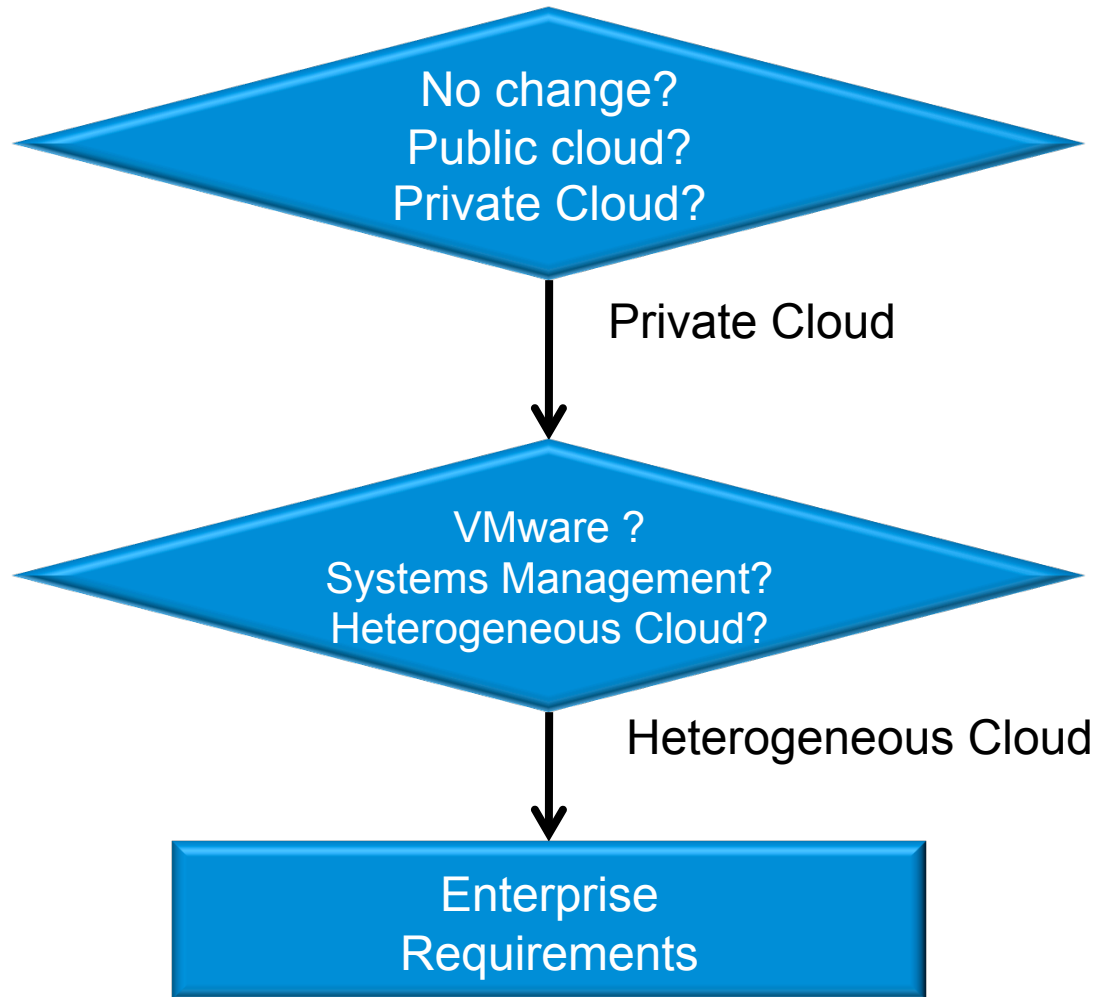


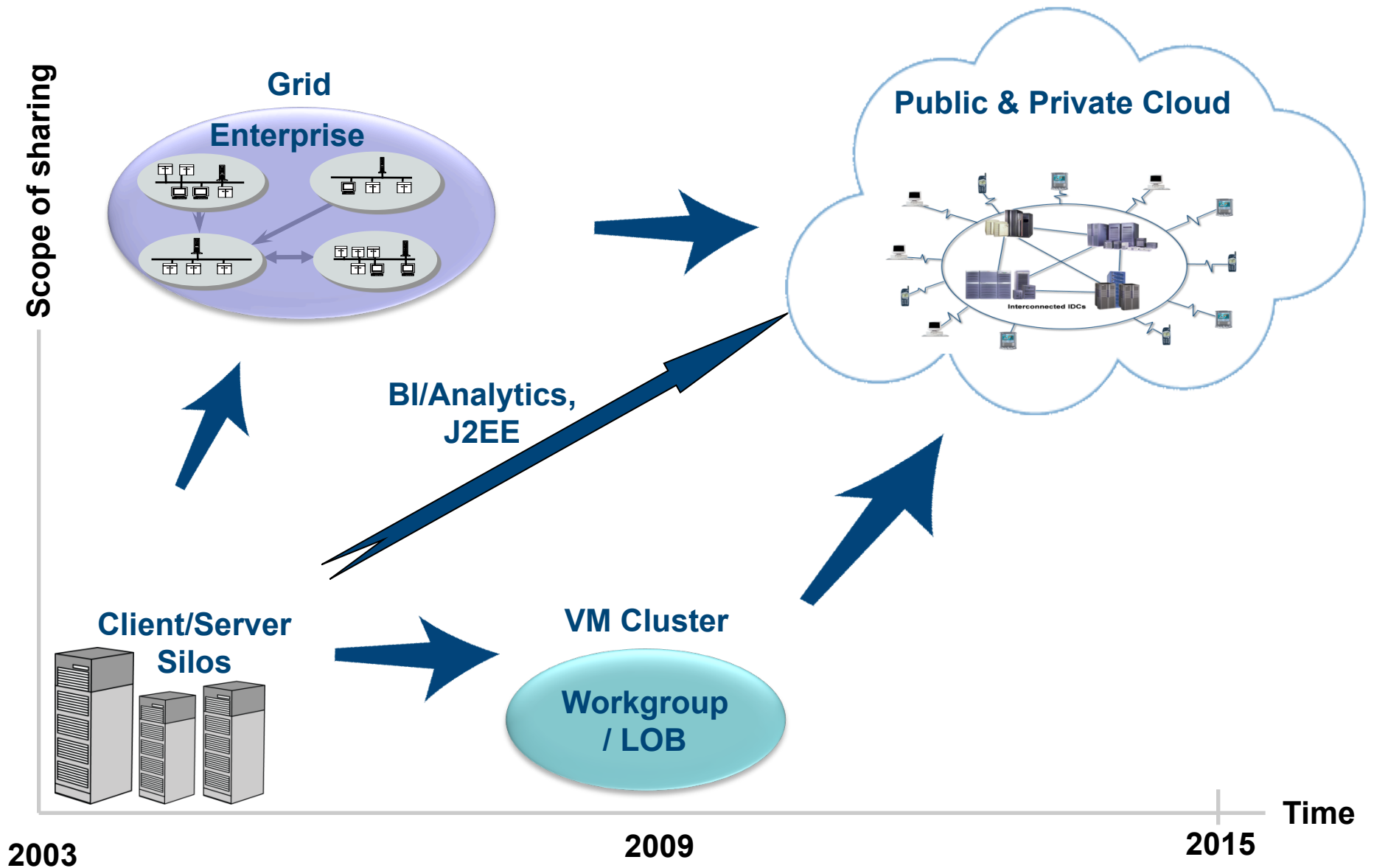
- Inflexible physical & virtual silos
- Low utilization
- Matching application needs is manual & slow

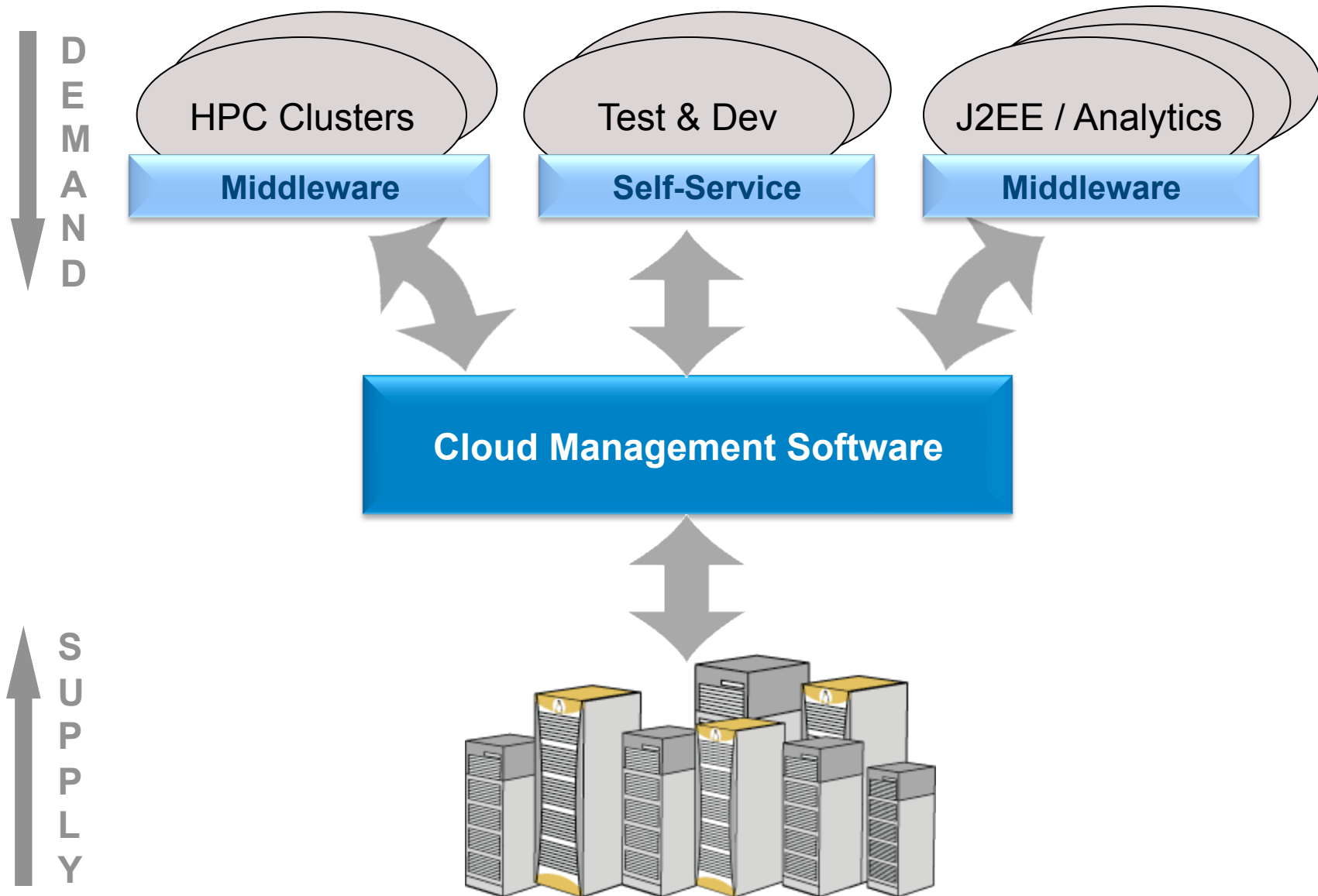
- Smarter Allocation -> Faster response to business needs
- More Aggregation -> Higher utilization, lower costs

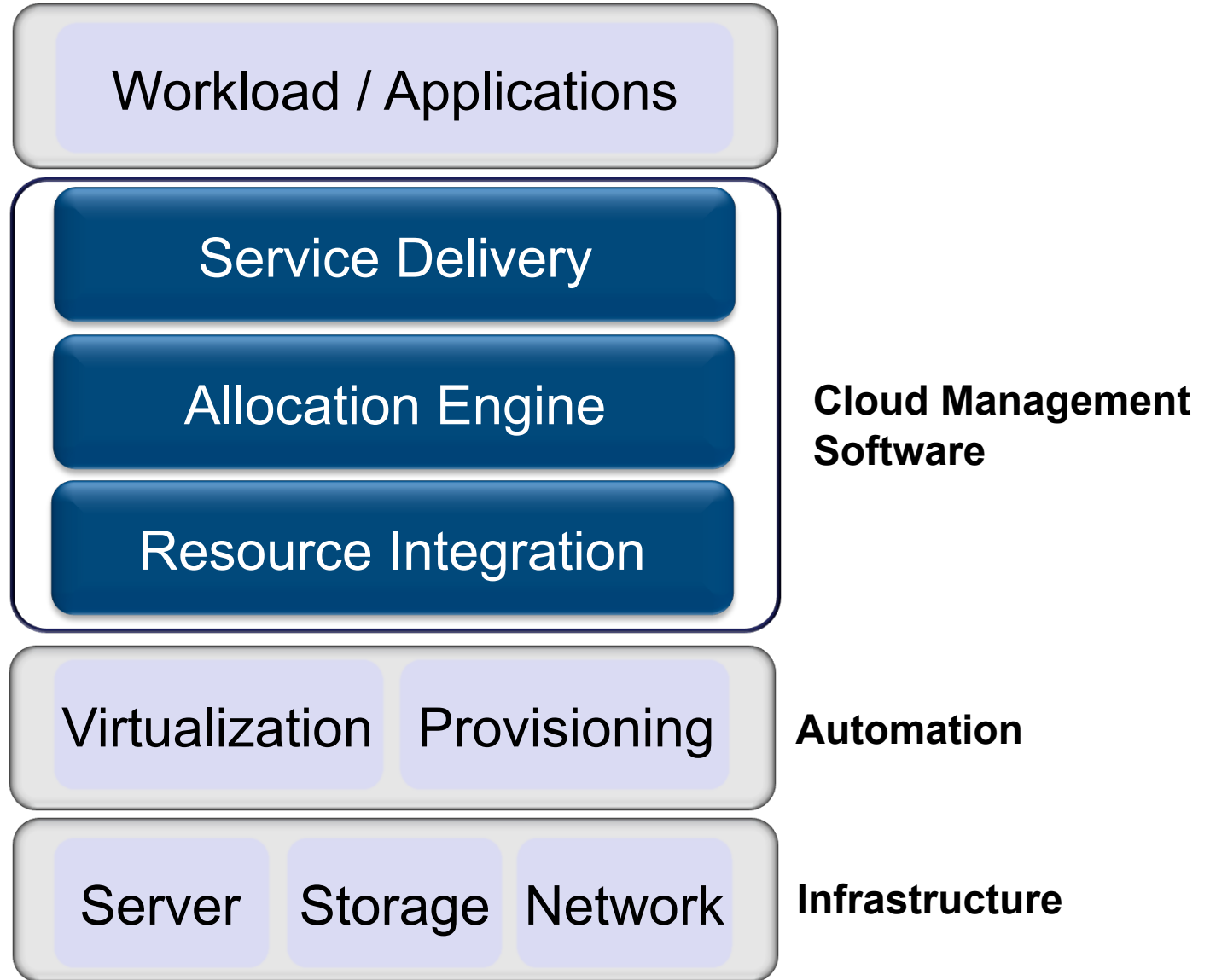












1. Heterogeneous systems support
2. Integration with management tools
3. Integration with middleware, workload managers, and applications
4. Configurable resource allocation policies
5. Support IT and business processes
6. Enterprise solution



All resources in the company must be managed by the cloud

- False: Start with Test & Dev or some of your web apps, within a LOB



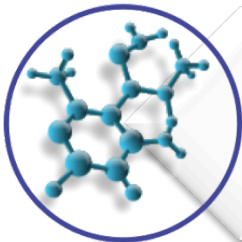
I need to replace existing servers

- False: Integrate existing servers into your cloud



I need to change my entire IT organization

- False: Cloud services for suitable users & apps; existing infrastructure & teams continue



I need to change all my IT processes

- False: Cloud operates under existing regulation and compliance: builds, directory & security

## Location

Sensitivity to where the application runs

## Workload

Predictability and continuity of application load

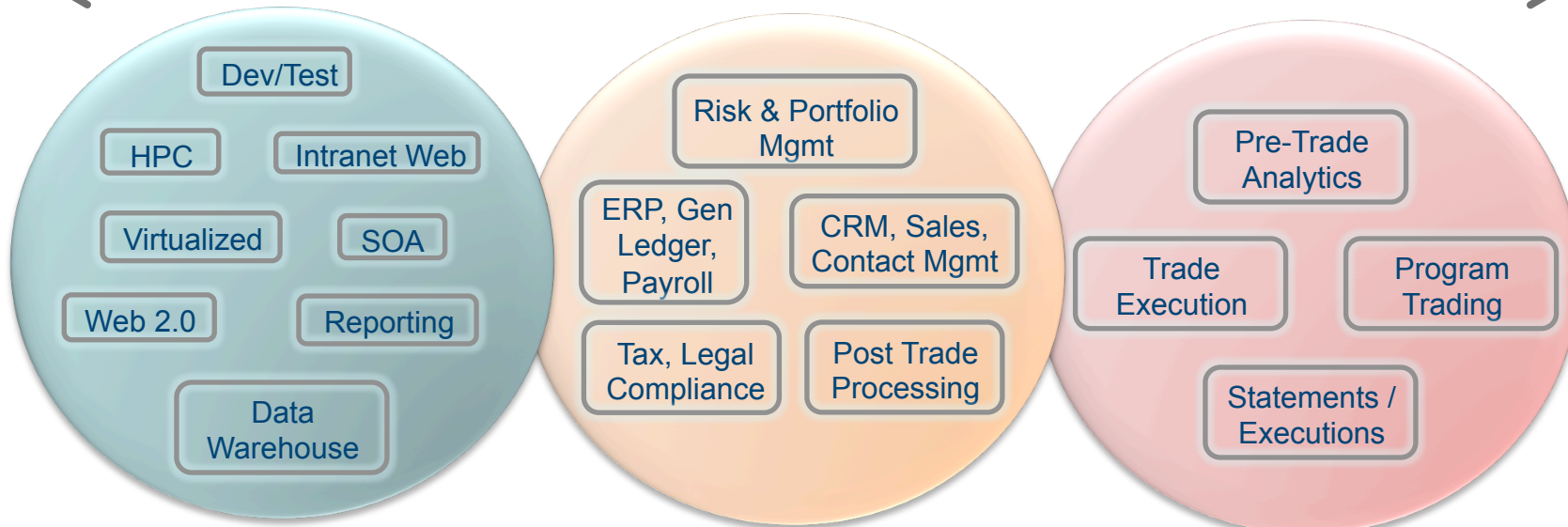
## Service Level

Severity and priority of service level agreements



Location Independent

Critical Service Levels



**Easy**

**Moderate**

**Difficult**

Predictable Workload

Continuous Workload

## Not Viable

Customer Portal



Email Gateway



Clearing House



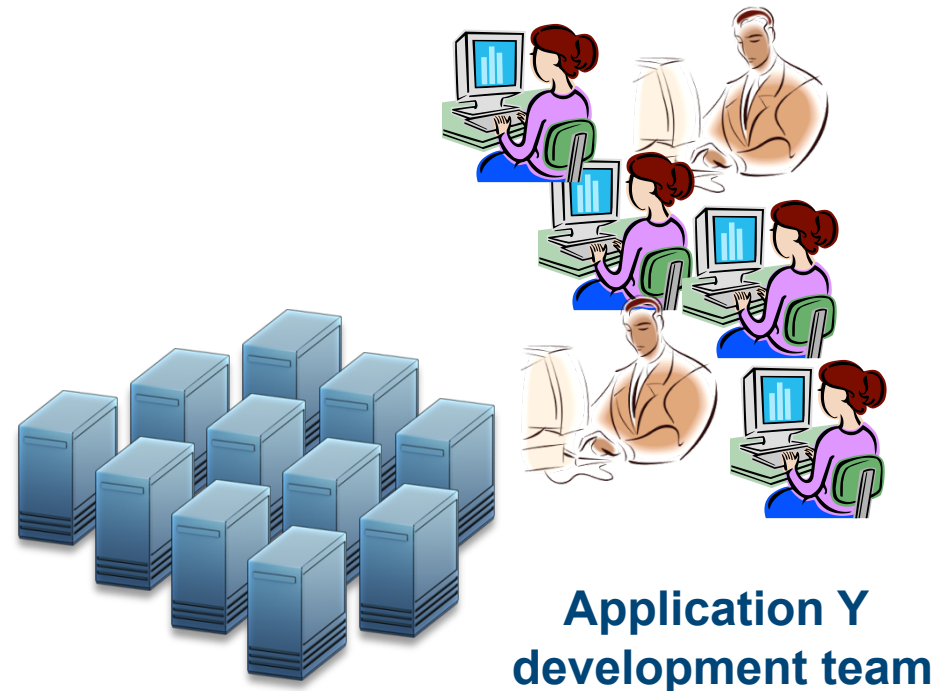
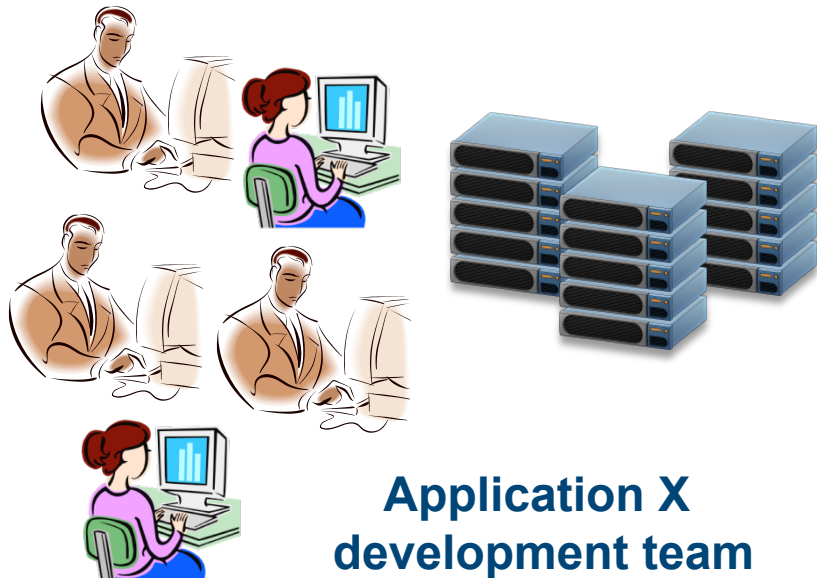
Bank Messaging



Market Data



# USER CASES



How did we get here?

- global R&D and testing
- many projects need distributed resources
- deploy/administer cluster silos per group

Source: SAS



## Developer

- delay in resource availability
- inability to dev/test large # resources



## Development Manager

- allocation of resources for sysadmin
- delays in delivering products



## Central IT

- too many siloed environments
- hard to support everyone's needs



## CTO

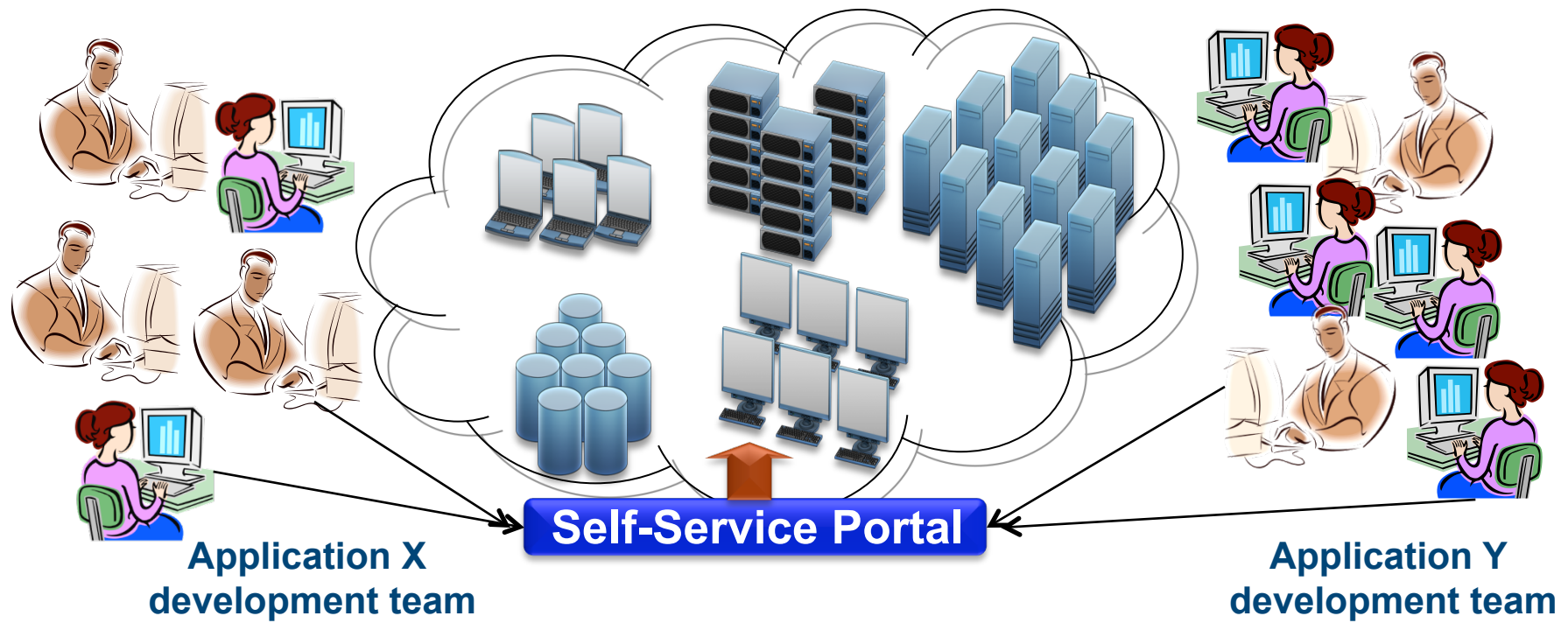
- desire to accelerate R&D
- wasted cost due to duplication



## CEO

Internal SAS Cloud  
is the way to go!

Source: SAS



## The benefits of sharing

- partnership with Platform
- phase 1 - 208 8-way blades, will grow over time
- quickly change personalities of machines to meet different R&D needs
- much larger environment for dev/test
- enables IT to meet dynamic needs of all R&D teams

Source: SAS

## Major Financial Institution: Test / Dev Cloud

- Test/Dev environments in 15 minutes
- Eliminate manual setup and repurposing work
- Utilization tracking with accurate billing

## Major Financial Institution

Shared virtual servers across the deployment lifecycle



- Integrated cloud for Test/Dev to production deployment
- Self-service reservation with policy-driven placement

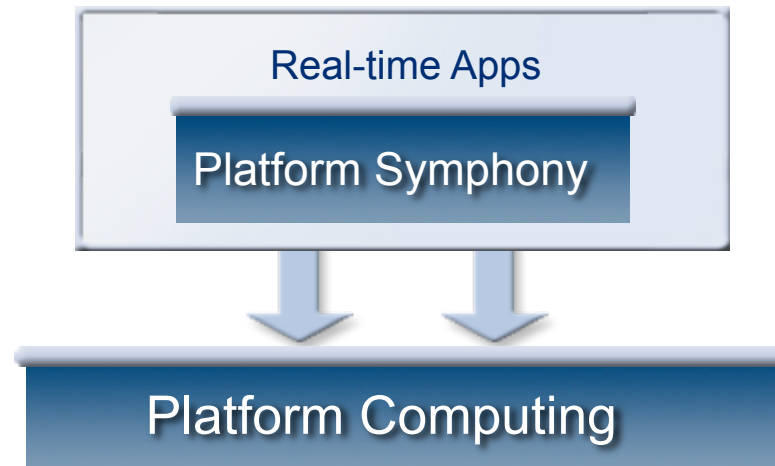


## JPMC: Enterprise Corporate Cloud



Corporate Compute  
Backbone

- Cost reduced to 56¢ / application hr with full IT services
- \$1 Million dollars in savings 1<sup>st</sup> yr, More in subsequent years

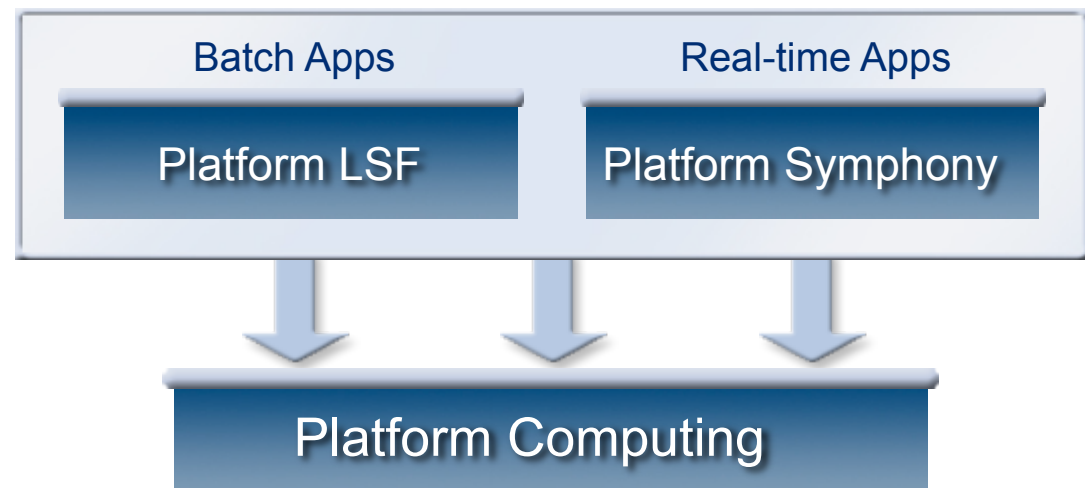


- Combined 21+ applications on corporate backbone
- Increased infrastructure utilization through shared infrastructure



## Citi: Grid to Cloud

- Simplified infrastructure management
- On-demand resources at reduced cost to improve performance



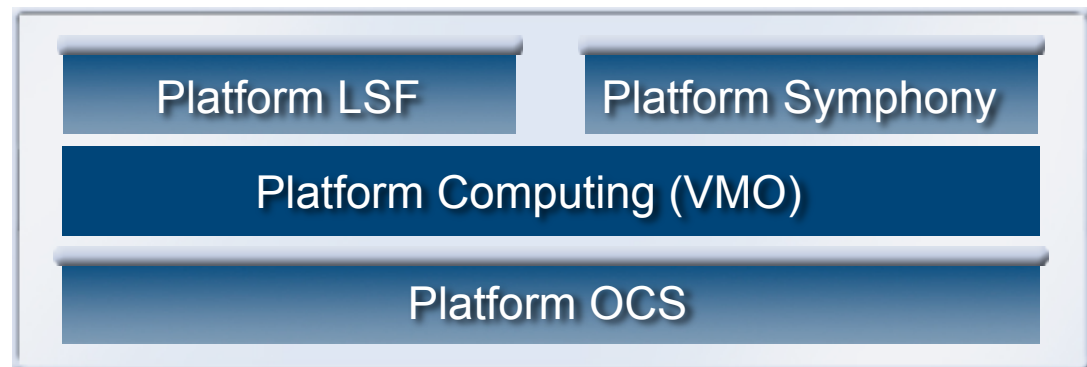
- Shared computing infrastructure – 20+ intra & end of day pricing & risk apps
- Utilization up from 20% to 80%

## Alatum: Singapore Public Cloud

- Frees users from purchasing and Maintaining HW & apps internally
- Reduces ISVs CapEx for developing Commercial services



Cloud Services  
Arm of Singapore  
Telecom serving  
multinationals, SMBs  
and government  
agencies



- Public cloud infrastructure across 2,400 hosts
- Self-service request with policy-driven VM lifecycle management



- Faster response to business needs
- Higher utilization, lower costs
- Dynamic, shared resources
- Private Cloud is still early, but many firms have proven it delivers value

**Platform**

Pioneer & Global Leader

5,000,000

Managed CPUs

2,000

Customers worldwide

500

Employees in 15 offices

16

Years of profitable growth

1

Leader in Grid & Cloud Mgmt



Electronics	Financial Services	Industrial/Mfg	Oil & Gas	Gov't & Education	Life Sciences
<ul style="list-style-type: none"> <li>■ AMD</li> <li>■ ARM</li> <li>■ Cadence</li> <li>■ Infineon</li> <li>■ MediaTek</li> <li>■ Nvidia</li> <li>■ Samsung</li> <li>■ Sony</li> <li>■ Synopsys</li> <li>■ TI</li> <li>■ Toshiba</li> <li>■ Industries served by Platform Computing</li> </ul>	<ul style="list-style-type: none"> <li>■ BNP</li> <li>■ Citi</li> <li>■ Fortis</li> <li>■ HSBC</li> <li>■ JP Morgan</li> <li>■ Chase</li> <li>■ KBC Financial</li> <li>■ LBBW</li> <li>■ Mass Mutual</li> <li>■ Mitsubishi UFJ</li> <li>■ Nomura</li> <li>■ Prudential</li> <li>■ Sal. Oppenheim</li> <li>■ Société Générale</li> </ul>	<ul style="list-style-type: none"> <li>■ Airbus</li> <li>■ BAE Systems</li> <li>■ Bombardier</li> <li>■ Deere &amp; Co.</li> <li>■ Ericsson</li> <li>■ Goodrich</li> <li>■ Honda</li> <li>■ Nissan</li> <li>■ Northrop</li> <li>■ Grumman</li> <li>■ Pratt &amp; Whitney</li> <li>■ Volkswagen</li> </ul>	<ul style="list-style-type: none"> <li>■ Agip</li> <li>■ BP</li> <li>■ British Gas</li> <li>■ China Petroleum</li> <li>■ ConocoPhillips</li> <li>■ EMGS</li> <li>■ Gaz de France</li> <li>■ Hess</li> <li>■ Kuwait Oil</li> <li>■ Petrobras</li> <li>■ Petro Canada</li> <li>■ Shell</li> <li>■ StatoilHydro</li> <li>■ Total</li> <li>■ Woodside</li> </ul>	<ul style="list-style-type: none"> <li>■ CERN</li> <li>■ US Dod, DoE</li> <li>■ ENEA</li> <li>■ Georgia Tech</li> <li>■ Harvard Med</li> <li>■ Japan Atomic</li> <li>■ Energy Inst.</li> <li>■ Mac Planck Inst.</li> <li>■ MIT</li> <li>■ SNU</li> <li>■ SSC, China</li> <li>■ Stanford Med</li> <li>■ TACC</li> <li>■ U. Tokyo</li> <li>■ Washington U.</li> </ul>	<ul style="list-style-type: none"> <li>■ Abott Labs</li> <li>■ AstraZeneca</li> <li>■ Celera</li> <li>■ DuPont</li> <li>■ Eli Lilly</li> <li>■ Johnson &amp; Johnson</li> <li>■ Merck</li> <li>■ National Institutes of Health</li> <li>■ Novartis</li> <li>■ Partners Health Network</li> <li>■ Sanger Institute</li> </ul>
<b>Other Industries</b>	<ul style="list-style-type: none"> <li>■ AT&amp;T</li> <li>■ Telecom Italia</li> </ul>	<ul style="list-style-type: none"> <li>■ Bell Canada</li> <li>■ GE</li> </ul>	<ul style="list-style-type: none"> <li>■ Telefonica</li> <li>■ Walt Disney Co.</li> </ul>	<ul style="list-style-type: none"> <li>■ IRI</li> </ul>	

THANK YOU