




Cloud Computing Everything as a Service

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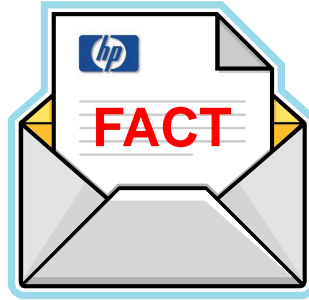
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Cloud Computing: Fact or Hype!



Cloud Computing: Fact or Hype!



MagCloud

..... *Web Service Platform for Self Publishing*

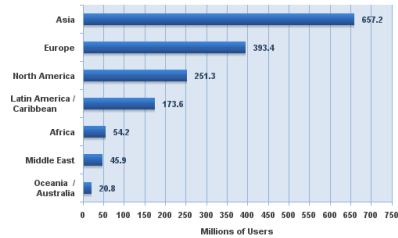
- Web tools and service that enable consumers to publish short-run, custom content
- Explore new business models for web services (e.g., advertising)
- Maximize print-shop operational efficiency from creation through variable print fulfillment



HP Confidential

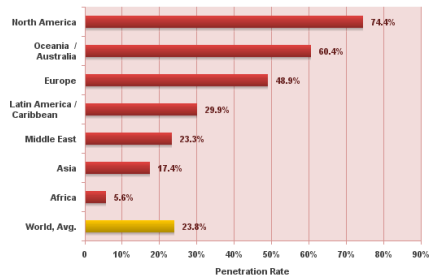
People are moving online

Internet Users in the World by Geographic Regions



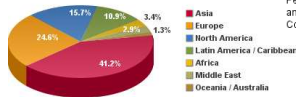
Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Estimated Internet users are 1,596,270,108 for March 31, 2009
 Copyright © 2009, Miniwatts Marketing Group

World Internet Penetration Rates by Geographic Regions



Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Penetration Rates are based on a world population of 6,710,029,070 and 1,596,270,108 estimated Internet users for March, 2009.
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World Internet Users by World Regions

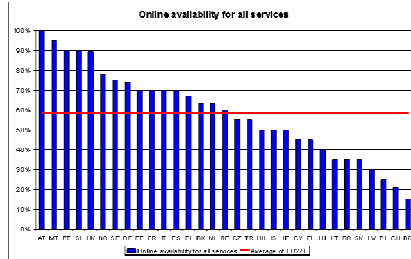


Source: Internet World Stats - www.internetworldstats.com/stats.htm
 1,596,270,108 Internet users for March 31, 2009
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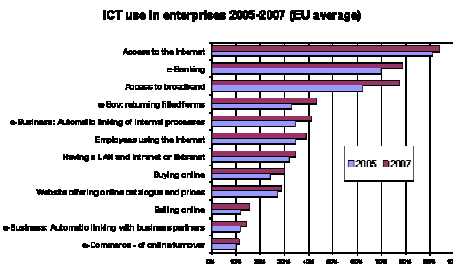
Yep, people are moving online



Services are moving online



Source: European Commission services
 ("The User Challenge: Benchmarking the supply of online public services", European Commission 2007)

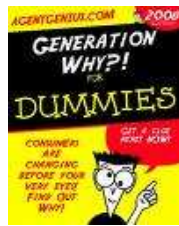
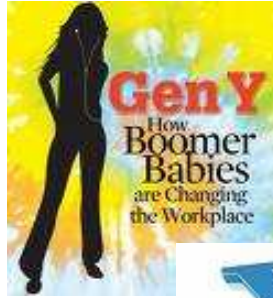


Source: Community Survey of ICT usage by Enterprises, 2007, Eurostat

Yep, services are moving online



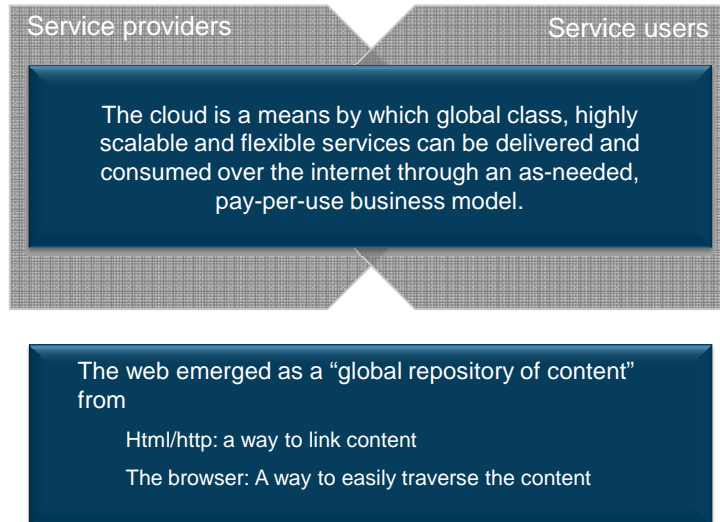
Generation "Y"



Many years in the making



The Cloud is a “Repository of Services”



11

“Everything as a Service”

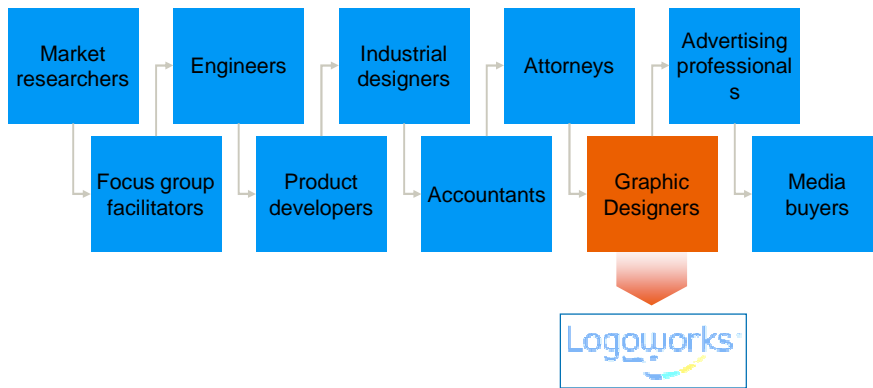
.....

A world of information, opportunities and experiences — from computing power to business processes to personal interactions

—

delivered wherever, however and whenever you need it

True Virtual Enterprises become possible



Human effort as a Service

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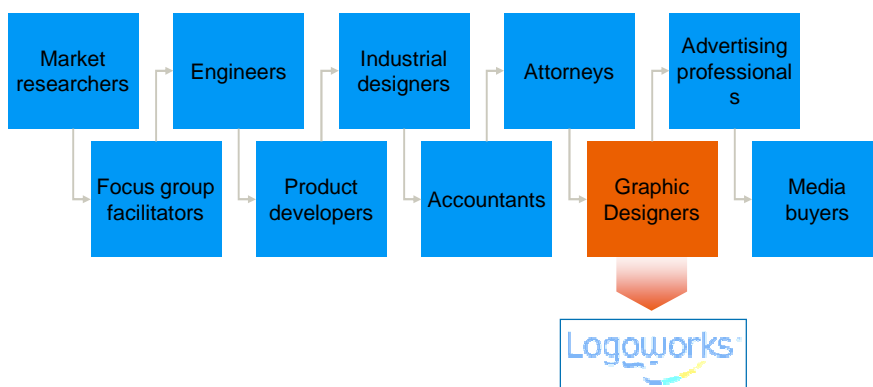


> \$750,000



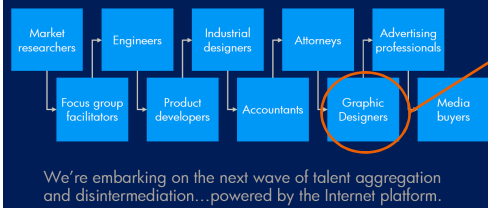
< \$750

True Virtual Enterprises become possible



Research Challenges

2 The entire value chain, from idea to finished product, is now delivered via the Internet



We're embarking on the next wave of talent aggregation and disintermediation...powered by the Internet platform.

Billion Users

consuming

Millions of Services

delivered by

Tens Thousands of Service Providers

built on

Tens Millions of Servers

containing

ExaBytes of Data

connected by

Multi TeraBytes of Traffic

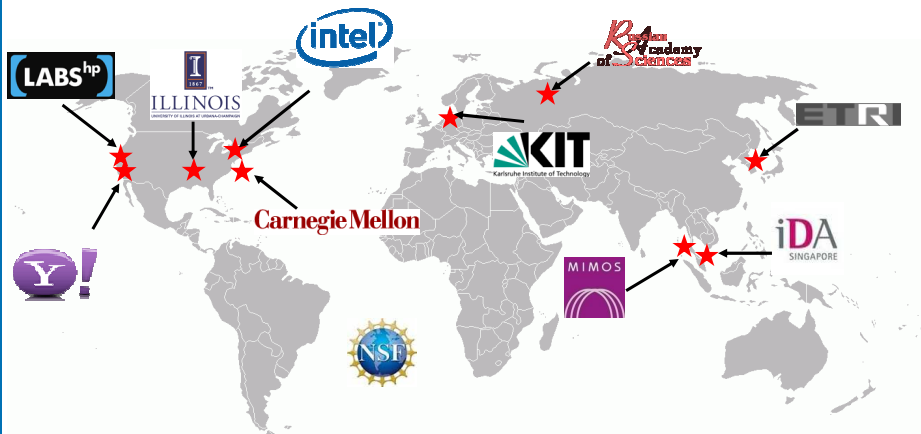
Open Cirrus™ Cloud Computing Testbed

Shared: research, applications, infrastructure (11K cores), data sets

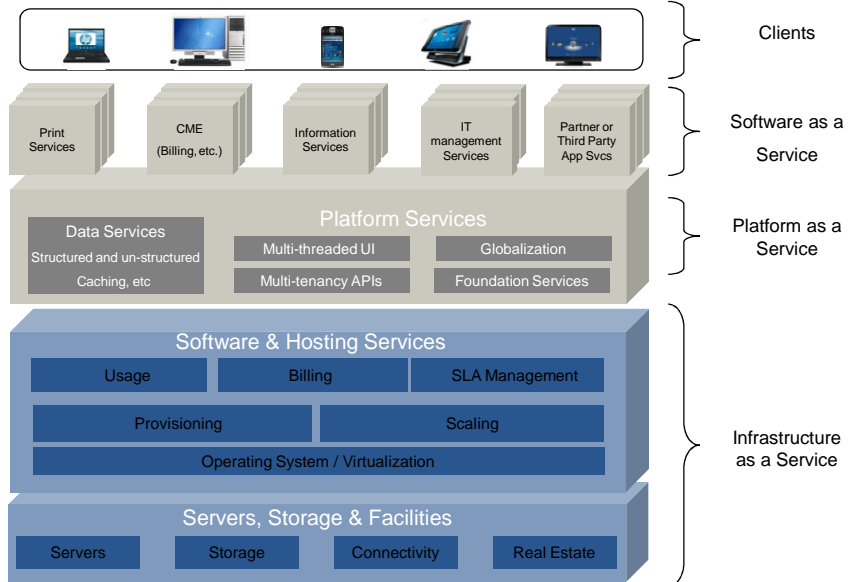
Global services: sign on, monitoring, store. **Open src stack** (prs, tashi, hadoop)

Sponsored by **HP, Intel, and Yahoo!** (with additional support from **NSF**)

- 9 sites currently, target of around 20 in the next two years.



Cloud Computing Software Stack



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