



# Adaptive Cloud

Private, Public or Hybrid?

[Patrick.cason@easynet.com](mailto:Patrick.cason@easynet.com)

#easynet

# Who am I?

- ▶ **Patrick Cason**
- ▶ **Sales & Marketing Director - Easynet France**
- ▶ **Industry experience: Over 20 years in Telecoms industry**
  - ▶ Specialising in managed networks and hosting sales



Who are we?

**17 years**

**€1¼ Billion**

**Gartner®**

# What are the challenges our customer's face?

**Business is  
opportunistic**

**Business is in  
guerrilla mode**

**Business relies on IT**

**Strategic plans are  
dropped on people's  
desks to be delivered  
tomorrow**

**Get the  
balance  
right!**

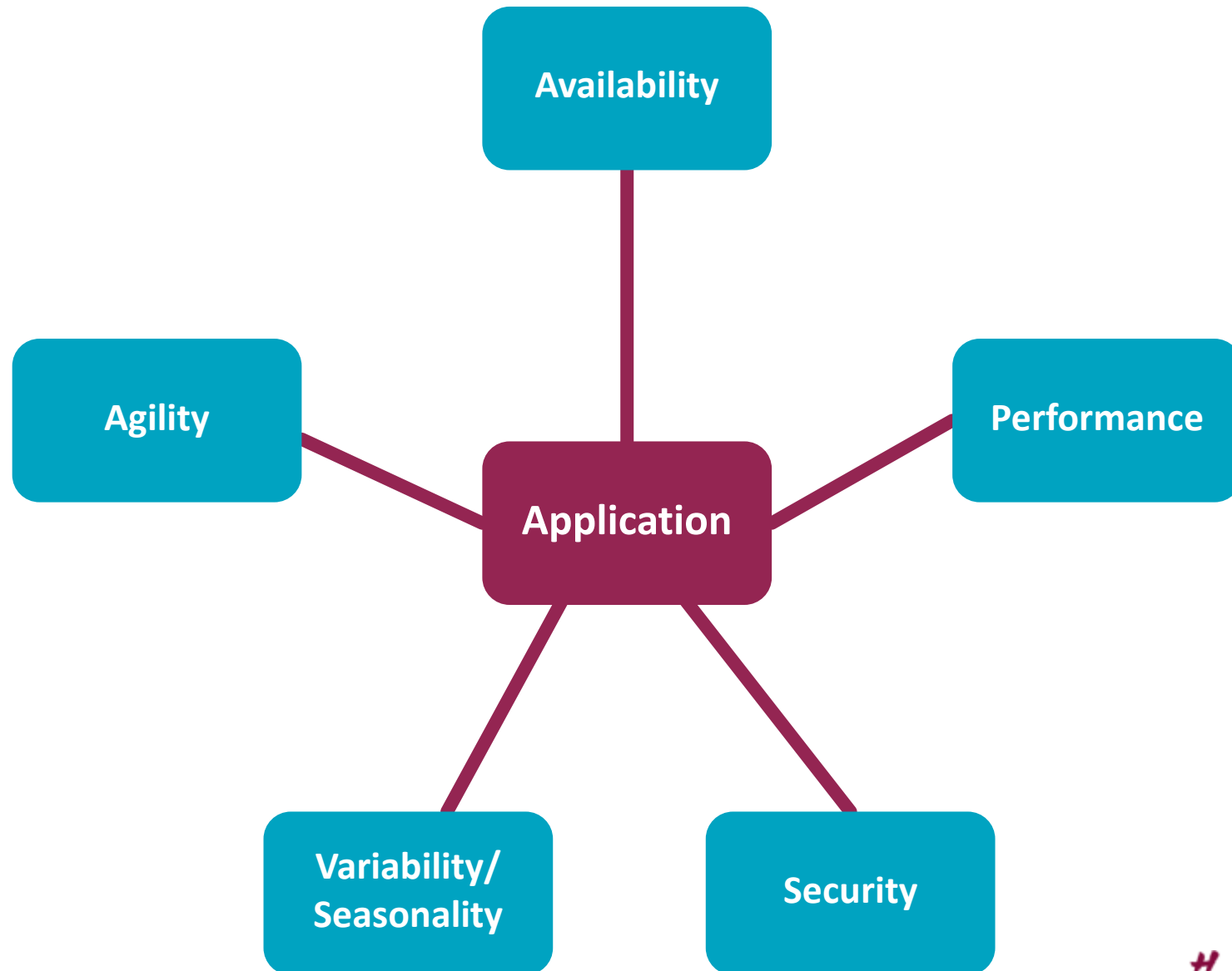
**IT is consumed from  
anywhere, at  
anytime**

**People need more  
accurate data**

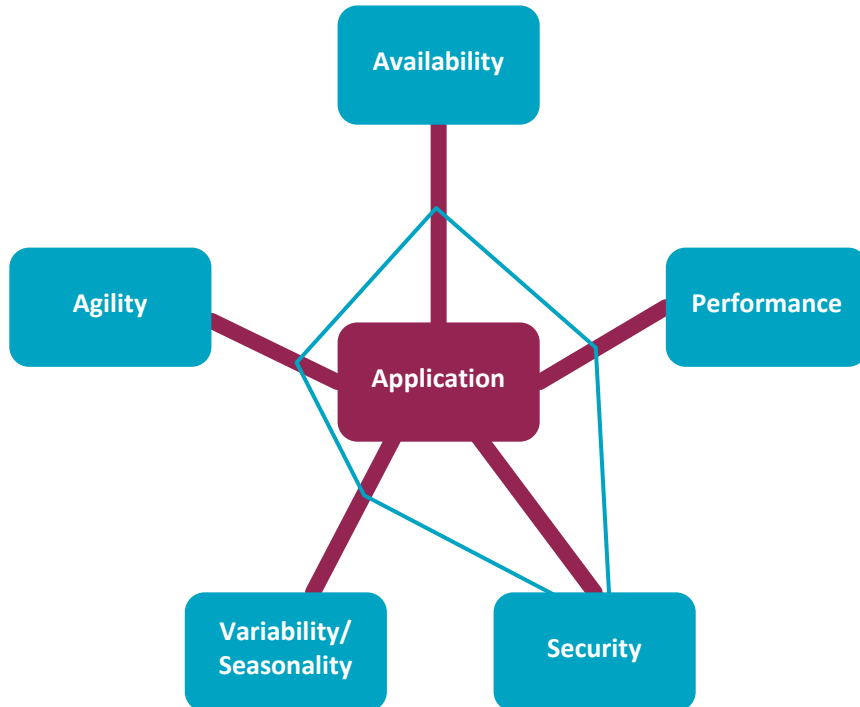


**IT is a commodity. It  
must work right  
away and be as  
useable as at home**

# What is our answer?

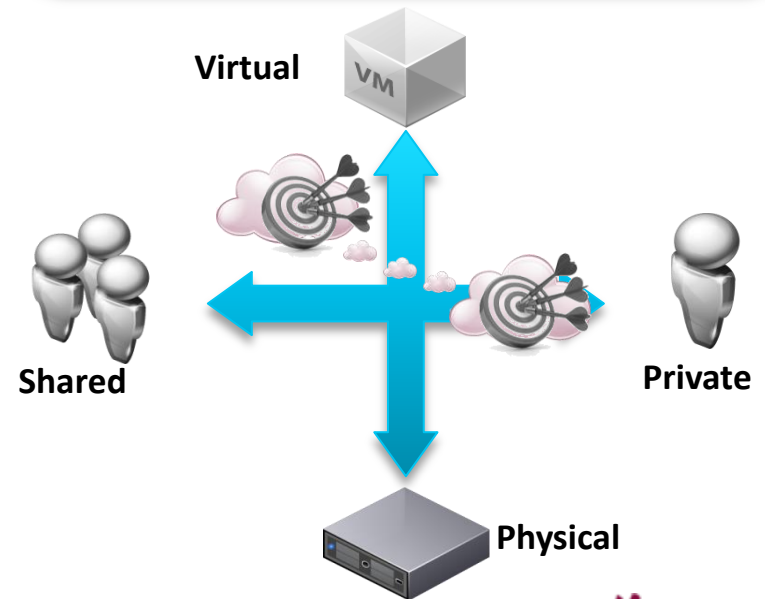


# Our answer: Finding the right balance

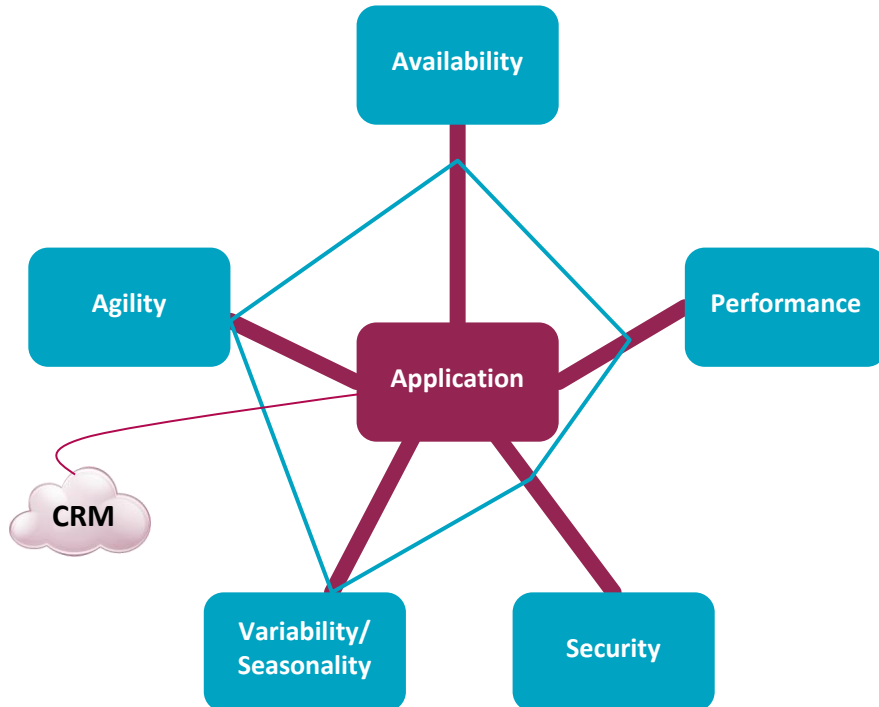


## Financial platform

- ▶ Stable number of users
- ▶ Slow application lifecycle
- ▶ Critical data
- ▶ Normal use: Standard availability, performance & SLA
- ▶ Fiscal Year closing: Increased activity, availability and guarantee

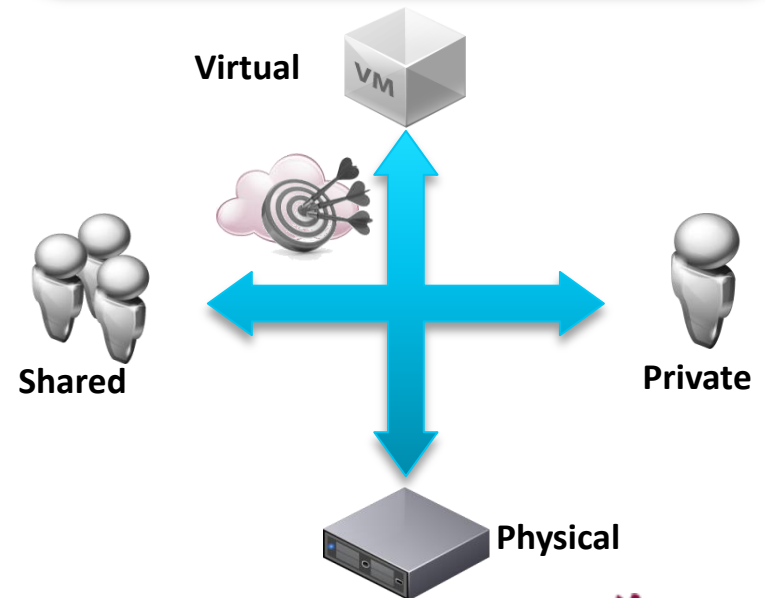


# Our answer: Finding the right balance



## Marketing platform

- ▶ Variable number of users
- ▶ Unexpected peak
- ▶ Highly frequent app release
- ▶ Low criticality



# Adaptive Cloud: Services Factory



## Deliver

Connectivity

Firewall

Acceleration

IDS/IPS

Auto-Scale

WAF



## Compute

Virtual

Antivirus

Physical

VLAN/ACL

Private

Text



## Store

Dynamic Storage

Replication

Storage Classes

Encryption

Backup & Archive



## Connect

Extend

MPLS

Trusted People

IPSec

Trusted Data

Application Management

Professional Services

# Case study: French Mobile Operator

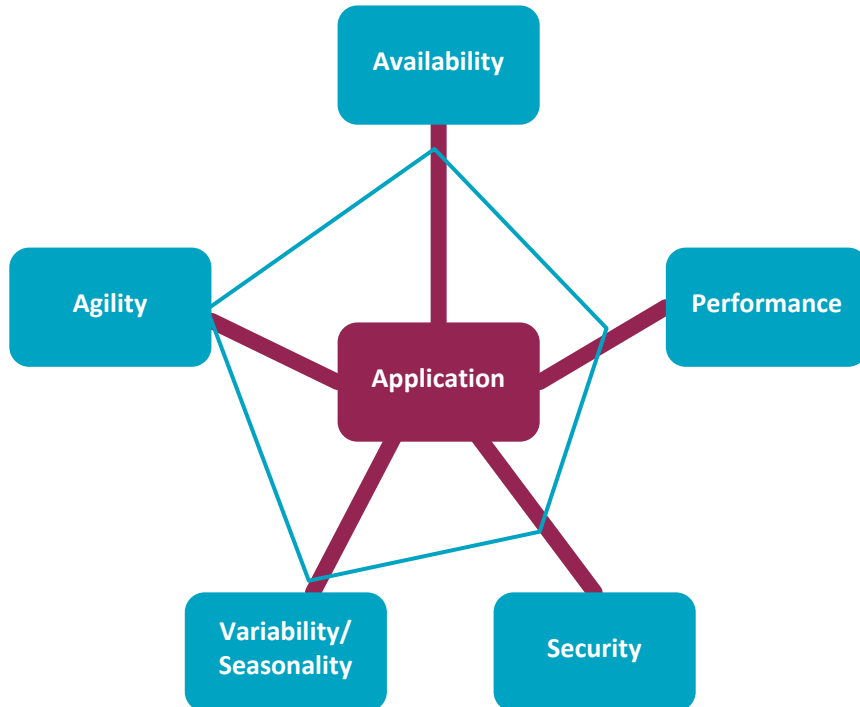
## *Business need*

- ▶ **Competition announced that they would sell low cost mobile subscriptions only over the Internet**
- ▶ **Our customer's Executive board decided that they HAD TO be the first to market**
- ▶ **They had only a few weeks to design, test, train and go live**
- ▶ **Strategic project with high financial impact**

## *Translate to IT*

- ▶ **Limited time to deliver: find the right team**
- ▶ **No clear vision of requirement, but budget estimate to be delivered:**
  - ▶ Security and flexibility high on the requirement list
  - ▶ High availability AND high application release frequency
- ▶ **Reduced time to market**

# Case study: French Mobile Operator

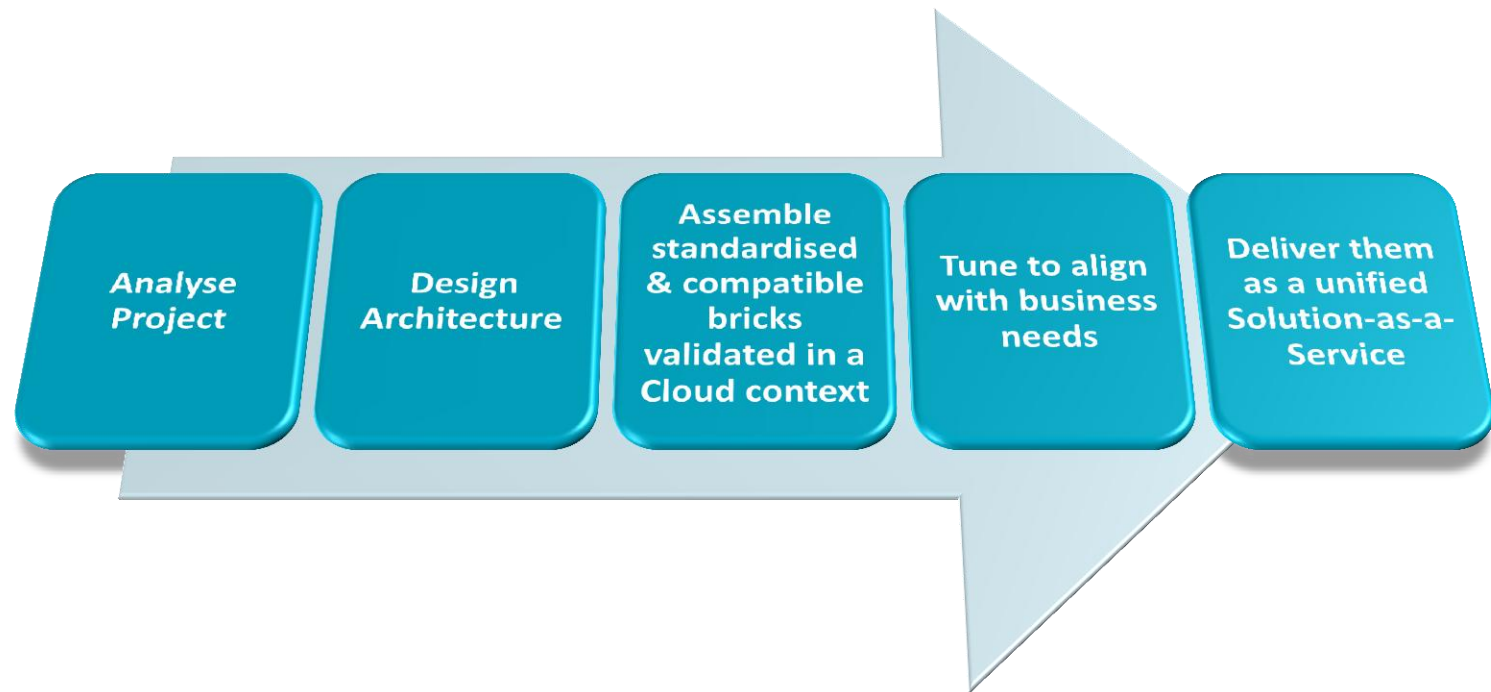


## *Solution*

- ▶ Virtual Private Cloud
- ▶ Scalable pool of resources
- ▶ Server Library
- ▶ Business-adapted units of work
- ▶ Service catalogue
- ▶ Global security services
- ▶ Embedded flexibility with auto-scale
- ▶ Hybrid infrastructure
- ▶ NBH changes window
- ▶ Built-in resiliency
- ▶ Strong SLAs
- ▶ Committed people

# So, Private, Public or Hybrid?

- ▶ **Private, Public or Hybrid are all modules that can be put together**
- ▶ **Adaptive Cloud: Agile Solution Factory**



# Summary

*Don't lose  
your head  
in the clouds.*

*Take a  
pragmatic  
approach.*

*Get the  
balance right.*

# Questions...

