“Managing Cloud-based Service Delivery”

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At last, the fossil evidence to prove our theory! The dinosaurs died off – not because of a meteor or climate change – but because their cloud computing platform collapsed!
Buzz words come and go...

...But the value proposition is bigger than ever!
Terminology

- Cloud/Cloud-based service
- Cloud computing
- Grid computing
- SAAS/PAAS/HAAS/MAAS...

Should you care?
Market Trends

- Economy-driven capex to opex shift in IT
- Rapid adoption of VoIP and Video for cost/env reasons
- SaaS/Cloud-services

Cloud-based converged media services are the future

The most disruptive trend in the IT market over the next 5 years - Gartner
$160B market by 2011 - Merrill Lynch
$42B market by 2012 - IDC
“Our multi-vendor networks are very complex... and are getting more so every day!”

“I can tolerate slow email, web surfing and application access... but I have zero tolerance for issues with converged media services!”

Branch Office/SMB Employee

Multi-vendor finger pointing  Service calls  Wasted time  Expensive to fix
Cloud-based converged media services are strategic to my future business...

But how do I deliver “carrier-grade” service quality all the way into the customer LAN when I don’t control the end-to-end network?

The MSP’s Problem

CHALLENGES

Multi-vendor finger pointing  Service calls  Wasted time  Expensive to fix
LAN and last-mile issues pose big problems for cloud-based services.
Isn’t cheap bandwidth the solution?

It’s all about the packet handling capacity…
Two Approaches To Ensure QoE

Approach #1

Upgrade and Control the End-to-End Network

- Large capex due to expensive re-wiring and upgrades
- Not a viable option in this economy

Approach #2

Manage the Service Lifecycle:
Assess, Verify, Monitor, Diagnose & Optimize

- Minimal capex, but requires the right tools and processes to implement cost-effectively on a massive scale using traditional service techs
Lifecycle Management For Converged Media Services

Assess
- Assess LAN and WAN for readiness before deployment
- Design and test QoS architecture

Verify
- Verify & certify the deployment of all components
- Establish a “gold standard” baseline

Monitor
- Monitor relevant network flows to determine QoE
- Identify & isolate complex transient issues
- Continually test against the baseline

Diagnose
- Leverage central experts to remotely diagnose complex problems
- Mine and correlate data to determine corrective actions

An End-To-End Process Is Required To Ensure “Carrier-Grade” Service
Opportunities For Entrepreneurs

- Every IT application can be SAAS-ified
  …but build it with the right financial model

- Infrastructure: Networking, Servers, Storage,…

- CPE devices/end-to-end networks/protocols that self-heal/self-correct

- Operational support systems:
  - Provisioning
  - Support
  - Backup
  - Customer management
  - Etc.
Thank You

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