

I'm a Small Business, Is Cloud for Me?

-Adam Hansen, Small Business Advocate

LEARN MORE at www.rackspacecloud.com/cloudu

It's Just Like Beer!

Old Way

6 people to a booth

Max per hour revenue is \$3500

New Way

5 People to a booth

Max per hour revenue is \$7500



FROM WATERWHEELS. . .



TO UTILITY POWER

CLOUDONOMICS: THE ECONOMICS OF CLOUD COMPUTING



**LOWERING THE OPPORTUNITY COST
OF RUNNING TECHNOLOGY**

**ALLOWING FOR A SHIFT FROM CAPITAL
EXPENDITURE TO OPERATING EXPENDITURE**

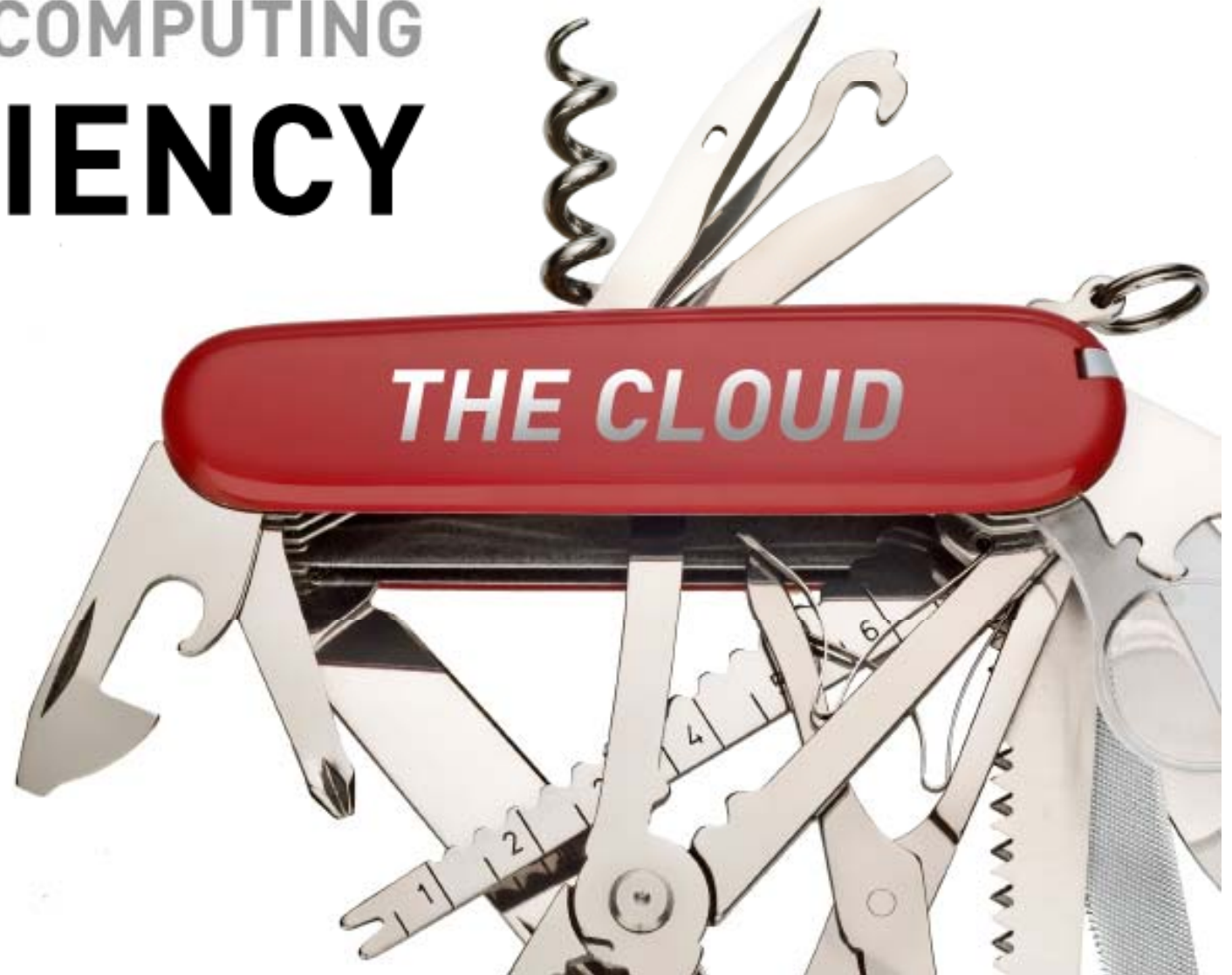
**LOWERING THE TOTAL COST OF
OWNERSHIP (TCO) OF TECHNOLOGY**

**GIVING ORGANIZATIONS THE ABILITY TO ADD
BUSINESS VALUE BY RENEWED FOCUS ON CORE ACTIVITIES**



RAM AND DISK – TAKE AS MUCH AS YOU LIKE

VIRTUALIZATION
THE ABILITY TO
INCREASE COMPUTING
EFFICIENCY






Good Fit

- Workloads with highly variable traffic (ie. marketing promos or product launches)
- Workloads that are temporary in nature
- Test and Pre-production systems
- Mature packaged offerings like Email and Collaboration
- Software development
- Batch jobs requiring minimal security
- Blogs, Media Rich websites
- Storage and Backup solutions



Not as Good

- Workloads requiring extremely high IOPS
- Large relational databases
- Workloads requiring significant regulatory compliance, accountability
- Legacy software not designed for cloud
- Workloads requiring detailed utilization measurement for billing or capacity planning
- Workloads requiring a lot of hardware customization



58%

say cloud computing
will cause a radical
Shift in IT.

- CIO Magazine (from IDC report) Oct 2008



47%

say they are already
using it or actively
researching it.

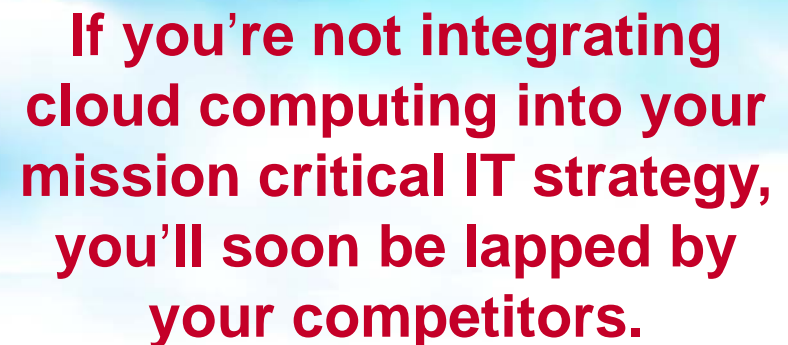
- CIO Magazine (From IDC Report) Oct. 2008



By 2012

20% of businesses
will own no IT assets.

- Gartner Key Predictions, Jan. 2010z



**If you're not integrating
cloud computing into your
mission critical IT strategy,
you'll soon be lapped by
your competitors.**

Private

Cloud

- Control over security, data, availability
- Investment protection
- Legacy integration
- CapEx still required
- Limited Agility

Public

Cloud

- Minimal capital requirements, no upfront risk/commitments
- Agility
- Efficiencies of vast scale
- Less control over Security
- Regulatory concerns

One Site...Many Apps

