



# 2013 ONS Tutorial 2: SDN Market Opportunities

SDN for the Data Center

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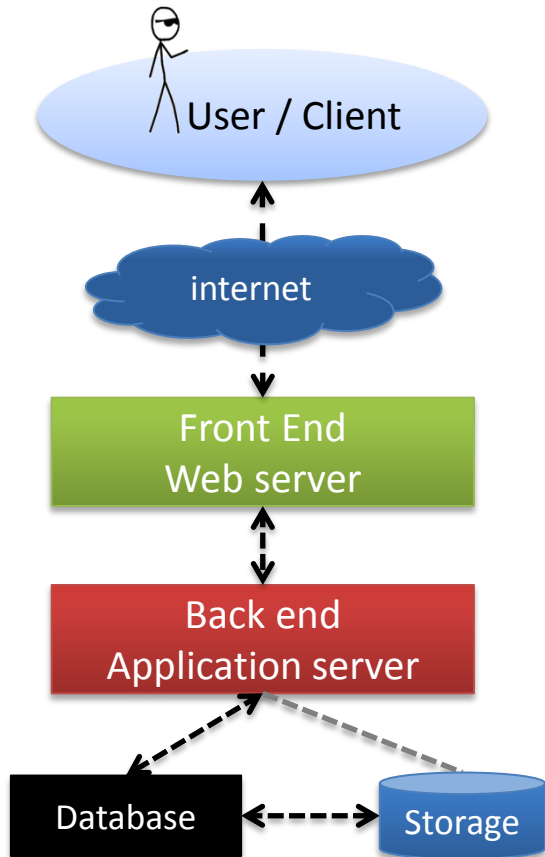


# Introductions



# Problem Statement – Customer View

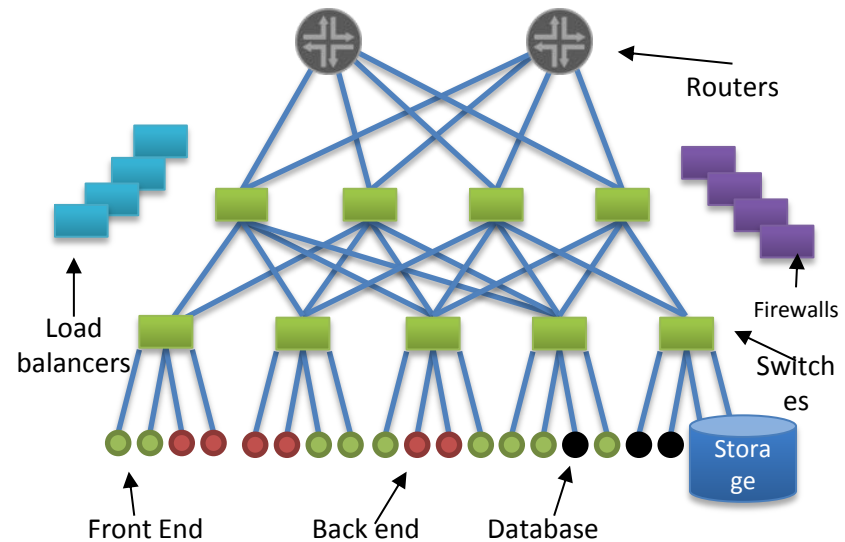
*How you would explain the network to a non-network person:  
Like workflow, starting with **you***



# Problem Statement – Vendor View



*What a network person is dealing with on a daily basis*



Intent is lost in translation

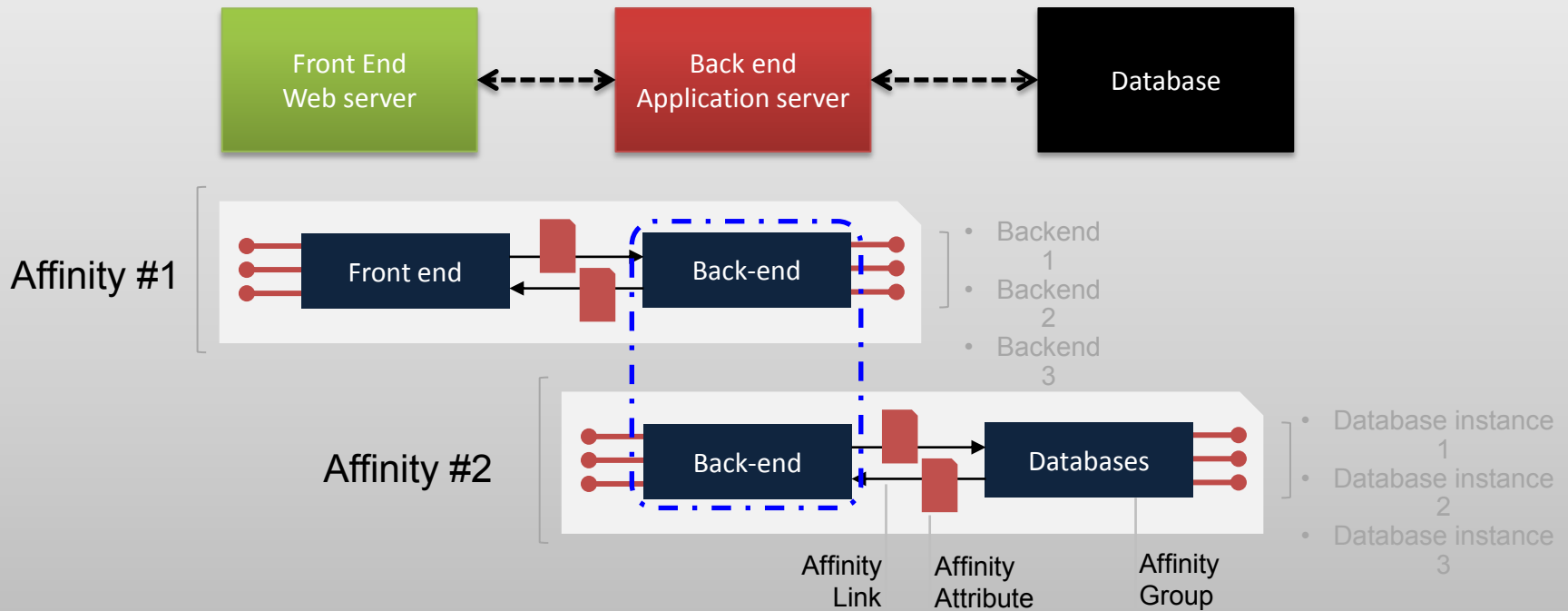
# Relationships and affinity

▪ Convey intent

▪ Implementation independent

▪ Temporal

Affinity – describing the relationship



# Problem Statement – Customer View

A green highway sign with white text that reads "Challenges AHEAD". The sign is mounted on a metal structure against a blue sky with white clouds. The sign is slightly tilted and has two small black rectangular markers on its bottom edge.

**Challenges**  
AHEAD

# Dense computing requires resilience



# And application awareness



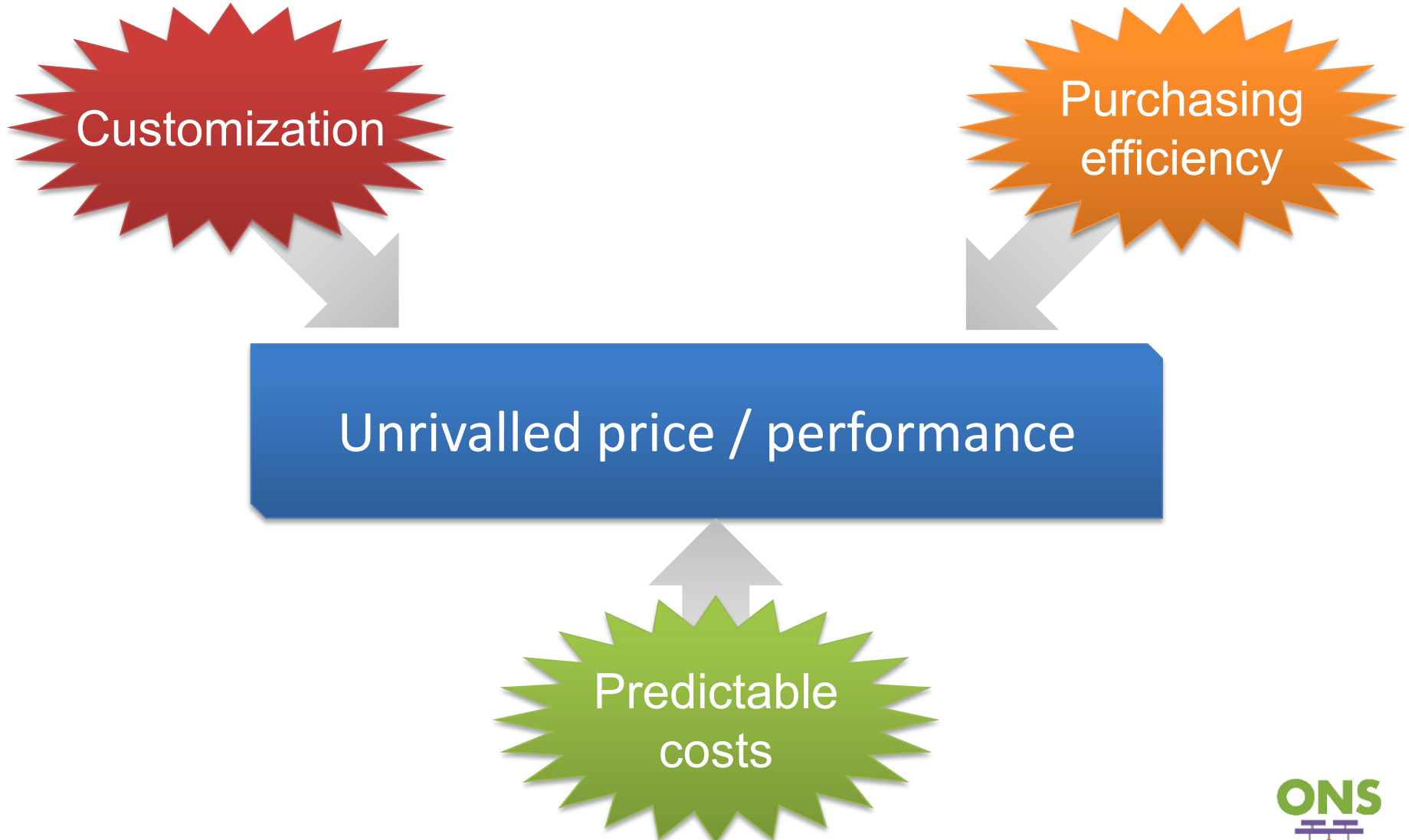


# And the customer defined network





# Results delivered



Got questions?



# Thank You

