



redhat.



rackspace®

PRIVATE CLOUD AS A SERVICE

Consuming Your Private Cloud Like It's a Public Cloud?

Agenda

- Introductions
- What is managed cloud?
- Who/why would I use managed cloud?
- The math
- Customer Use Cases
- Questions
- Shameless Plug

INTRODUCTIONS



Dan Sheppard

- Rackspace Sr. Product Manager – OpenStack
- Specializing in Day 2 Operations



Nick Barcet

- Red Hat Director of Product – OpenStack
- Generalized Awesomeness

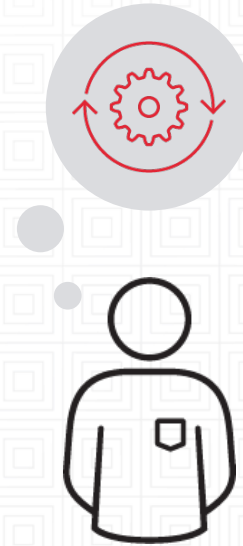
CLOUD OPERATIONS

THE DO-IT-YOURSELF APPROACH



VS

THE MANAGED APPROACH



YOUR OPENSTACK EXPERIENCE

THE DO-IT-YOURSELF APPROACH

- Can be on or off-premises
- Red Hat simplifies experience:
 - in place upgrades
 - ops tools available
 - handle configuration as code
- Scalable solution that can be tailored to meet unique requirements
 - Networking
 - Performance
 - Security

Plus

THE MANAGED APPROACH

- Freedom from managing the cloud
 - 24/7 operations team
 - 99.99% API availability SLA
- Automated and managed deployments and upgrades on your schedule
- Proactive monitoring and responses

THE VALUE OF MANAGED SERVICES



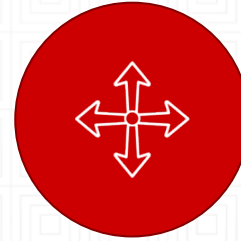
Accelerate and ease deployment with proven solutions



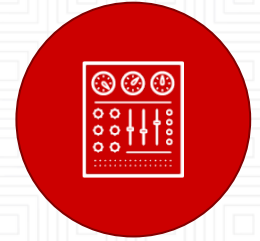
Free IT resources from day-to-day operations



Reduce costs with predictable, economical pricing



Expand and scale quickly and cost-effectively



Protect business with continuous oversight

RACKSPACE PRIVATE CLOUD POWERED BY RED HAT (RPC-R)

RPC-R delivers **Red Hat® OpenStack® Platform as a service**—in your choice of on-premise, Rackspace, or third-party data centers—with an **industry-leading, 99.99% uptime** service level agreement (SLA).



Rapid
implementation



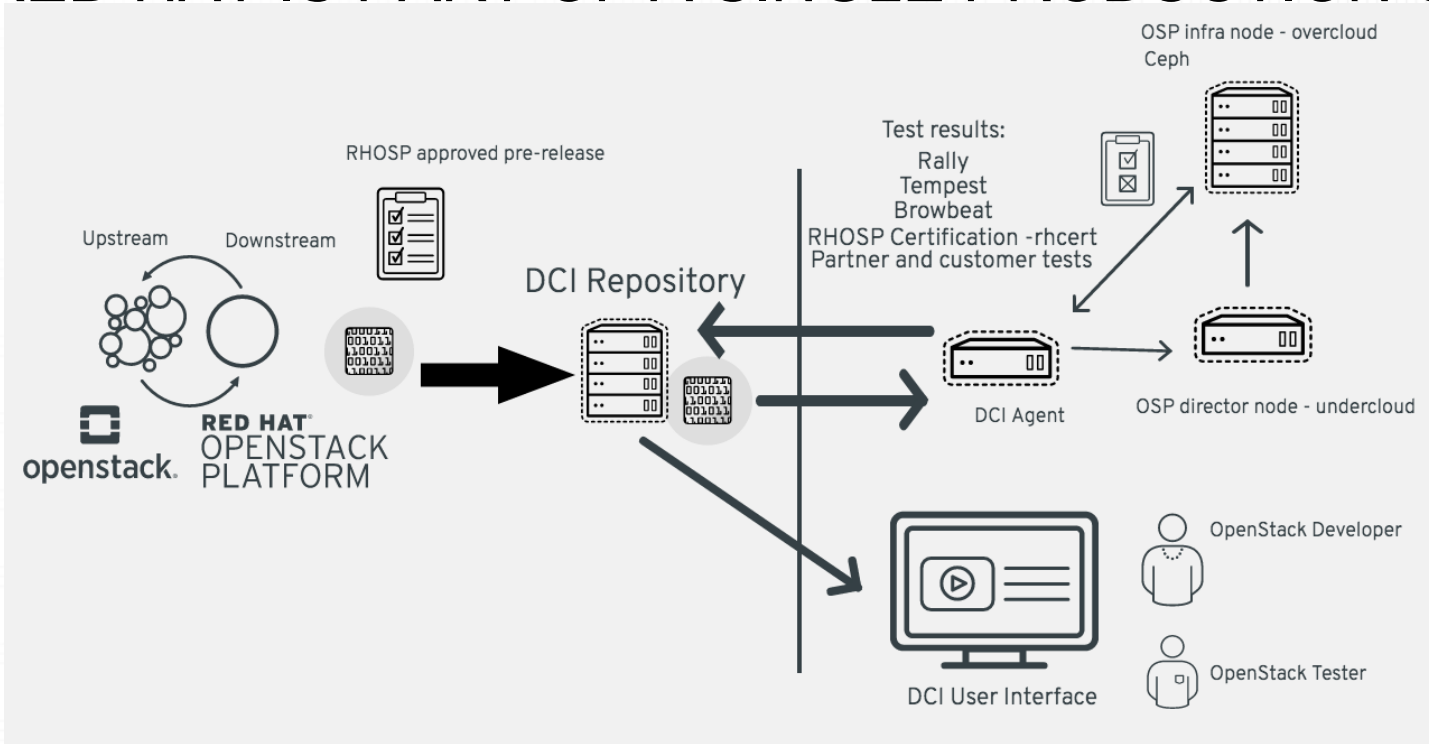
Full-stack Red Hat
certified solution



Expert support and
longer life cycle

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RACKSPACE PRIVATE CLOUD POWERED BY RED HAT IS PART OF A SINGLE PRODUCTION CHAIN



RPC-R KEY FEATURES



Built-in
automation

Security and
logging



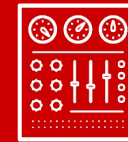
Enterprise-grade
architecture

Rackspace
operations and
Fanatical Support[®]

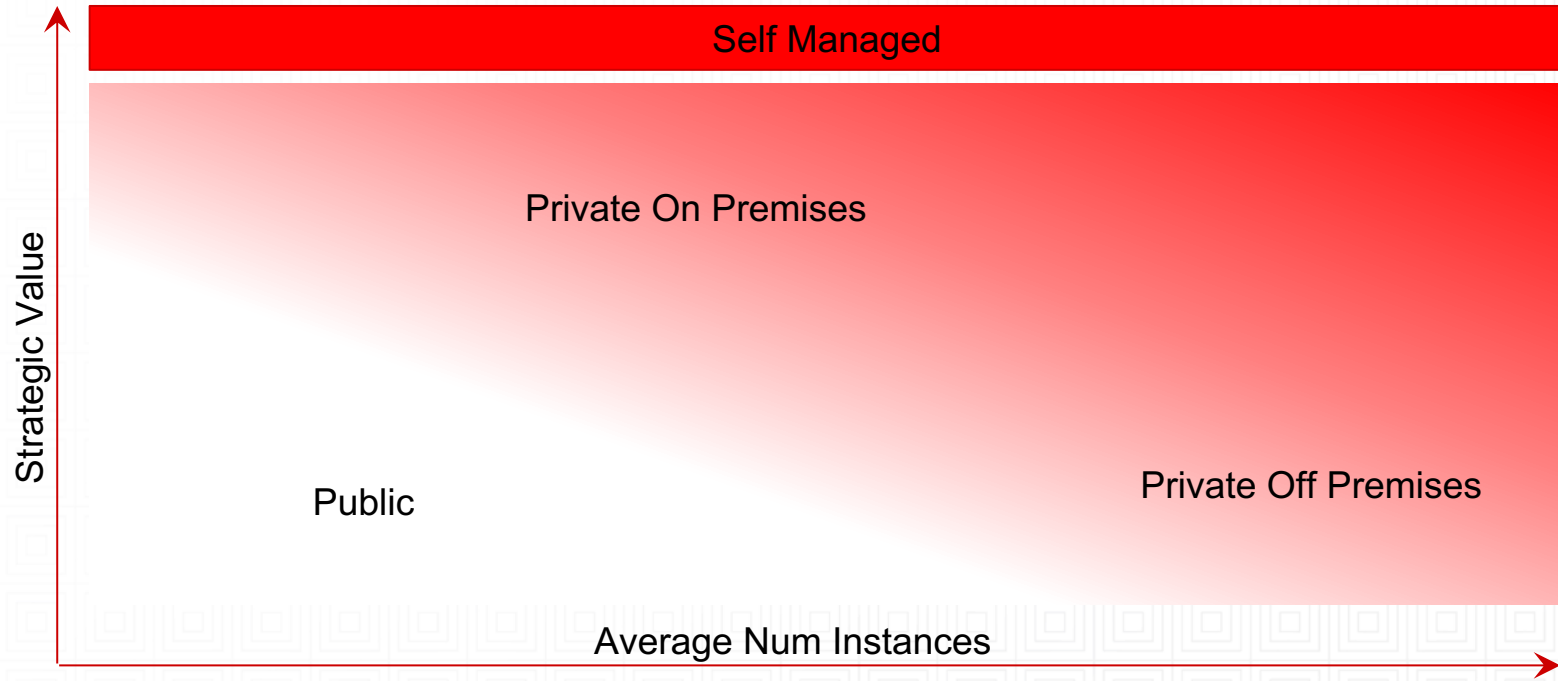


Data center
integration

Unified
management



Why Private Cloud?



Why Private Cloud as a Service?

LOWER COST

DO IT YOURSELF

\$1,000,000

Annual operations cost for a 60 node OpenStack private cloud (5 full-time OpenStack engineers @ cost of \$200K per year)

- Responsible for operating a platform that has a 50% implementation failure due to extreme complexity
- Lack of operational expertise in the market – difficult to find, hire and retain the right talent
- Small team of engineers will have very limited cloud operating experience compared with Rackspace
- Difficult for a small team to provide 24x7x365 support & operations

MANAGED SERVICE

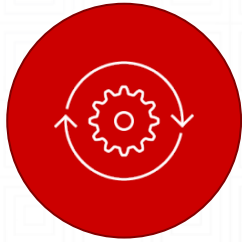
\$231,000

Annual operations cost for a 60 node Red Hat OpenStack private cloud managed by Rackspace

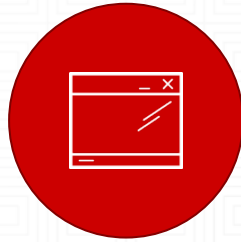
- Eliminate complexity and simply consume private cloud as a managed service backed with a 99.99% uptime guarantee
- "Rackspace is the world's leading OpenStack service provider." – 451 Research
- Rackspace team = 1,000 OpenStack experts with >1 billion server hours of experience operating production-ready OpenStack clouds
- 24x7x365 operations and Fanatical Support® included

REDUCED RISK

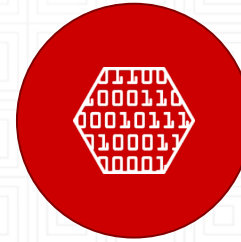
Customer Use Cases



Agile software
development

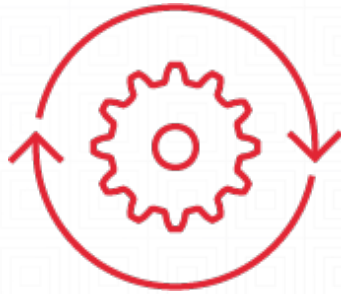


E-commerce and
web applications



Big data
implementation

AGILE SOFTWARE DEVELOPMENT USE CASE



Provide compute, storage,
and networking resources
to support application
development.



Deliver self-service
capabilities

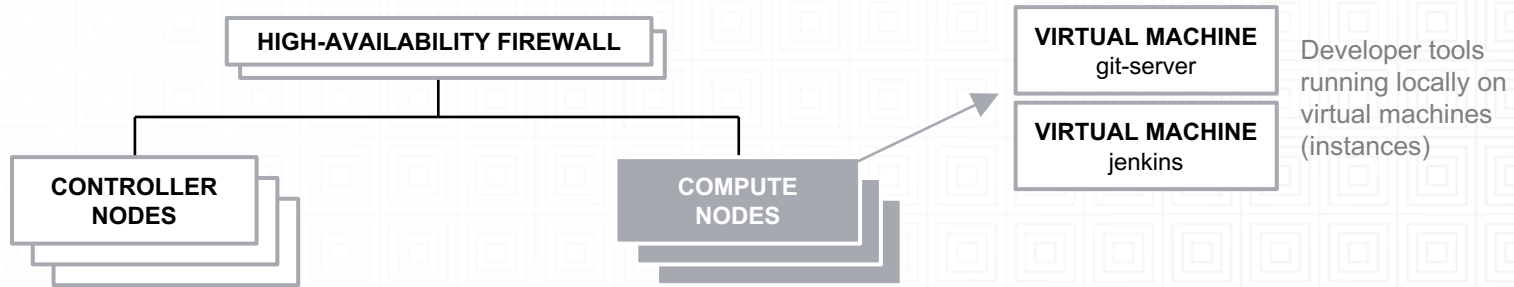


Provision
resources faster

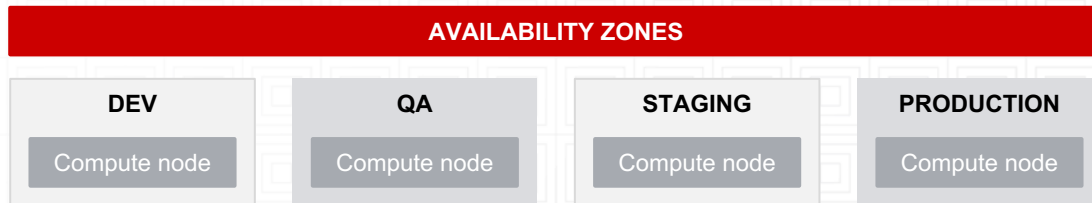


Accelerate code
development

AGILE SOFTWARE DEVELOPMENT DIAGRAM



Compute nodes arranged logically into availability zones



Thank You

**Be sure to vote for Rackspace for
Innovator of the Year!**

COME BY BOOTH #430

We are hosting a happy hour starting in just a few minutes

Sign up at the booth to talk with our OpenStack experts

