

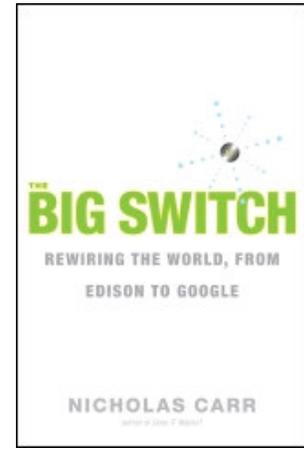
# The Next Big Paradigm: Computing in the Cloud



William F. Slater, III, PMP  
March 9, 2008

# Where the Future of Computing Is Going

- According to Nicholas Carr, author of *The Big Switch*, published in January 2008, the IT Industry is now in a huge paradigm shift where companies will move from expensive IT professional staffs and infrastructures, to smaller IT staffs and getting their services across the Internet from large providers like Google, Microsoft, etc. This is called “cloud computing.”
- These services will be provided on servers that are accessible via the Internet and web technologies.



Nicholas Carr

# Where the Future of Computing Is Going

- According to Bill Gates and Ray Ozzie, in separate memos published on October 30, 2005: Microsoft will do a better job of embracing the web and web services. “People don’t care how this stuff works, they just want it to work.”
- These services will be provided on servers that are accessible via the Internet and web technologies.

**Microsoft®**

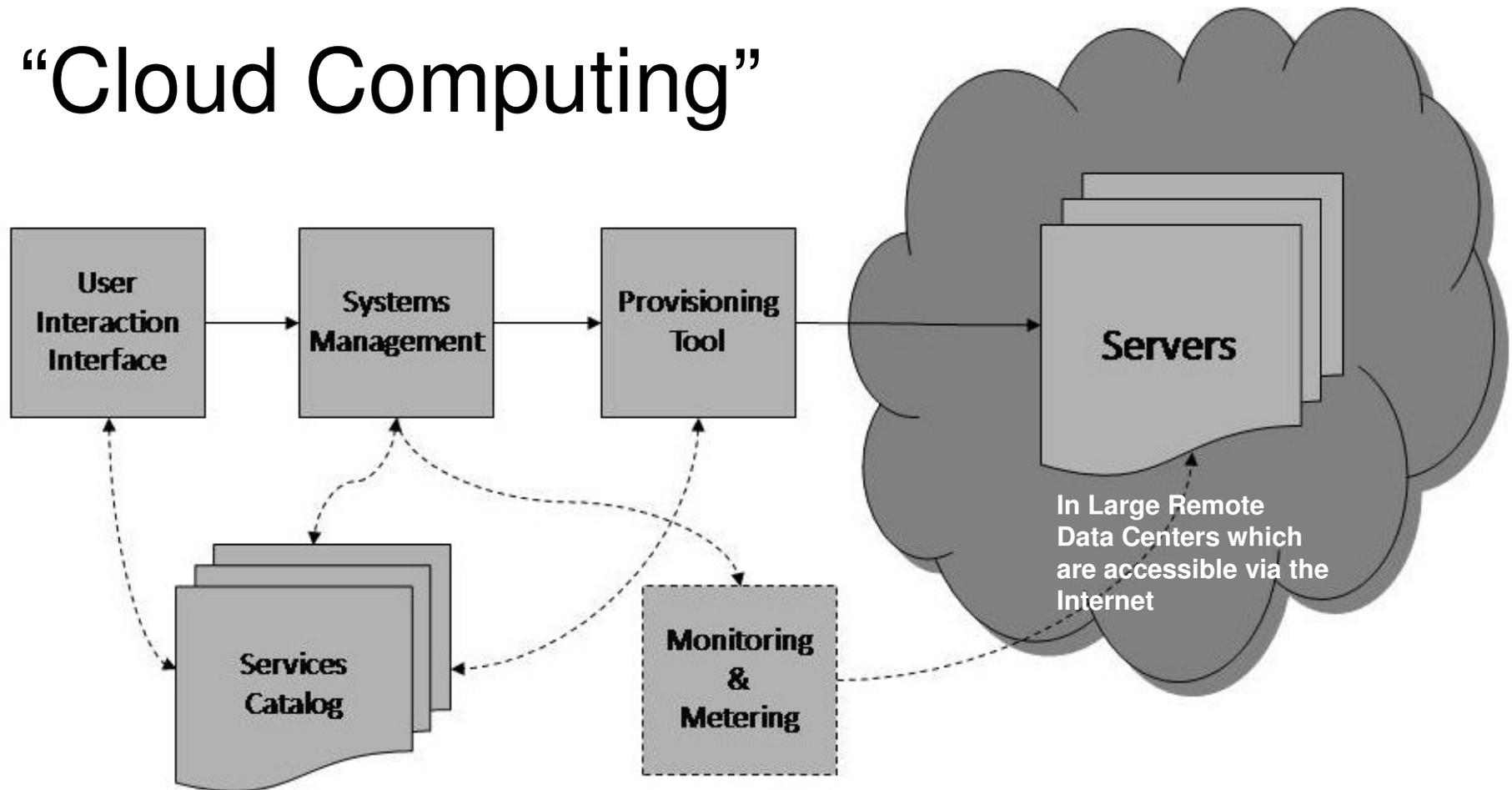


Bill Gates



Ray Ozzie

# “Cloud Computing”

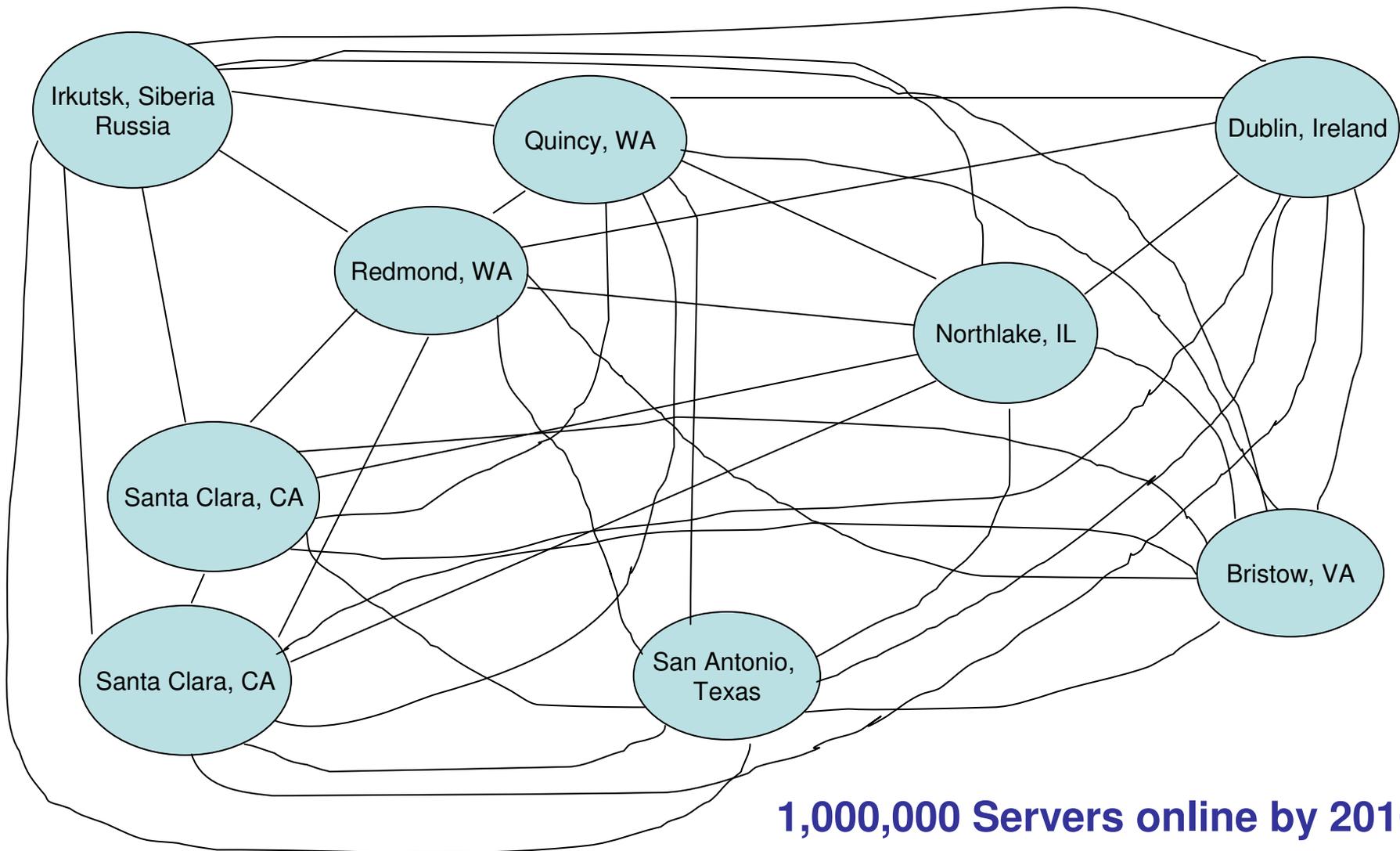


- **User interaction interface:** This is how users of the cloud interface with the cloud to request services.
- **Services catalog:** This is the list of services that a user can request.
- **System management:** This is the piece which manages the computer resources available.
- **Provisioning tool:** This tool carves out the systems from the cloud to deliver on the requested service. It may also deploy the required images.
- **Monitoring and metering:** This optional piece tracks the usage of the cloud so the resources used can be attributed to a certain user.
- **Servers:** The servers are managed by the system management tool. They can be either virtual or real.

Source: Wikipedia Article on Cloud Computing, retrieved on February 5, 2008

# Microsoft's Cloud Computing Plans

(Data Centers - based on media coverage)

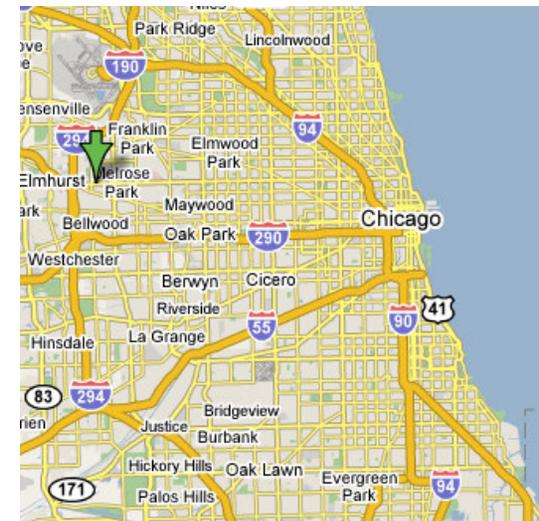


**1,000,000 Servers online by 2010!**

# Microsoft Chicagoland Data Center

## The Operational Description

- **Location:** Northlake, IL
- **Facility Cost:** \$500 M
- **Building:** 550,000 sq. ft, two stories (approximately 275,000 sq ft. each), new construction
- **Power:** 120 MW supplied by ComEd
- **Cooling:** Free cooling
- **Capacity:** 1KW/sq ft, “10s of thousands of servers”
- **ASHRAE Rating:** Tier 4
- **Target Opening Date:** April 1, 2008
- **Expected Useful Life:** 10 – 15 years



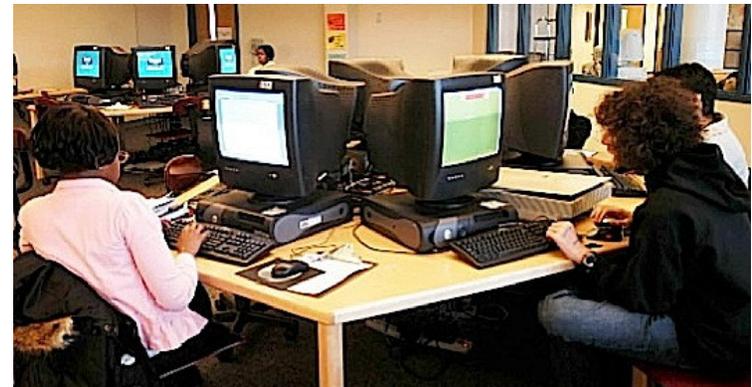
Northlake, IL

# If You Don't Believe This Cloud Computing Thing Will Happen...



# It Already Has Happened!

- Hotmail
- Gmail
- eBay
- Google applications: Google Search, Word Processing, Spreadsheet, Flickr, Calendar, etc.
- YouTube
- YAHOO Search, e-Mail, Groups, etc.
- MySpace
- FaceBook
- LinkedIn
- ClassMates
- Second Life
- SKYPE
- MSN Live Spaces
- Windows Live Writer
- And will just continue to grow...



# It Already Has Happened!



# And a Lot of People Are Reading *The Big Switch*

INDEX	Business		WSJ SALES INDEX	
	TITLE AUTHOR/PUBLISHER	THIS WEEK	LAST WEEK	
New	1 <b>Women &amp; Money</b> Suze Orman / Spiegel & Grau (H)	19	28	
51	2 <b>Strengthfinder 2.0</b> Tom Rath / Gallup Press (H)	18	17	
29	3 <b>Predictably Irrational</b> Dan Ariely / HarperCollins (H)	13	12	
ew	4 <b>Good to Great</b> Jim Collins / Collins (H)	12	11	
ew	5 <b>The Big Switch</b> Nicholas Carr / W.W. Norton (H)	9	New	
28	6 <b>Who Moved My Cheese?</b> Spencer Johnson / Putnam (H)	9	8	
7	7 <b>Four-Hour Workweek</b> Timothy Ferriss / Crown (H)	8	9	
3	8 <b>Five Dysfunctions of a Team</b> Patrick M. Lencioni / Jossey-Bass (H)	8	6	
8	9 <b>Now, Discover... Strengths</b> M. Buckingham, D. Clifton / Free Press (H)	7	9	
2	10 <b>Getting Things Done</b> David Allen / Penguin (P)	7	10	
	11 <b>Rich Dad Poor Dad</b> D. Kiyosaki, S. Lechter / WW	7	7	



Nicholas Carr

Wall Street Journal  
Business Book  
Best Sellers – March 7, 2008

# Conclusion

- The Future of Computing is in “the Cloud”
- Big Players:
  - Google
  - Microsoft
  - Yahoo
- The one with the most Data Centers, Web Services and Servers will win.



# Questions?



William F. Slater, III  
Data Center Manager,  
BP Naperville Data Center, in December 2005