



# CLOUD COMPUTING

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# Everyone is Talking About Cloud Computing

Software as a Service

Platform as a Service

Storage as a Service

Grid Computing

Database as a Service

Virtualization

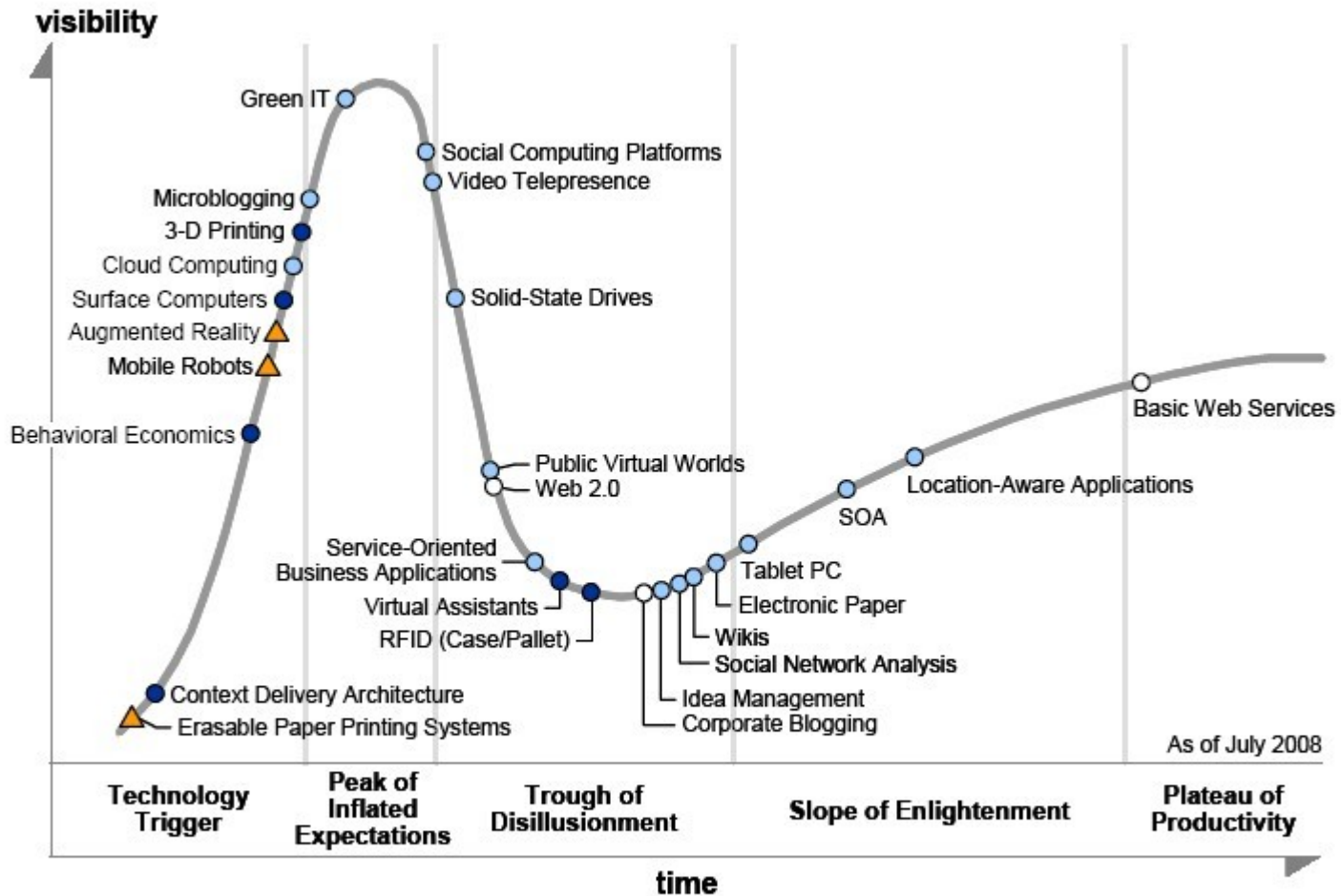
Utility Computing

Application Hosting

Infrastructure as a Service

# Locating Cloud Computing in Gartner's Hype Cycle

Figure 1. Hype Cycle for Emerging Technologies, 2008



As of July 2008

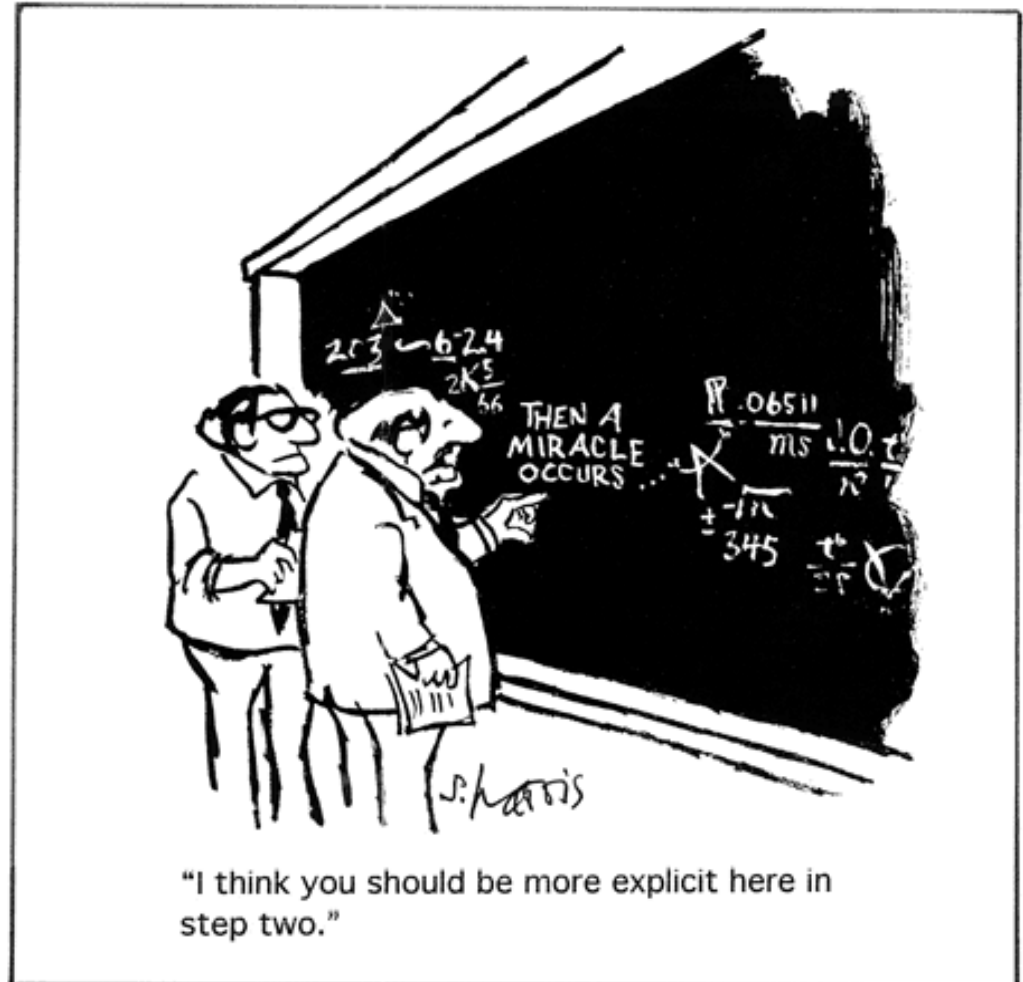
**Years to mainstream adoption:**

○ less than 2 years   ● 2 to 5 years   ● 5 to 10 years   ▲ more than 10 years   ⊗ obsolete before plateau

Source: Gartner (July 2008)

# Okay, let's build one!

- **1:** Gather *all* your hardware, software and data in one place
- **2:** Make it all work together *seamlessly*
- **3:** *Securely* and *efficiently* deploy applications to *competing customer bases*



# Cloud Ownership Models

**USE**  
the Cloud  
*(no datacenter  
ownerships)*

**LEVERAGE**  
the  
Cloud

**BUILD**  
My Own  
Internal  
Cloud

**BE**  
the  
Cloud

- Startup
- SMB
- Research projects

- Temporary on-demand load
- Functional off- load

- Enterprise infrastructure grid
- Drive internal IT economics
- Standardized development environment/ services

- Redefine services
- New business offerings
- Hosting and operations partners
- Software vendors



# THANK YOU

[www.sun.com/cloud](http://www.sun.com/cloud)

