



GS10 – Cloud Computing

28. October 2009

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TMCC Boeblingen – New Design Center since July 22nd, 2009

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IBM Worldwide Design Center expands to meet client needs

Whether it is a brainstorming session about solution options or creating a high level design or assessing the clients' own design, the IBM Worldwide Design Center is here to help IBM clients.

Call upon the <u>IBM Worldwide Design Center</u> to help clients simplify their infrastructure, share more and more resources and move into a totally <u>dynamic infrastructure</u> that is well aligned with today's very dynamic nature of the business. The Center's team can also help win business with clients by offering tailored advice that will enable clients to provide seamless services internally and externally through <u>cloud computing</u>.



Melinda Miller

Manager, WW Design Centers, IBM Systems & Technology Group, Mktg,

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Solutions, IBM Sales & Distribution, STG Sales



Oliver Gahr

Manager Market Planning, Program
Manager Dynamic Infrastructure, IBM
Systems &Technology Group, Systems
Software Development

Clients come to IBM for industry-leading expertise, and the IBM Worldwide Design Center has demonstrated our dedication to every client's success for ten years. This team of IBMers brings our company's solutions to life with its holistic approach to infrastructure modernization – servers, software, networking and applications to help clients optimize their IT environments.

Hello Boeblingen

With three locations around the world in Poughkeepsie, Montpellier and Makuhari, the Design Center recently expanded its operations to meet more clients' needs with a center in Boeblingen, Germany. As one of the major IBM technology centers in Europe, the Boeblingen Lab is known for having the necessary skills to help IBM clients in Europe,

http://w3.ibm.com/news/w3news/top_stories/2009/07/stg swg_ww_design_center.html





Agenda

Cloud Computing Introduction

- An Evolution from Known Technologies
- It's More than Virtualization
- Delivery Models Private -> Public Clouds
- What Kind of Clouds Do Exist Layers
- Software as a Service (SaaS) Samples 'IBM LotusLive', 'IBM Smart Analytics Cloud'
- Platform as a Service (PaaS) Sample 'WebSphere on Amazon Machine Images'
- Infrastructure as a Service (laaS) Samples 'Amazon EC2', 'IBM CloudBurst'

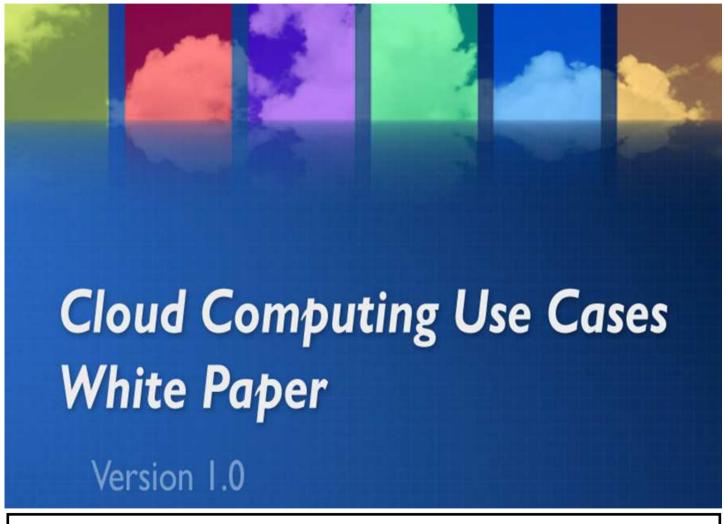
IBM CloudBurst

- Minimum Configuration Components
- Further Configuration Options
- It's More Than Virtualization
- Details Self-Service Catalog, Standardisation Image Catalogue plus Automation, Reporting, further Functions + IBM Services
- Flexible Choices Build-up Your Cloud Development & Test Environment
- Roadmap
- IBM Tivoli Service Automation Manager
- Development & Test Cloud IBM Boeblingen R & D TSAM Based





National Institute of Standards and Technology (NIST) – August 5, 2009



http://groups.google.com/group/cloud-computing-use-cases





Cloud Computing – An Evolution From Known Technologies

Cloud Computing: Cloud computing is a model for enabling convenient, ondemand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction (NIST, page 5)

Cloud Computing

On Demand eBusiness

Software as a Service

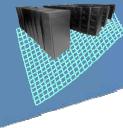


Utility Computing





Grid Computing



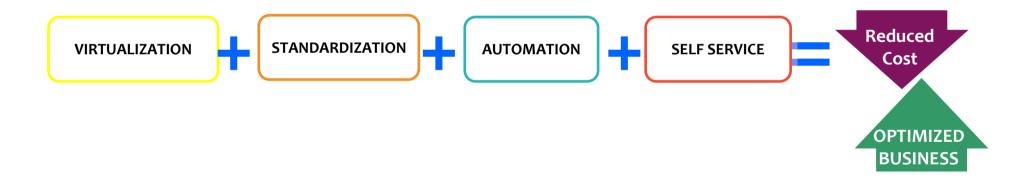
"Clouds will transform the information technology (IT) industry... profoundly change the way people work and companies operate."







Cloud Computing – It's More Than Virtualization



... leverages virtualization, automation, standardization and self service to free up operational budget for new investment





Delivery Models - NIST Page 6

Public ...

Service provider owned and managed.
Access by subscription
Delivers select set of standardized business process, application and/or infrastructure services on a flexible price per use basis

.... Standardization, capital preservation, flexibility and time to deploy

Cloud Services

Cloud Computing Model

Hybrid ...

Access to client, partner network, and third party

Community ...

Private ...

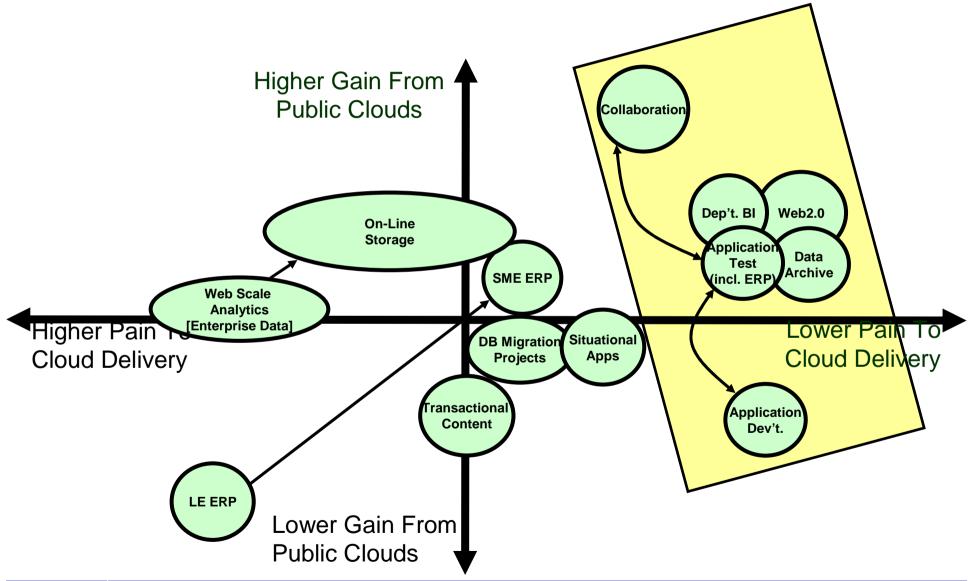
Privately owned and managed.
Access limited to client and its partner network.
Drives efficiency, standardization and best practices while retaining greater customization and control

.... Customization, efficiency, availability, resiliency, security and privacy





Workload Fit - Where Does it Fit And Where Does it Not?







Workload Fit for Public Clouds

Workloads Moving to Public Clouds

- Test and Pre-production systems
- Non-business critical application domains, like e-mail and collaboration (e.g. LotusLive)
- Software development environments
- Batch processing jobs with limited security requirements (e.g. HPC)
- Isolated workloads where latency between components is not an issue
- Storage Solutions/Storage as a Service
- Backup Solutions/Backup & Restore as a Service
- Data intensive workloads if the provider has storage capabilities tied to the cloud compute offering
- Purposed and Pre-Integrated SW/HW solutions (virtual appliances)

Workloads Not Yet Moving to Public Clouds

- Highly sensitive data workloads
 (e.g. employee and health care records)
- Multiple, co-dependent services (e.g. high throughput online transaction processing)
- Workloads requiring a high level of auditability, accountability (e.g. those subject to Sarbanes-Oxley)
- 3rd party software which does not have a virtualization or cloud aware licensing strategy
- Workloads requiring detailed chargeback or utilization measurement (e.g. capacity planning, dept. level billing)





What Kind of Clouds Do Exist - Layers - NIST Page 5



Cloud consumer uses an application

E.g. LotusLive, IBM Smart Analytics Cloud



Cloud consumer uses an application framework

E.g. WebSphere on Amazon Machine Images



Cloud consumer uses IT resources (server, storage, network)

E.g. Amazon EC2, IBM CloudBurst

laaS: Infrastructure as a Service





Software as a Service

Business Processes CRM/ERP/HR

Industry Applications

LotusLive

Collaboration

Sample Public Cloud

Delivery of application functionality via subscription model over Internet.

Consumer does not own the application, but **rents** a total solution



Web Conferencing

·LotusLive Meetings

•A full-featured, easy to use Web conferencing service

•

LotusLive Events

Provides tools to create, manage and conduct webinars for up to 999 attendees



Collaboration

LotusLive Engage

An integrated suite of tools that combines your business network with collaboration and conferencing services

LotusLive Connections Combines your business network with collaboration services



eMail

LotusLive Notes

An online version of IBM's popular Lotus Notes email and calendaring & scheduling product

LotusLive iNotes

Web-based messaging service for e-mail and personal calendar

www.LotusLive.com





Software as a Service

Business Processes

CRM/ERP/HR

Industry Applications

- Sample Hybrid Cloud

LotusLive

Collaboration

On-Premise MANAGED BY IT DEPARTMENT OR PARTNER

Software

Benefits

needs

firewall

· Allows for advanced

customization to

meet customer

Managed by IT dept

All data resides local

and inside the

Appliance

- Benefits
- Easy to install/maintain
- Managed by customer or partner
- Toolkits available for customization by partner or customer
- All data inside your firewall

Cloud Delivered

Dedicated Hosted Environment

Multi-Tenant SaaS Environment

- s Benefits
 - Negotiated SLAs
 - Monthly Pricing available for hosting
 - Can leverage toolkits available for customization
 - Updates are applied transparently

- Benefits
- Low cost of entry
- Zero Infrastructure Reduced Overhead
- Risk Mitigation
- Flexible contracts
- Scales to meet customer demand
- Immediate access to the latest innovations

No cost trials available at www.lotuslive.com





Software as a Service

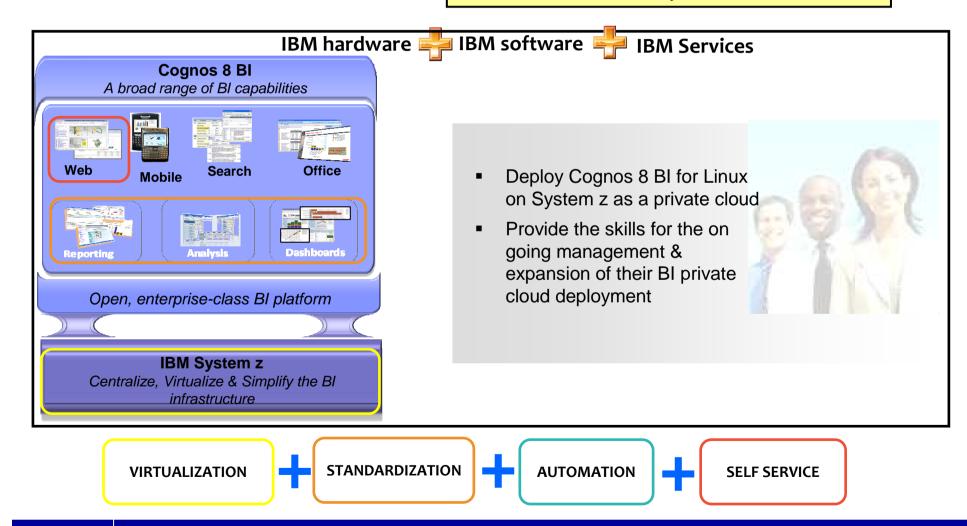
- Sample Privat Cloud

Collaboration CRM/ERP/HR

Business Processes

Industry Applications

Smart Analytics Cloud







Platform as a Service



Sample Public Cloud

Information Management Software
Enterprise content and data integration

Amazon Machine Images (AMIs) are available for the following IBM products:

IBM Software on Amazon Machine Images





http://www.ibm.com/develope rworks/downloads/cloud.html?ca =dth-

cloud&S_TACT=105AGX01&S_ CMP=LP

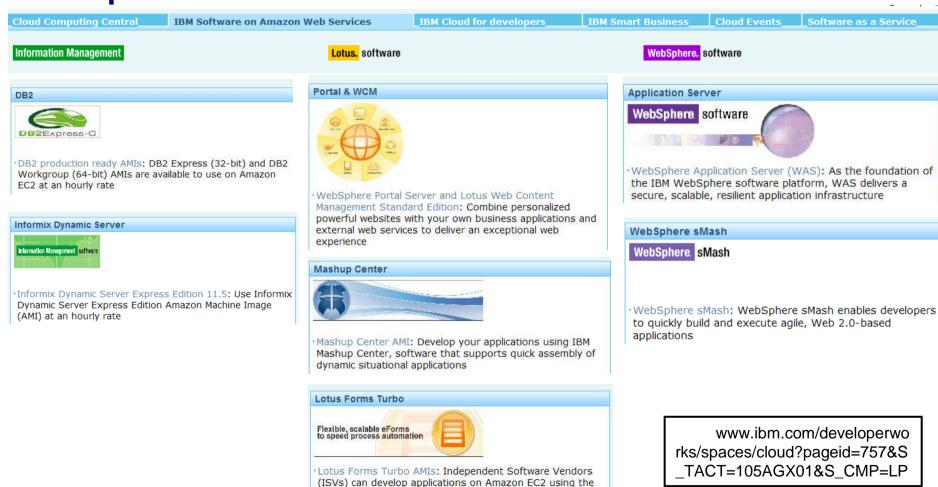




Platform as a Service (PaaS)



- Sample



15 10/29/2009 © 2009 IBM Corporation

Lotus Forms Turbo development Amazon Machine Image

(AMI)





What is IBM offering on Amazon Web Services?

- 1. Hourly priced, full production environments of leading IBM software products.
 - ▶ Prices start at \$0.38c an hour and includes IBM software, Novell SuSe Linux and underlying Amazon Elastic Compute Cloud (EC2) charges.
 - No commitments, contracts or minimums. Pay as you go.
- 2. BYOL Bring your own licenses
 - Customers can deploy their purchased IBM software on AWS using an easy conversion table.
- 3. ISV Development Environment
 - ► For ISVs and other companies developing commercially available applications, IBM, Novell and AWS provide no-charge development environments.
 - ► Get started in minutes, just pay for the EC2 charges starting at \$0.10c an hour.

http://aws.amazon.com/ibm/





Infrastructure as a Service (laaS)

Servers Networki ng Center Storage
Shared virtualized, dynamic provisioning

- Sample Public Cloud



On-demand compute and storage infrastructure for hosting IT solutions

- Elastic Compute Cloud (EC2)
 - Starting at \$.10/Hr
- Simple Storage Service (S3)
 - Starting at \$.15/GB/Month

- Simple Queue Service (SQS)
 - Messaging in the Cloud
- Elastic Map Reduce
 - Hosted Hadoop Framework





Infrastructure as a Service



- Sample Privat Cloud

NIST Page 8 - **Cloud bursting**: Cloud bursting is a technique used by hybrid clouds to provide additional resources to private clouds on an as-needed basis. If the private cloud has the processing power to handle its workloads, the hybrid cloud is not used. When workloads exceed the private cloud's capacity, the hybrid cloud automatically allocates additional resources to the private cloud.

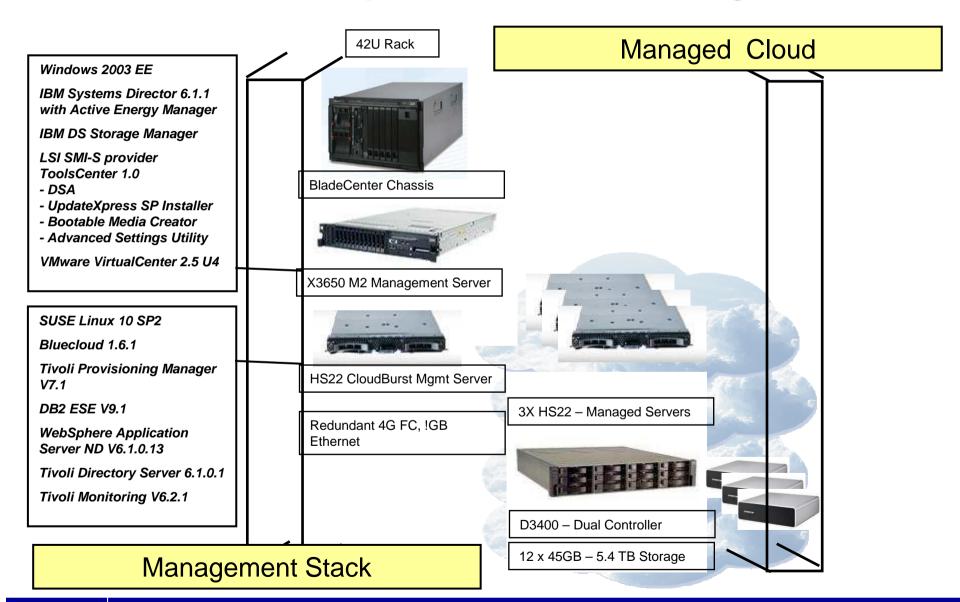
IBM CloudBurst

- IBM CloudBurst is a pre-packaged private cloud offering that brings together the hardware, software and services needed to establish a private cloud.
- This offering takes the guesswork out of establishing a private cloud by preinstalling and configuring the necessary software on the hardware and leveraging services for customization to your environment.





IBM CloudBurst – Components Minimum Configuration





CloudBurst – Further Configuration Options

Entry	Small	Medium	Large
One 42U Rack	One 42U Rack	One 42U Rack	One 42U Rack
One BladeCenter Chassis	One BladeCenter Chassis	One BladeCenter Chassis	Two BladeCenter Chassis
One 3650M2 Mgmt Server	One 3650M2 Mgmt Server	One 3650M2 Mgmt Server	One 3650M2 Mgmt Server
 Four HS22 Blades 	■ Four HS22 Blades	■ 14 HS22 Blades	28 HS22 Blades
Redundant 1G Ethernet Networking Bigbird HSSM	 Redundant 10G Ethernet Networking – Bigbird HSSM 	Redundant 10G Ethernet NetworkingBigbird HSSM	Redundant 10G Ethernet NetworkingBigbird HSSM
 Redundant 4G FC Network - Qlogic FC SM 	 Redundant 4G FC Network - Qlogic FC SM 	 Redundant 4G FC Network - Qlogic FC SM 	 Redundant 4G FC Network - Qlogic FC SM
 Redundant 1G Ethernet Networking 	Redundant 10G Ethernet	Redundant 10G Ethernet Networking	Redundant 10G Ethernet Networking
One DS3400 - 2 Controllers each	Networking	One DS3400 - 2 Controllers each	Two DS3400 - 2 Controllers each
 Storage Capacity = 12 450GB SAS 	One DS3400 - 2 Controllers each	 Up to 3 EXP3000 	- Up to 6 EXP3000
(5.4TB raw)	Storage Capacity = 12 450GB SAS (5.4TB raw)	 Storage Capacity = 12 – 48 450GB SAS (5.4 – 21.6TB raw) 	 Storage Capacity = 48 – 96 450GB SAS (21.6 – 43.2TB raw)

GTS QuickStart Services:

Installation and configuration

- Deploy and integrate BladeCenter hardware in customer data center and network
- Configure local storage area network
- Configure users and security profiles
- Setup and discovery of virtualized compute, network and storage resources
- Configure self- service portal
- Platform verification

On-Site introductory training (hands-on)

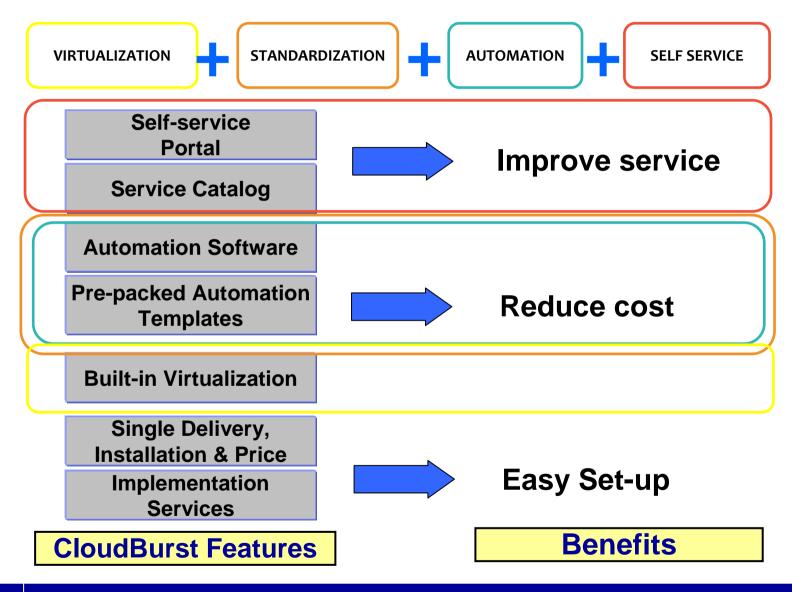
- BladeCenter, local SAN and network switch management
- Administrator and user level training







IBM CloudBurst - It's More Than Virtualization





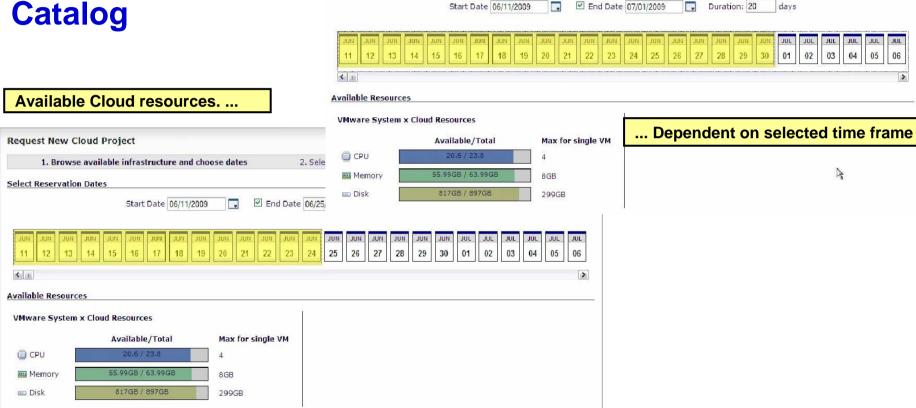


3. Submit request

2. Select servers and configure software

Self-Service

Catalog



1. Browse available infrastructure and choose dates

Request New Cloud Project

Select Reservation Dates

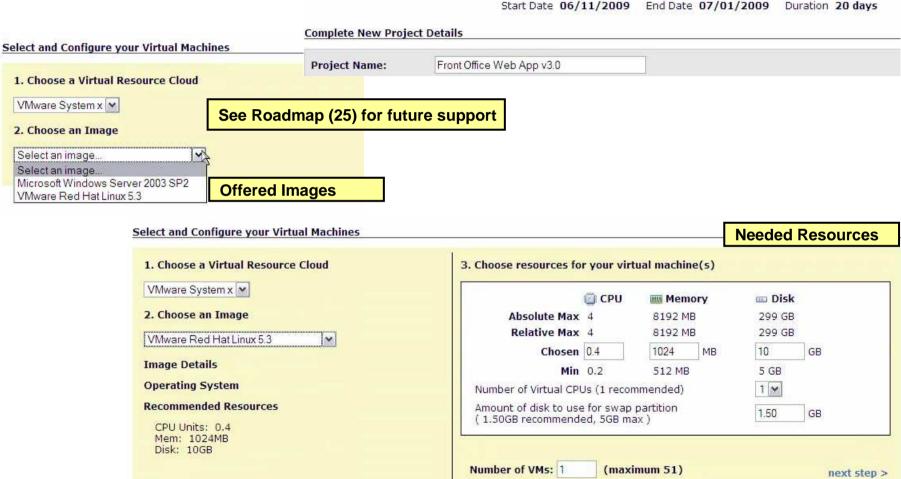
http://depot.tivlab.raleigh.ibm.com/DemoLib.nsf/Demos/E66CC1F6C5F5CF96852575D30071D05A?OpenDocument





Standardization – Image Catalog

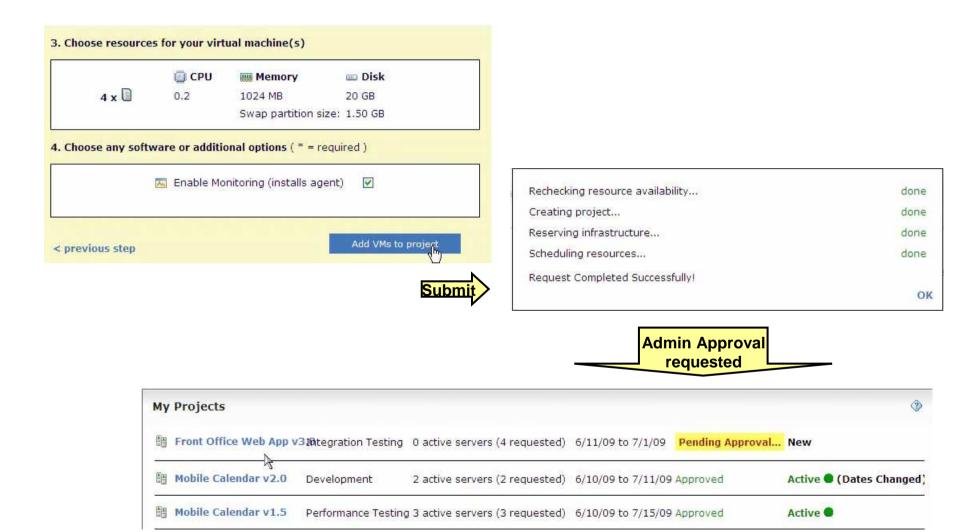
plus Automation







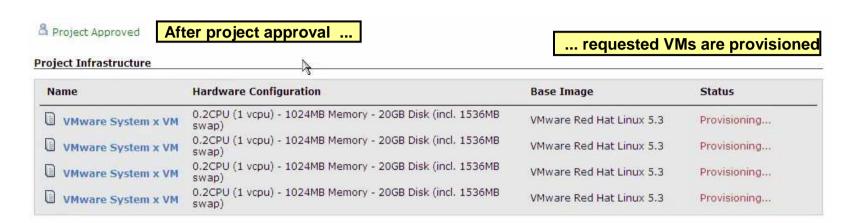
Controlled Process Management







Reporting

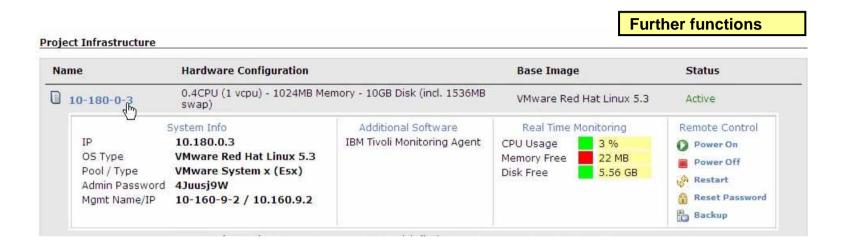


Choose a team	All Teams		~			
Team	Project Name	Server Name	Server IP	Start Date	Duration	Software List
Development	Mobile Calendar v2.0	10-180-0-1	10.180.0.1	Jun 10, 2009 9:41:32 PM	3 hrs	VMware Red Hat Linux 5.3_5.3 IBM Tivoli Monitoring Agent_6.2.1
Development	Mobile Calendar v2.0	10-180-0-2	10.180.0.2	Jun 10, 2009 9:41:32 PM	3 hrs	VMware Red Hat Linux 5.3_5.3 IBM Tivoli Monitoring Agent_6.2.1
Performance Testing	Mobile Calendar v1.5	10-180-0-5	10.180.0.5	Jun 10, 2009 9:43:01 PM	3 hrs	VMware Red Hat Linux 5.3_5.3 IBM Tivoli Monitoring Agent_6.2.1
Performance Testing	Mobile Calendar v1.5	10-180-0-4	10.180.0.4	Jun 10, 2009 9:43:01 PM	3 hrs	VMware Red Hat Linux 5.3_5.3 IBM Tivoli Monitoring Agent_6.2.1
Performance Testing	Mobile Calendar v1.5	10-180-0-3	10.180.0.3	Jun 10, 2009 9:43:01 PM	3 hrs	VMware Red Hat Linux 5.3_5.3 IBM Tivoli Monitoring Agent_6.2.1
Function Festing	Back Office Web App v4.0	10-180-0-8	10.180.0.8	Jun 10, 2009 9:54:15 PM	3 hrs	VMware Red Hat Linux 5.3_5.3 IBM Tivoli Monitoring Agent_6.2.1
Function Festing	Back Office Web App v4.0	10-180-0-6	10.180.0.6	Jun 10, 2009 9:54:15 PM	3 hrs	VMware Red Hat Linux 5.3_5.3 IBM Tivoli Monitoring Agent_6.2.1
Function Festing	Back Office Web App v4.0	10-180-0-7	10.180.0.7	Jun 10, 2009 9:54:15 PM	3 hrs	VMware Red Hat Linux 5.3_5.3 IBM Tivoli Monitoring Agent 6.2.1





Further Functions + IBM Services



Integrated IBM Global Technology Services QuickStart service - Integrate IBM CloudBurst in data center and network, configure local storage, set up users and security profiles, configure virtualization resources and self-serve portal

Hands-on Training

Add-On: IBM Smart Business Test Cloud services - support of IBM CloudBurst to also leverage **existing IT infrastructure** (systems and storage) for a cloud solution with full customization and integration support.





Flexible Choices – Build-up Your Cloud Development & Test Environment

From pre-packaged to ...

... Fully customized

For those customers who wish to rapidly deploy a **pre-packaged test environment** with little to no customization

(May 2009)

A purpose built service delivery platform that leverages the same software components as TSAM as well as integrated purpose built workflows

Add-On: IBM Smart Business Test Cloud services

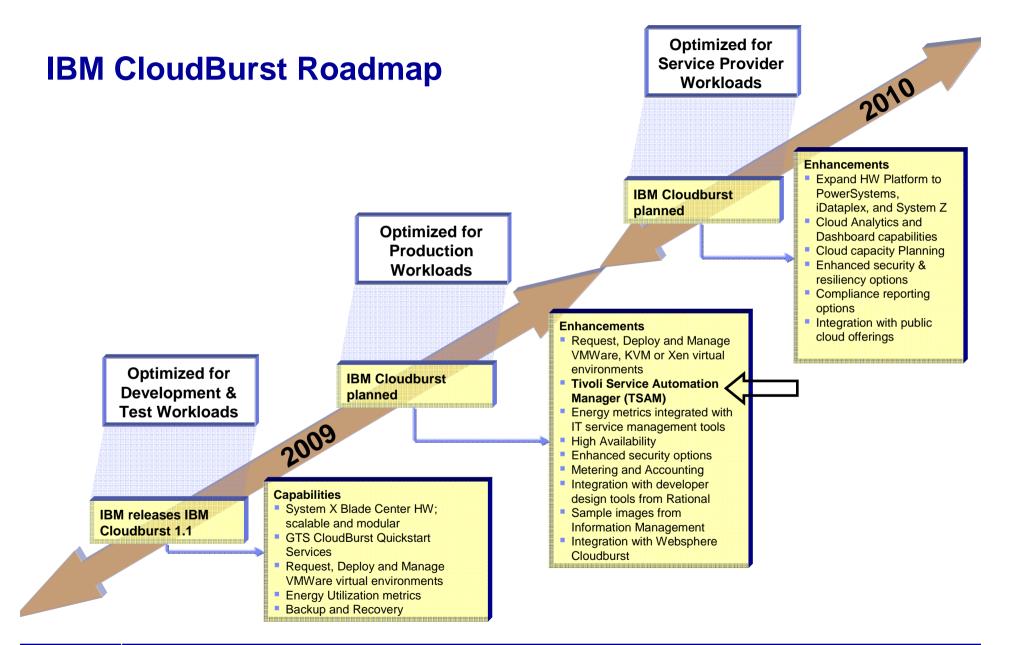
For those customers who wish to leverage **existing hardware** investments and build a customized solution

Tivoli Service Automation Manager (TSAM) (November 2008)

Powered by Tivoli process automation engine (Tivoli Provisioning Manager) and associated products. Services for customization are also available upon request











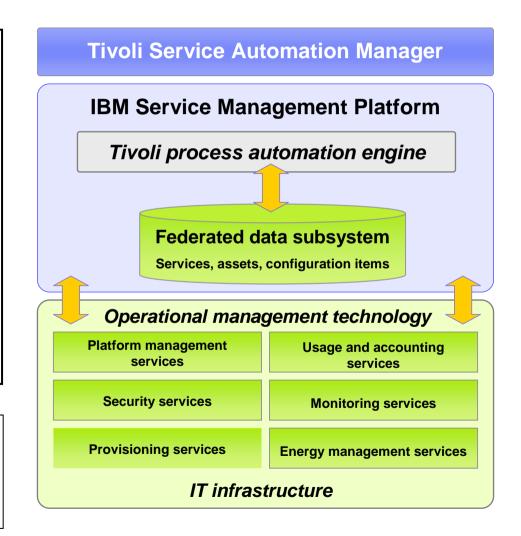
IBM Tivoli Service Automation Manager

IBM Tivoli Service Automation Manager

- Built on top of the IBM Service Management Platform
- Orchestrates technology, processes, people and data to provide cloud computing services and service management of cloud computing
- Provides rapid provisioning of physical and virtual resources

http://www-

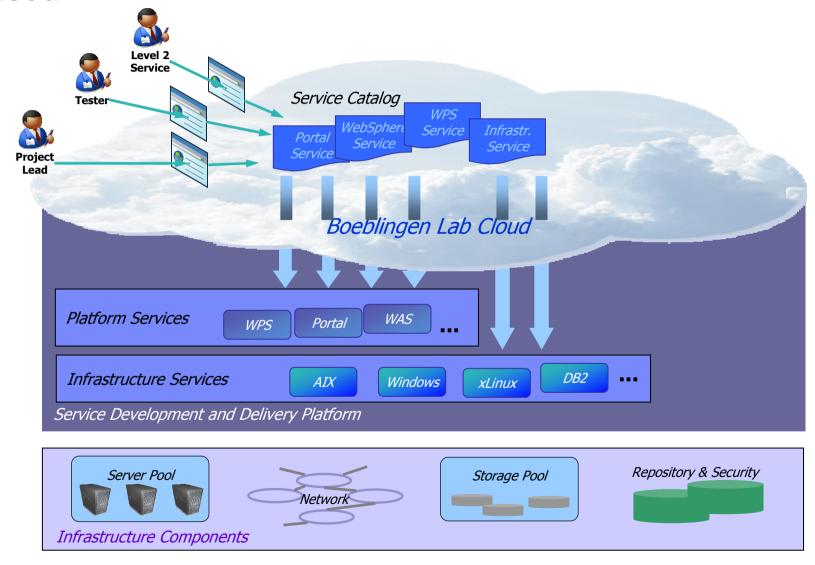
142.ibm.com/software/dre/ecatalog/detail.wss?locale=en_US&synkey=R915766 U47567F18







Development & Test Cloud – IBM Boeblingen R & D –TSAM Based







Services Offered within a Cloud

Request No.	Request Name
RQ ISS 01	Create Virtual Server
RQ ISS 02	Delete Virtual Server
RQ ISS 03	Provide LDAP Server for applications
RQ ISS 04	Provide Database Server for applications
RQ ISS 05	Stop Server
RQ ISS 06	Start Server
RQ ISS 07	System Snapshot RQ ISS 07.1 Restore RQ ISS 07.2 Reinstall
RQ ISS 08	Data Backup RQ ISS08.1 Restore
RQ ISS 09	Cloning / Create a template from a given server





Task Flow to Create Virtual Server within a Cloud

RQ ISS 01	Create Virtual Server	Creation of a new virtual server and grant user access		
	Service	Infrastructure Service		
	Description	This request creates a new virtual server with installed operating system.		
	Actor	R4 CC Client User		
	Assumptions	Customer Container activated, user assigned to a CC		
	Input-Paramter	CCID, Image Name,		
	Task flow	 TK ISS01-01 Get OS and Application Licences TK ISS01-02 Get IP Address and Hostname TK ISS01-03 Get Host TK ISS01-04 Get Storage Space TK ISS01-05 Create/Start Virtual Server TK ISS01-06 Create SCC Document TK ISS01-07 Update Server 		
		8. TK ISS01-08 Set ITCS 104 compliance on Server 9. TK ISS01-09 Administrate Server according to Security Guidelines 10. TK ISS01-10 Add User to System 11. TK ISS01-11 Change Firewall Rules 12. TK ISS01-12 Configuration Management 13. TK ISS01-13 Set up Monitoring		





Cloud Computing

- It's not just another hype
- There's real technology to build up clouds

