Key3 Media Group PRESENTS NETWORLD+INTEROP

INTEROP

Migrating the enterprise to the Internet Data Center: Is it time?

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10:15-11:15 AM, September 12, 2001

CORADIANT

CORADIANT research

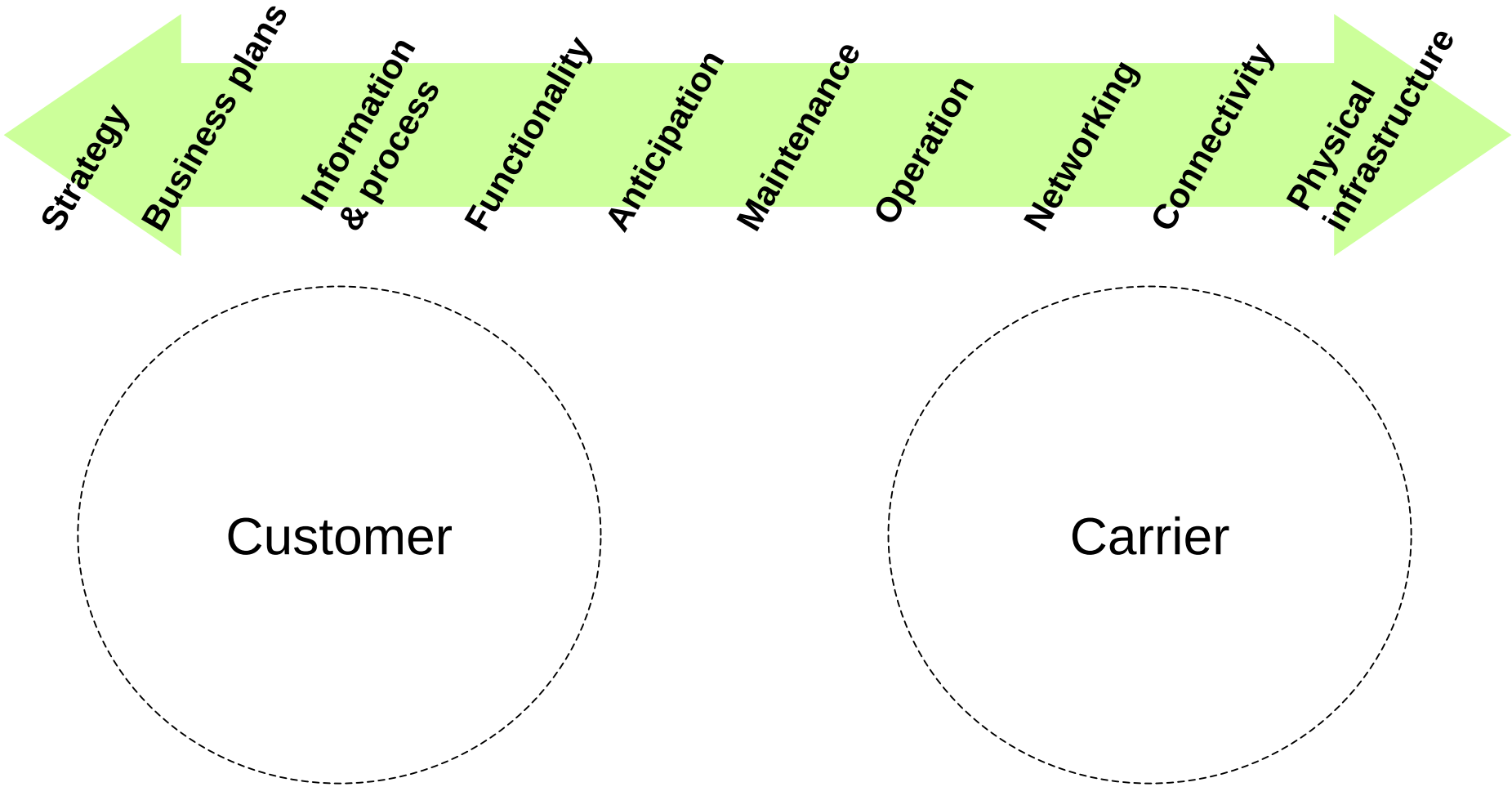
The Net Results mission

- To equip IT decision makers with information on Internet data center trends that affect their businesses
- To create a dialog between disparate service providers that drives innovation
- To encourage discussion about data center trends and initiatives

The Internet data center

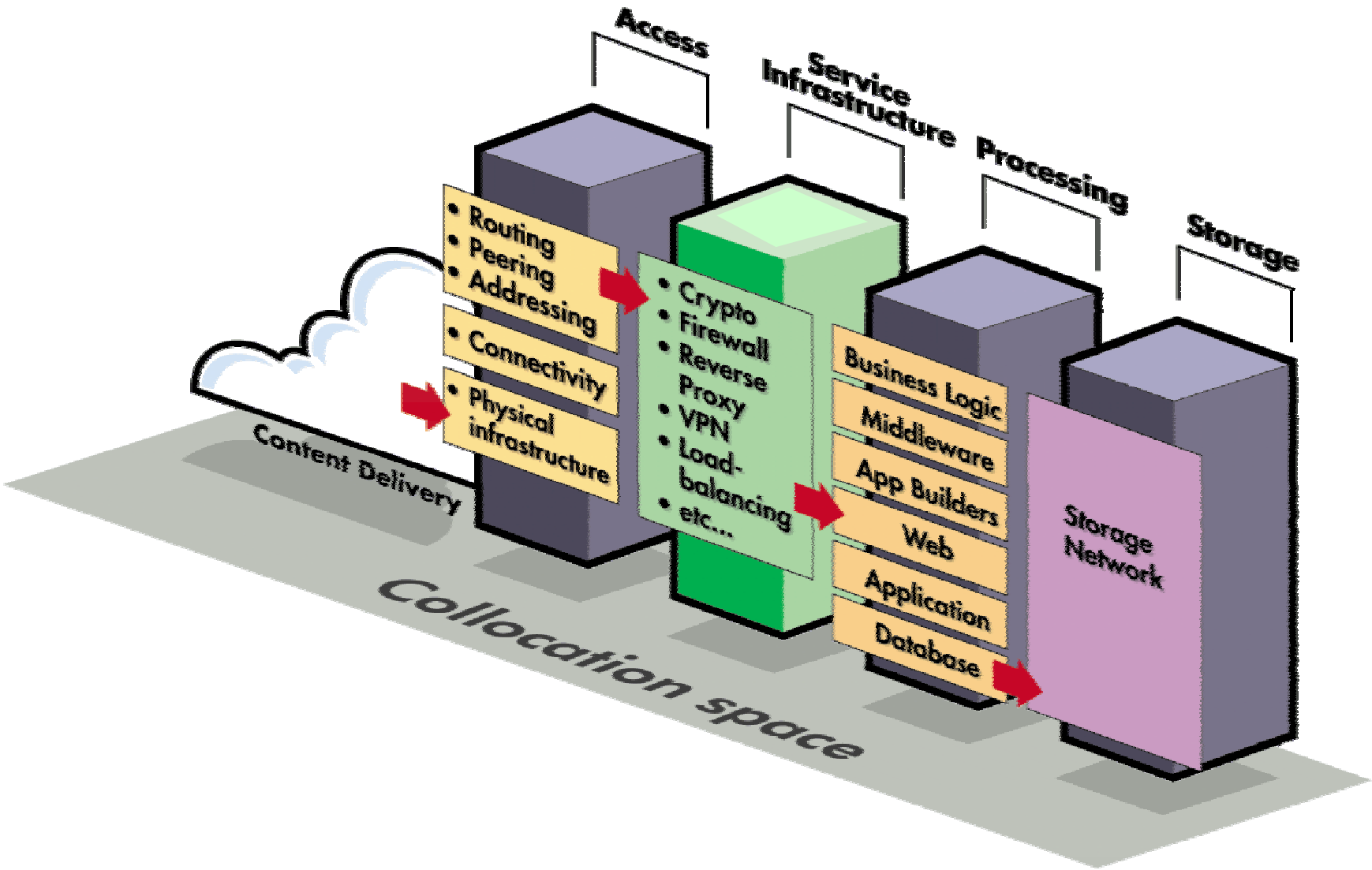
- Collocated facilities that offer economies of scale
  - Power
  - Access to high-bandwidth circuits
  - Physical security
  - Cooling
  - Fire protection
- Can be one-stop (“managed hosting”) or multi-provider (“carrier-neutral hub”)

A spectrum of business functions



Source: J.P. Morgan and Coradiant inc.

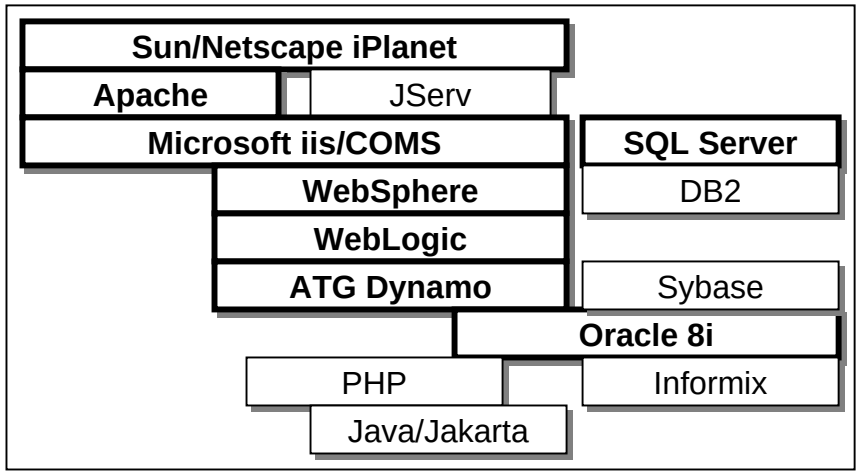
The data center ecosystem



Lifestage

Architect → Create → Deploy → Test → Monitor → Operate → Repair → Anticipate → Relocate → Tear down

Vendors



Components

Access	Infrastructure	Web	App	Database	Storage
Traffic preparation Content management CDN publication Footprint Edge processing	DNS BGP Routing Peering Policy QoS MPLS ATM Virtual circuits Signaling Amplification Wiring	Firewall SSL Rvs. Proxy cache Load balancer Firewall 2 VPN terminator Switch Failover Monitoring SW Operations SW NOC infrastruct. NOC processes	Optimization State mgmt HW acceleration	Biz process App design App creation App tuning Proactive mgmt Recovery App monitoring	DB architecture DB tuning DB recovery Proactive mgmt Maintenance DB monitoring	Replication Backup RAID Hard drives N-A=Stor Stor-Area-Nw SAN switch Fiber channel VI
			SNMP monitor	SNMP monitor	SNMP monitor	
			Web server	App server	Dbase server	
			OS	OS	OS	
			Peripherals	Peripherals	Peripherals	

Copper – Concrete – Lease – Cooling – Power – Premises security

Market factors

- Aggressive buildout has led to oversupply
- Generally more cost-effective than building your own
  - But what if you already *have* a facility?
- Financial positions of market leaders are shaky
  - Debt based on 1999 prices
  - Sales at pennies on the dollar
- Web-based applications dominating
  - Some estimates show 80% of enterprises going all Web in 3 years
  - Ease of deployment, training, and upgrades are key
- Security, power, and availability are parts of the decision

Choosing to move

- Why move?
  - Ready for service
  - Relatively affordable
  - Economies of scale
  - Better security and redundancy technology
  - Access to high-volume guaranteed power
  - Can play suppliers against one another
- Why not?
  - Questionable financial positions
  - Move may be disruptive to business operations
  - “Layer 8” issues
  - Delays in responding
  - Lack of knowledge about systems

A third option: partial deployment
Some applications and systems are better in IDC’s because of proximity, availability, access to niche providers