

Hi. My name is Joost Pronk van Hoogeveen. I'm here to talk to you about the Virtual Enterprise at Sun.

Slide - Status Quo

Why is virtualization interesting? Well, first off, we need to have a look at what your data center looks like right now. The graphic represents what your data center essentially looks like right now. What you see is, there's a business model of one application per server, and it's dictating the way your data center looks. So, what's happening is, you have business problems, you buy an application to solve your business problem, and you buy a machine to run your application on. And every time you have a new business problem, you buy a new machine, which means new hardware, a new OS, new storage - all that kind of stuff. You need to cable it up, you need to bring it in, you have to wait until you have it in your shop - all those type of things.

So, the business model is working fine from the perspective of that you get nice, clear silos, and in the sense that, I'm managing this, I'm managing that, I'm managing other things. However, what it also does, it has other repercussions on things, and especially in the modern enterprise we have right now, things are not really helping.

Slide - Today's Enterprise Business Drivers

Having a look at what is really happening nowadays in the modern enterprise, you have new types of business drivers. Demand is increasing, people want more services. There's more users that want to access your information or the data; there's more services that you want to run; you want more concurrent things happening at the same time; people want to access it from everywhere, so small devices, big devices, anywhere on the planet - like the telephone. And of course, then there's regulations that have now been put in place - there's all kinds of abuse happening of people's data and we have to be more and more strict about this. That is essentially what is driving the business, it's all going up.

At the same time, this means that complexity is going up of what's being deployed in your data center; you're getting higher costs; you're running out of space; you're running out of energy; you're just getting more and more and more machines to manage, so your admins can't keep up; you can't hire enough admins to keep up. All these things are really making it very hard to keep your services up and keep the same service levels as you had before.

Slide - Data Centers Approaching Meltdown

So essentially, what's happening is your data center is really hitting the wall and people are looking for a way out. And it is now apparent that the way out is using virtualization; virtualization is giving us a way to first keep the business model, because not keeping the business model or changing the business model is very expensive to do - people have tried it and some of them succeed but most of them really have problems in doing it that way. So essentially, you keep that business model and then you put a layer in-between and then do virtualization - you use a virtualization layer and then do combining of things underneath it.

Slide - Roles Can Impact Viewpoints on Virtualization

Now, it's important to look at - if you want to look at where you would do virtualization and how you do virtualization; it's also to look at who would be using it. It's actually so that a different people in your company will use in a different way. Developers will use it to more rapidly deploy applications, give them better testing environments. The CIO has - looks at it from the perspective that he wants to basically take costs out, the primary reason. And then, the data center operator really looks at this as an opportunity to get the SLAs that have been demanded on him and yet be more cost-efficient. So, everybody has sort of the same general angle - sort of the same look at it - but from slightly different angles. And this is also influencing how and where you would use virtualization.

Slide - Virtualization is Everywhere

Instead of looking at virtualization as only cutting at one level, what's very important is to realize that, depending on the type of cost you're trying to take out, depending on the type of user you are, you would actually try to virtualize at different levels.

At Sun, we recognize that virtualization is everywhere and the Virtual Enterprise at Sun really is a solution where you can get virtualization, or bring virtualization into your data center at any level

you want.

So, for example - a very simple example - the Sun Ray case, instead of having hundreds of machines to manage - every one employee has one machine and you're trying to manage all these machines at the same time, what you can also do is put a Sun Ray server in place and have all these users sit on a Sun Ray server and make it just a Sun Ray terminal. And that way, you've basically brought a virtualization layer between you, the desktop, me as the business problem, and the machine. We're all sharing a machine, but we don't know we're sharing a machine, 'cause we don't really care; we are interfacing with what we thought was a single [separate] machine. So, I can cut at different levels and I can basically achieve different qualities at these different levels.

The following presentations you'll be hearing basically talks about how cutting at that levels gives you value and it helps you drive out cost and bring down complexity and those type of things. Thank you very much. And I hope you enjoy the rest of the presentations.