Cloud Different

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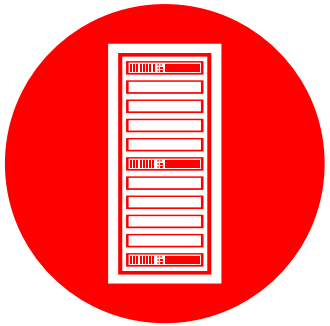
The Expedient Evolution

Colocation



Started in 2001

Today:

12 datacenters in 8 US cities

Virtual Colocation

Started in 2007

Today:

Evolved into our Enterprise Cloud

Push Button DR

Started in 2015

Today:

Fastest failover in the industry due to transparent network failover

Enterprise Cloud

Started in 2018

Today:

An ideal public cloud alternative to hyperscale for existing applications

8 US & 4 international locations

Cloud Native

Started in 2020

Today:

Powering app modernization

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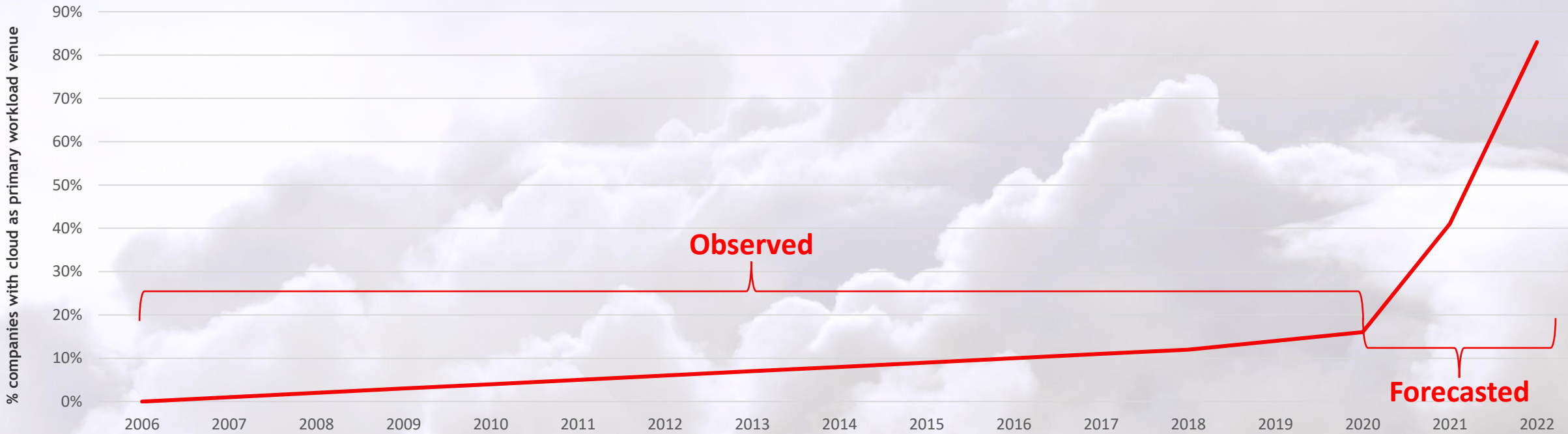
VP Product Strategy & Innovation
Expedient

- Academic Director & Faculty – Digital, The Ohio State University
- AVP, Tech Strategy & Innovation, Nationwide
- Chief Digital Officer & President, Americas Division, CC&C Solutions
- Chief Cloud Architect & Chief Shared Services Architect, Procter & Gamble



Head Shaking Cloud Facts

- 2021 is the 15yr anniversary of AWS EC2
- “Digital Transformation” has been a strategic goal for companies since 2007
- 16% of companies are 100% cloud
  451 Research “2021 Trends in Cloud & Managed Services Transformation”
- 83% of companies expect cloud to be the primary venue for most workloads by 2022
  451 Research “2020 Voice of the Enterprise”
- 85% of organizations reported deficits in cloud expertise.
  451 Research “Voice of the Enterprise (VotE): Cloud, Hosting & Managed Services, Organizational Dynamics 2020”

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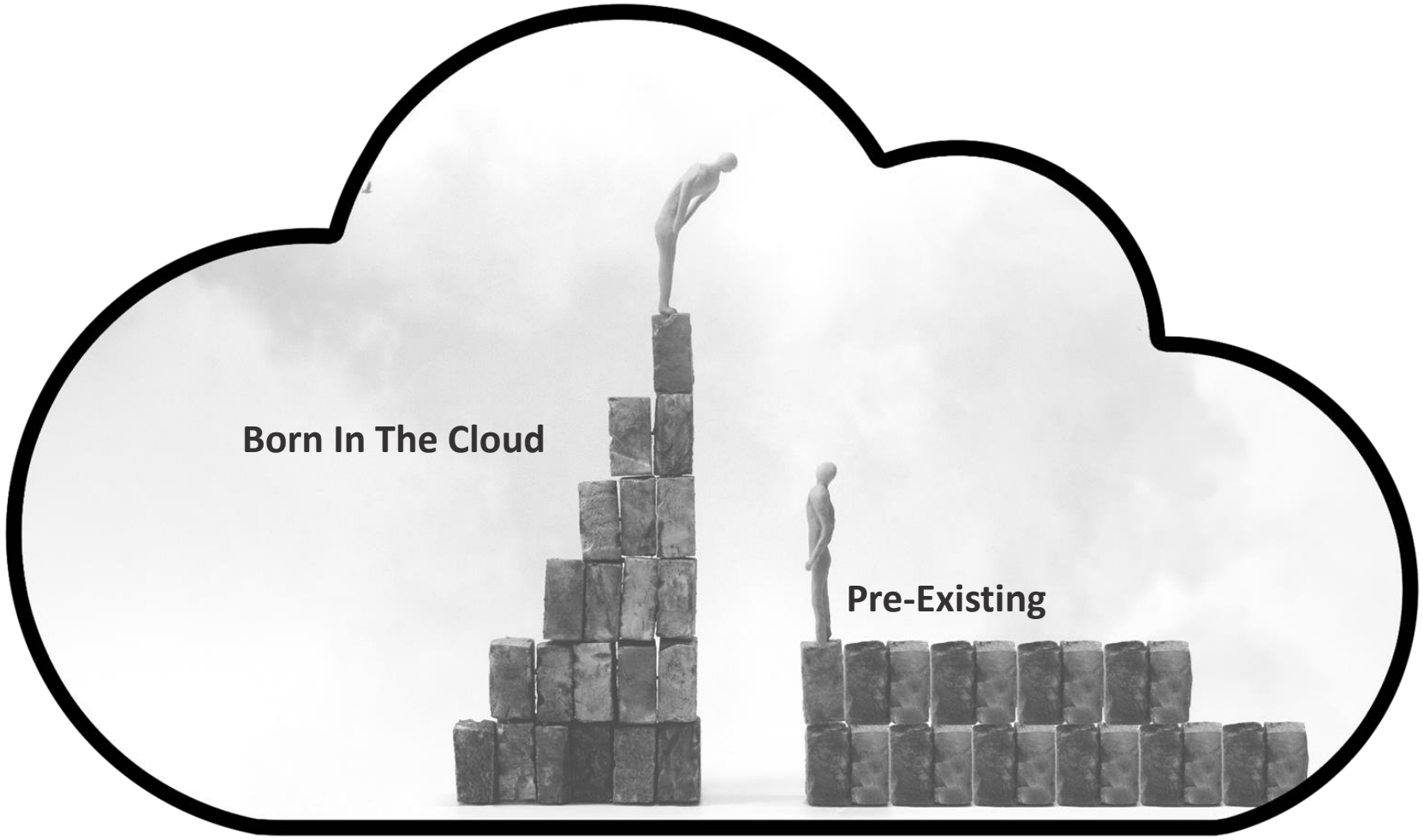
Hyperscale Impact Inequality



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Transformation Barriers

- Complexity was underestimated
- Gaps in available skillsets
- Existing operations consume the majority of cycles
- Technical debt
  - Unknown items within the existing environment
  - Application dependencies
  - Unsupported software

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Why Aren't We Accelerating Transformation?

- Competing business priorities
- Technologies drive complexity
- Skills not pacing with technologies
- Cloud technology mismatched to applications

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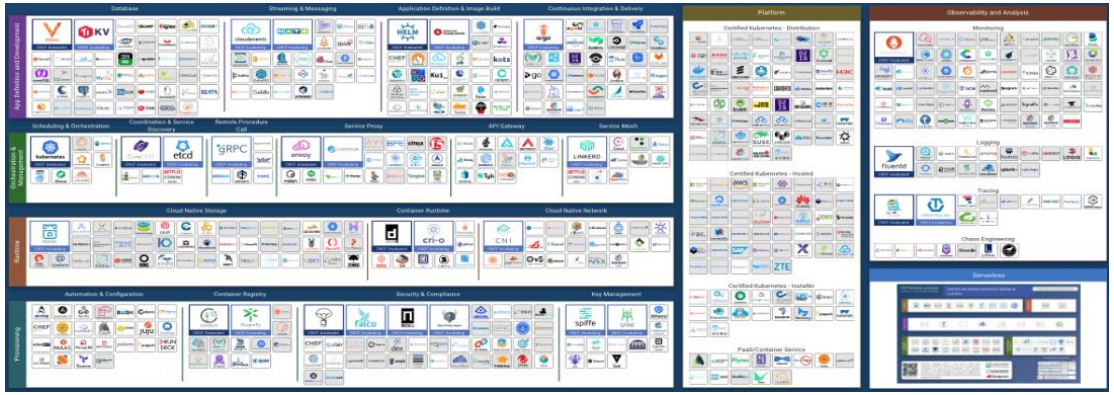
Cloud Complexities…

Hyperscalers are complex.

- AWS comprises more than 175 services[1]
- Azure includes more than 600 services[2]
- Google Cloud has more than 90 services[3]

Containers aren't much better



Number of Clouds Used on Average

	PUBLIC	PRIVATE
Currently using	2.2	2.2
Experimenting	1.2	1.7
Total	3.4	3.9

N=750 *Source: Flexera 2020 State of the Cloud Report*

… And things will get worse as organizations increase the number of clouds by 50%

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Accelerate Your Transformation

Unstick Those Existing Applications & Unlock The Cloud Operating Model

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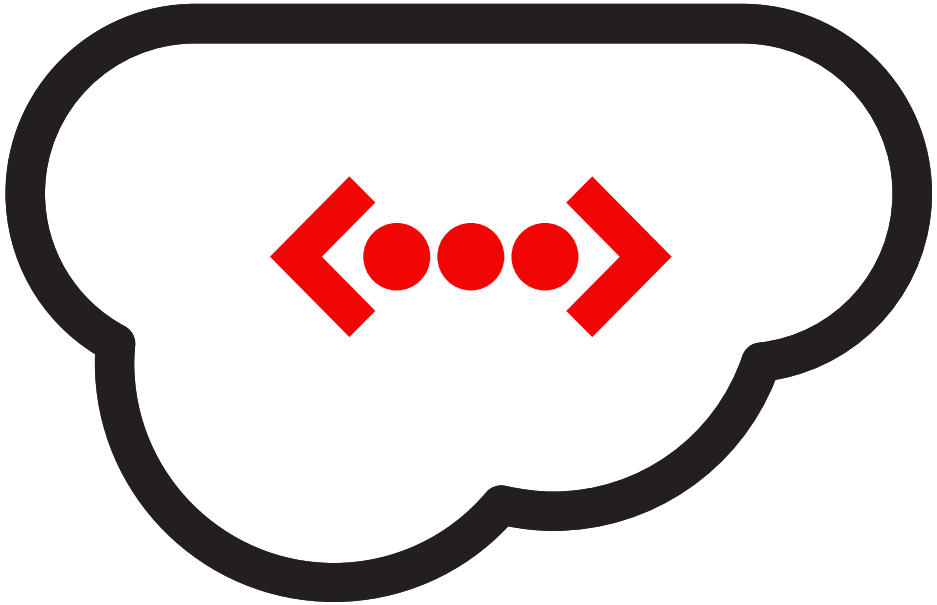

Smarter | Safer | Simplified

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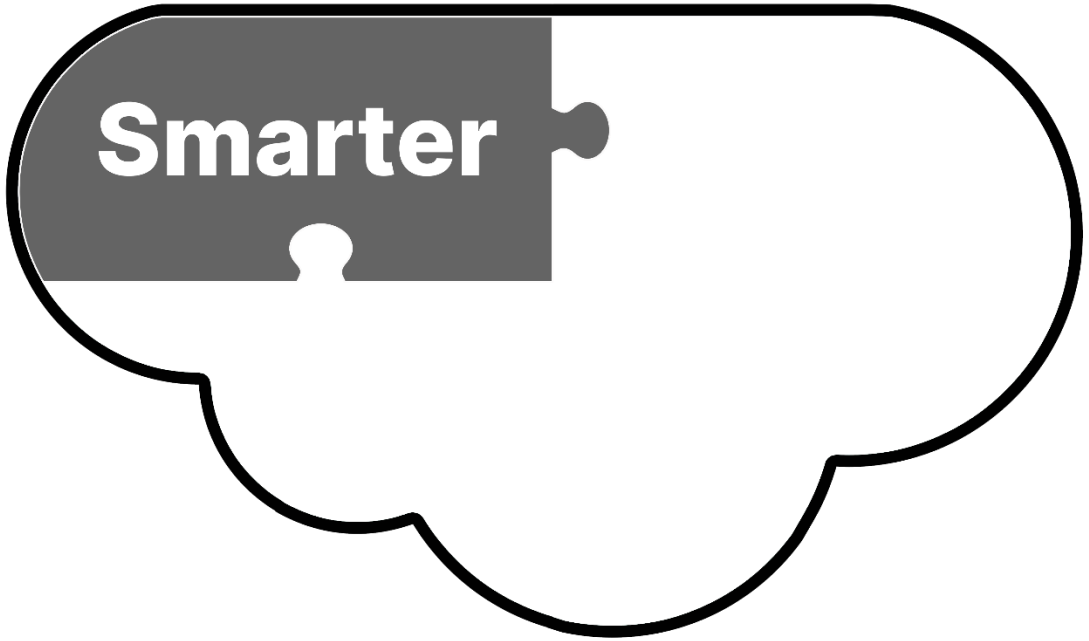
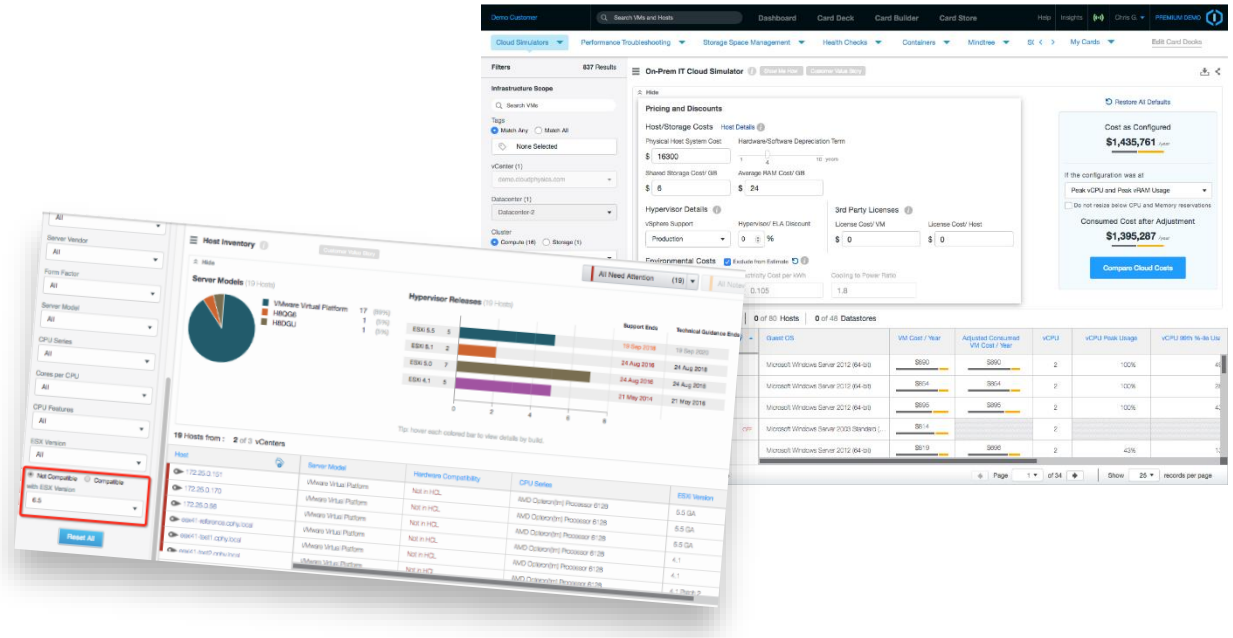
Cloud Smarter

Land in the right cloud the first time



- Tooling available to leverage
- Clear understanding of dependencies
- Sizing optimization
- Surface future roadblocks quickly
- Simple cost comparisons



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Create A Plan Of Action

Assess

Inventory of existing workloads.

Track usage

Determine TCO in current and optimal state

Align

Align IT estate with business imperatives

Determine optimal cloud platform

Optimize landing zones across clouds

Act

Architect migration plan

Migrate workloads at your pace and your terms

Monitor performance of reimagined IT estate

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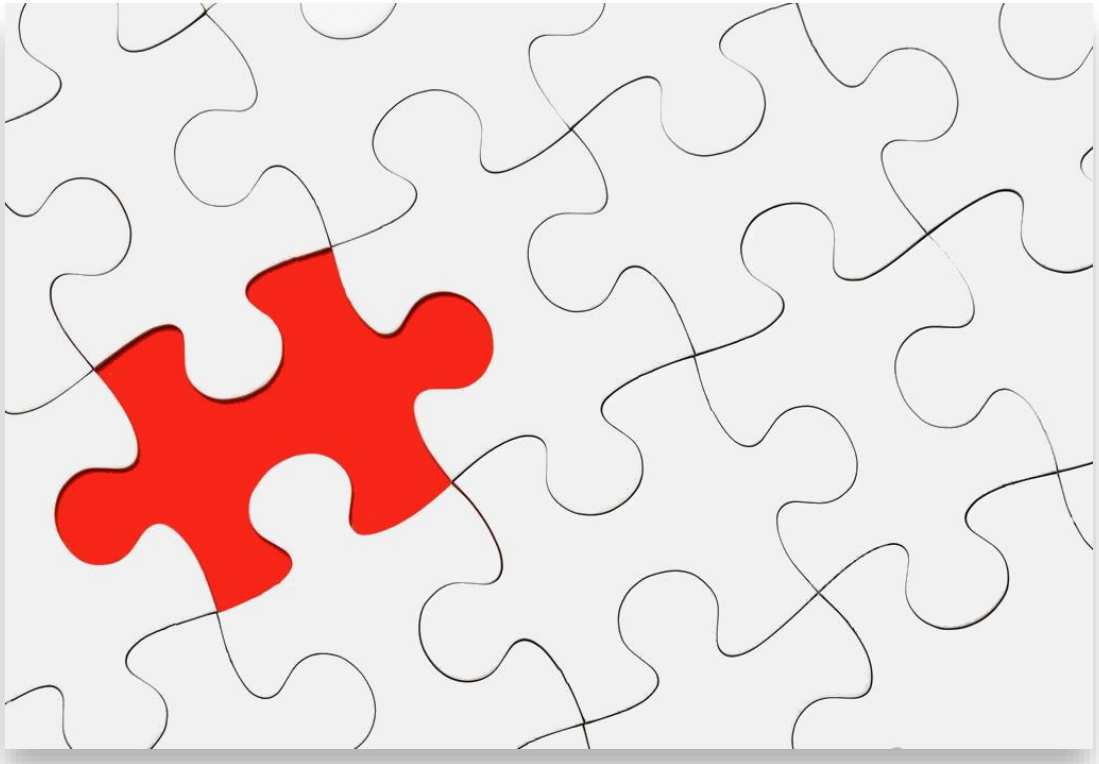
When Enterprise Cloud is the Best Fit



If your application:

- Exists in your datacenter today
  - Currently runs on a VM or physical hardware
  - Is always on
  - Fails if the hardware fails
- Has low value created through application refactoring
- Interacts with other physical systems (Mainframe, iSeries or existing security stack)

If your team:

- Is deeper in VMware than cloud native skills
- Needs to accelerate your cloud migration

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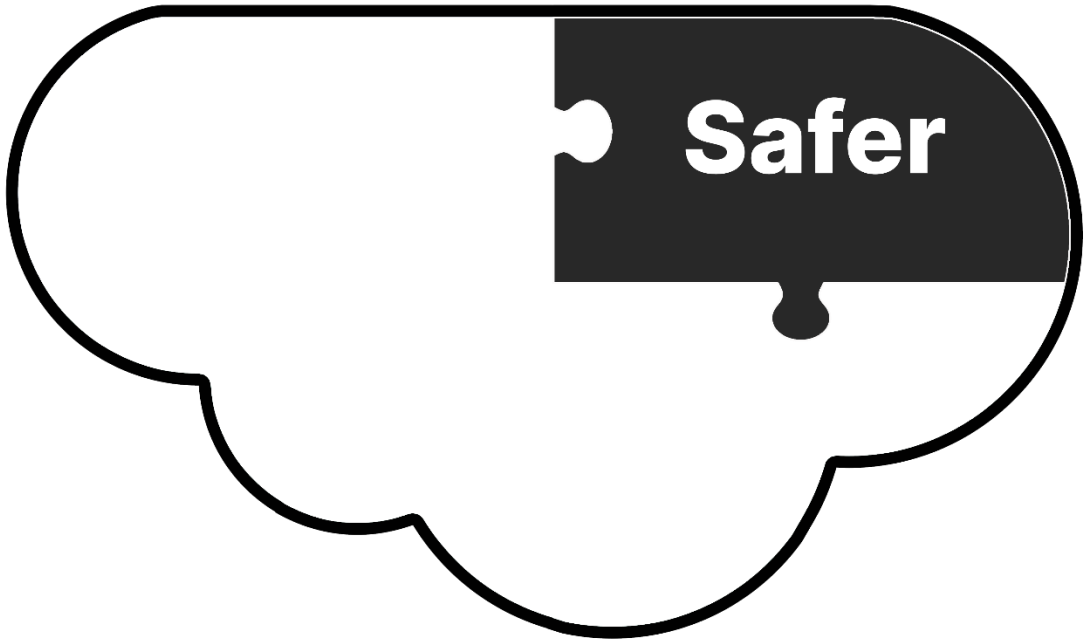
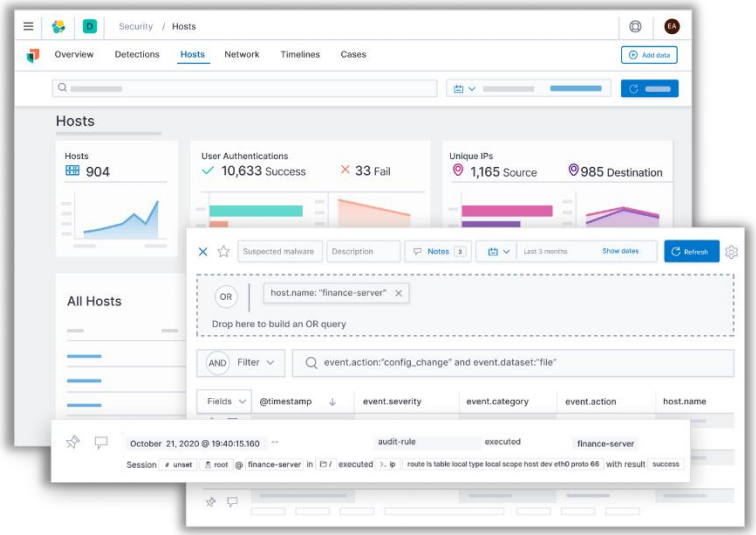
Cloud Safer

Consistent security policies across clouds



- Integrated technology stack
- Centralized policy management
- Consistent technology across clouds
- Unified visibility via central SIEM
- Protection from disasters and ransomware
  - Chaos Engineering for Cloud Native
  - Disaster Recovery for Pre-existing



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Cloud Safer

Consistent security policies across clouds

Firewall

Manage firewall policies across clouds ensuring a consistent security posture

Micro Segmentation

Protect workloads at the most granular level regardless of cloud

Identity Access Management

Enable single sign on to multiple services allowing authentication to a consistent source

SIEM

Collect and analyze security events centrally to find attacks before it is too late

End Point Security

Protect endpoints from malware using both signature and behavioral attach direction

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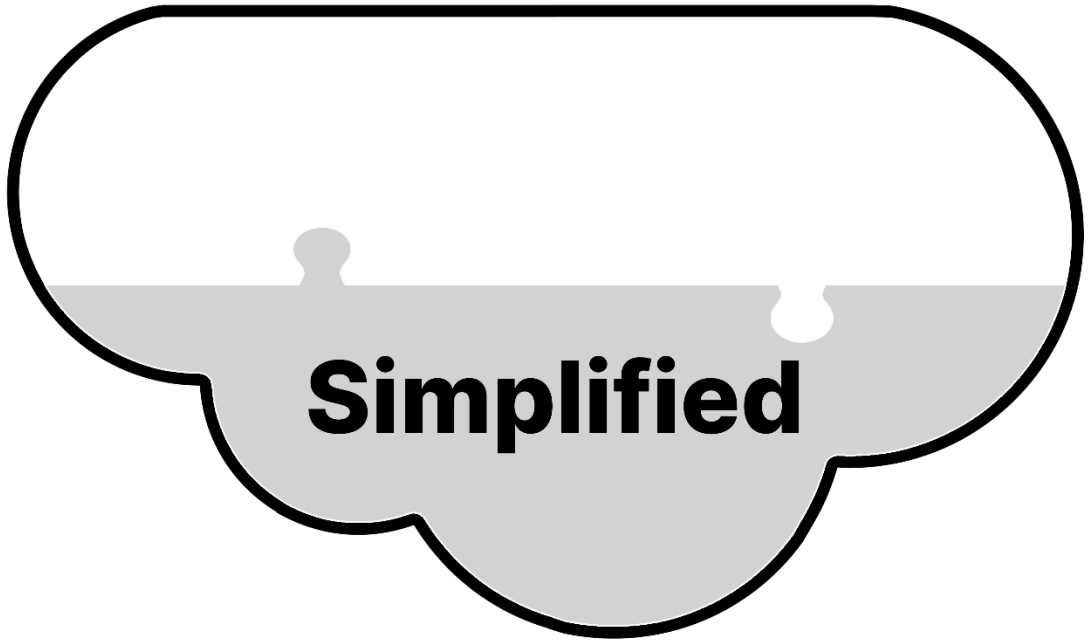
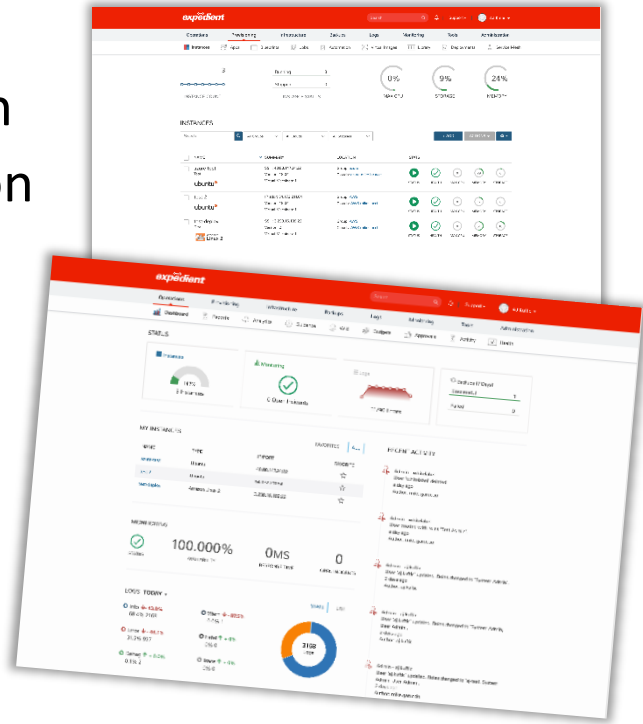
Cloud Simplified

A foundation for all clouds to streamline operations



- Standard foundation for all virtual machines, containers and colocation across providers and on-premises
  - Automation
  - Network
  - Security
  - Visibility
- Streamlined operations
  - Stop new technical debt
  - Enable developers
- Remove Vendor Lock-In
- Continuous optimization
  - Pricing
  - Performance
  - Compliance
  - Future Proof



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Cloud Simplified

A foundation for all clouds to streamline operations

Continuous Cloud Optimization

Continuously analyze cloud usage to ensure the most optimal usage and avoid overspending

Cost Optimization

Generate reports and analytics to right size cloud workloads and save on cloud costs

Monitoring

Proactively watch for problems and resolve them before they turn into bigger issues

Event Management

Through a combination of monitoring and automation event actions can be identified and resolved automatically

Container Management

Utilize a container management platform to manage cloud native workloads across workload locations

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Cloud Simplified

A foundation for all clouds to streamline operations

Service Catalog

Build a catalog of application blueprints to standardize deployments across clouds

Developer Ready Infrastructure

Utilize infrastructure as code and REST APIs across workloads to standardize and automate changes at scale

Logging

Centralize logs to drive faster troubleshooting and event correlation

Cloud Exchange

Build high-speed, low-latency connectivity from your edge into any cloud

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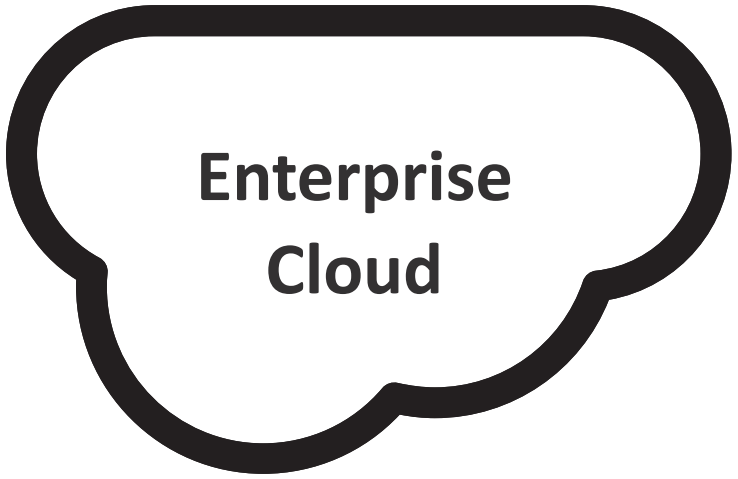
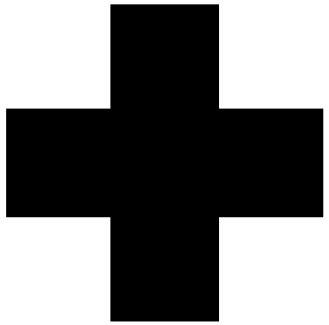
Accelerate Your Cloud Journey



Current Apps
Virtual Machines
Containers
Physical Workloads



Microservices
Variable Workloads
Big Data
AI/Machine Learning

Multi-Cloud

Management | Security | Cost Management | Data Management | Networking

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Cloud Different Impact

Cost Optimization

Discover cost overruns

Compare costs

Reduce Risk

Monitor Compliance

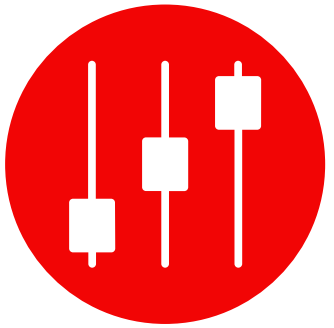
Policy driven

Speed To Market

Standardize deployments

Consistency

Simplify Management



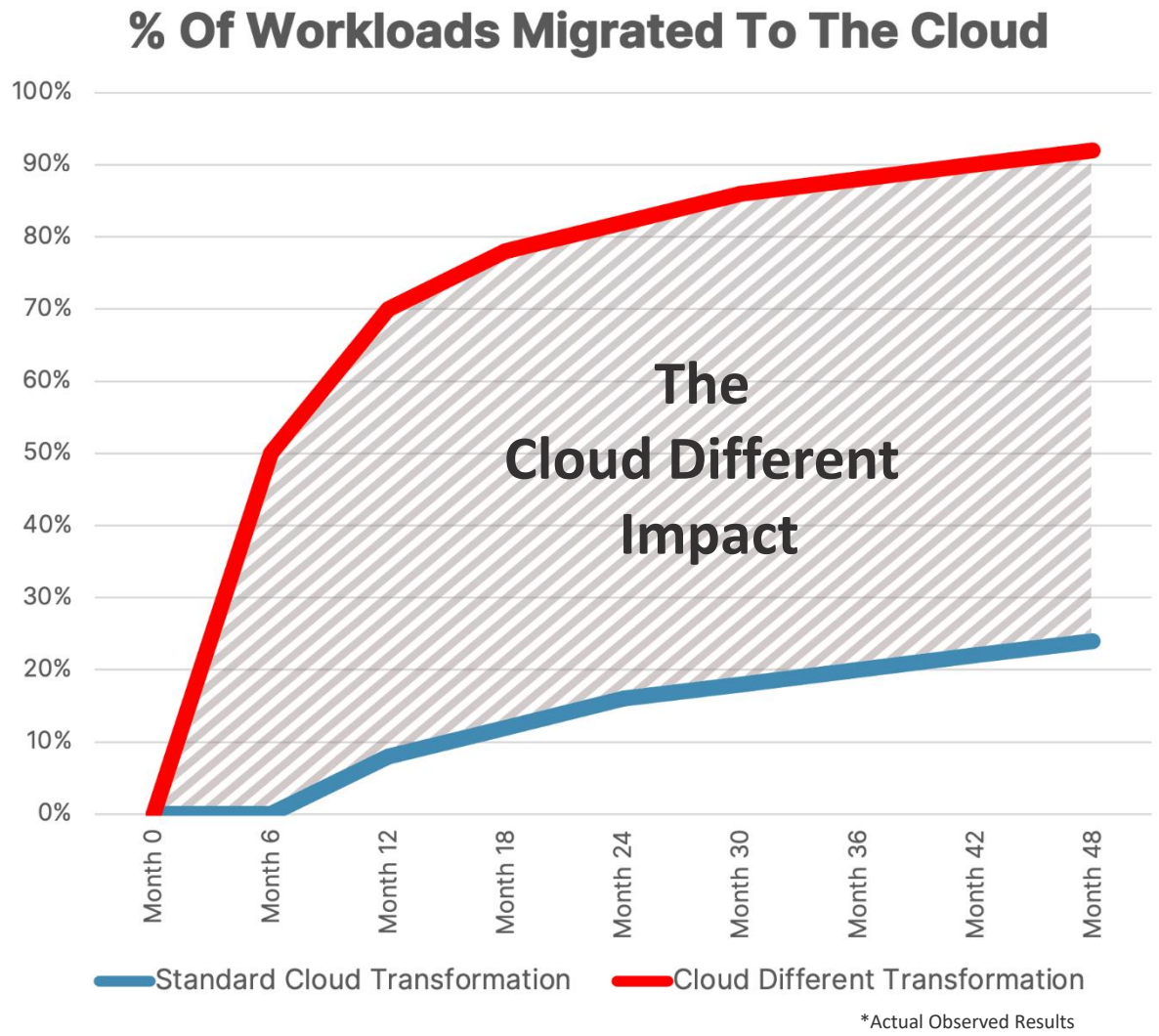
Single management point

Automation

4x The Results

From A Different Approach

- Additive to your existing transformation process
- Provides hygiene for existing technical debt
  - VMware based enterprise cloud architected for price/performance
  - Reuses existing skills
- The impact of speed?
  - Reduces operational costs
  - Frees up personnel for strategic projects
  - Reduces time to business value significantly



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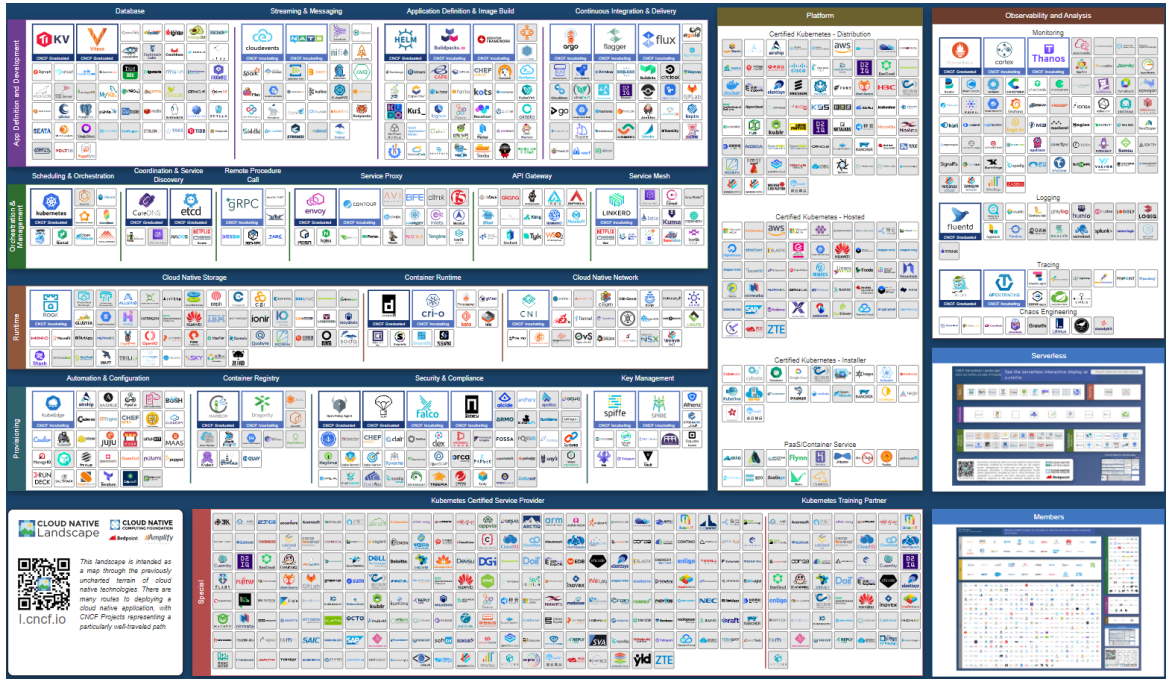
Do I DIY?

- Yes, if you want to evaluate and select from 100s of tools across 10s of categories and then configure and integrate them across your stack. Add 18+ months

- No, if you want to pick the capabilities you need and know you will be able to leverage a best in breed suite of tools that are configured and integrated for you to meet your needs.



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Additional Information on Multi-Cloud

- Cloud Different – the Promise of the Multi-Cloud Era

https://go.expedient.com/PromiseOfTheMulti-CloudEra

- Be Ready

https://www.cio.com/native/be-ready/

- The Cloud Operating Model

https://blogs.vmware.com/management/2020/01/the-cloud-operating-model.html

- A new strategy for Multi-Cloud

https://www2.deloitte.com/us/en/pages/consulting/articles/a-new-strategy-for-multicloud.html

- Getting the Cloud Operating Model Right

https://bankingblog.accenture.com/getting-cloud-operating-model-right

- Clear Skies Ahead: How a Multi-Cloud Strategy Can Benefit Your Business

https://www.rackwareinc.com/clear-skies-ahead-how-a-multicloud-strategy-can-benefit-your-business

- Deloitte On Cloud podcast –
  - Managing a multi-cloud environment: strategy is everything

    https://www2.deloitte.com/us/en/pages/consulting/articles/how-to-manage-in-multicloud-environment-security-provisioning-automation-cloud-complexity.html
  - Modernizing your architecture? Think hybrid and multi-cloud

    https://www2.deloitte.com/us/en/pages/consulting/articles/modernizing-your-architecture-think-hybrid-and-multi-cloud-cloud-computing-value-proposition-hybrid-cloud-architecture-data-architecture-devops.html

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