

# ArubaCloud

## *5 criteria for a successful cloud rollout in Europe*

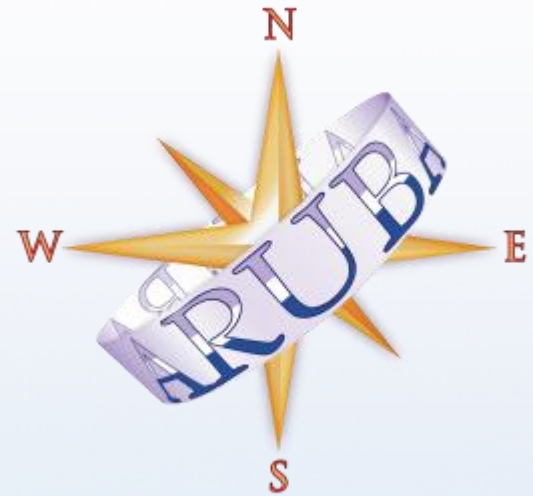
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# Aruba Group

- 2M customers
- 2M+ domain names
- 6M+ managed mailboxes
- 1.2M active sites
- 600 people
- 10k+ sq.m of datacenter



# 5 criteria

- Ubiquity
- Agnosticism
- Interoperability
- Scalability
- Easy to do business with



# Ubiquity

- « 90% of Cloud market in Europe is controlled by US companies and their EU subsidiaries » - Forbes
  - EU customers fall under both National and EU Data protection Acts
  - Any US originated supplier must comply with US Patriot Act, consequently their customers
- Local infrastructures provide
  - faster route
  - improved closeness from the customers and teams
  - compliancy with local regulations
- Avoid “Sandy effect” with improved Disaster Recovery



# Agnosticism

- Many virtualization technologies on the market: VMware, Hyper-V, OpenStack, CloudStack ... all getting more and more mature.
- How about the customer's strategy, experience and resources?



# Interoperability

- Cloud interoperability only at it's beginning, and often seen as a showstopper for IS managers to switch.
- Computing & Storage interoperability are seen as the first reinsuring criteria: No Vendor "Lock-in", improved security, development lead times.
- Cannibalization and consolidation are predicted. Customers are aware of it. Managing migration paths is essential, and has to be smooth.



Many clouds. One API. No problem.



S3 Simple Storage Service





# Scalability

- Natural cloud scalability: endless computing and storage power
- Enhanced infrastructures: Public / private / hybrid clouds
- Enhanced services: Managed services



# Easy to do Business with

- Billing
- Transparency
- Reseller friendly (white label)
- Native local support
- Multi-channel







Thank You

