



Elasticita' infrastrutturale e aziendale:  
come evolvono i livelli di servizio e le  
service operation sul cloud

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Come evolve il business nell'era del Cloud Computing



**Giovedì 27 Gennaio 2011**

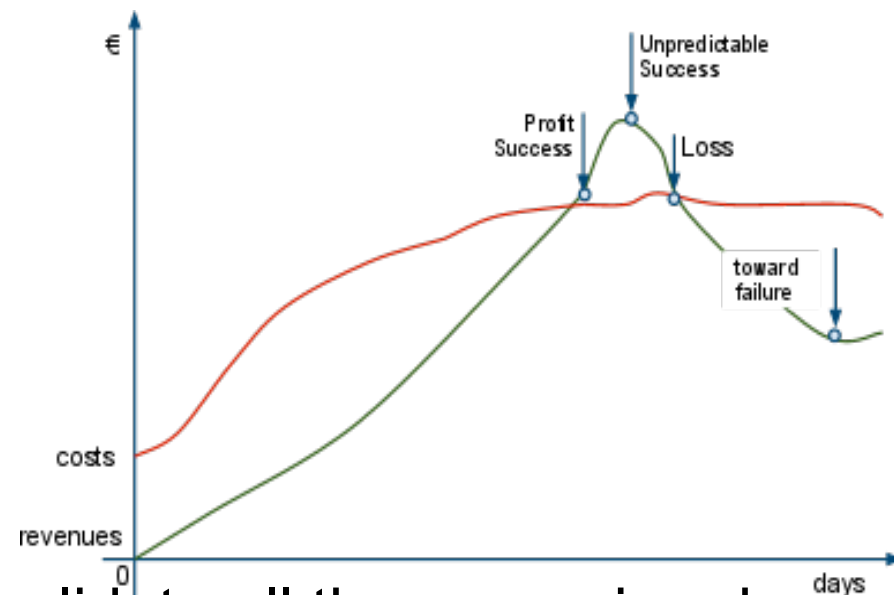
## Traditional Cost and Revenue Model

Investment and revenue have to **predicted**:

- static Infrastructure dimensioning
- architectures become monoliths

Unpredictable success can invalidate all the reasoning done on cost partitioning:

- churn rate increases when system is suffering;
- profit easily turns into loss due the scarce adaptability of the system





## Cloud Elasticity

**CLOUD COMPETING**

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in collaborazione con **SAYIT**

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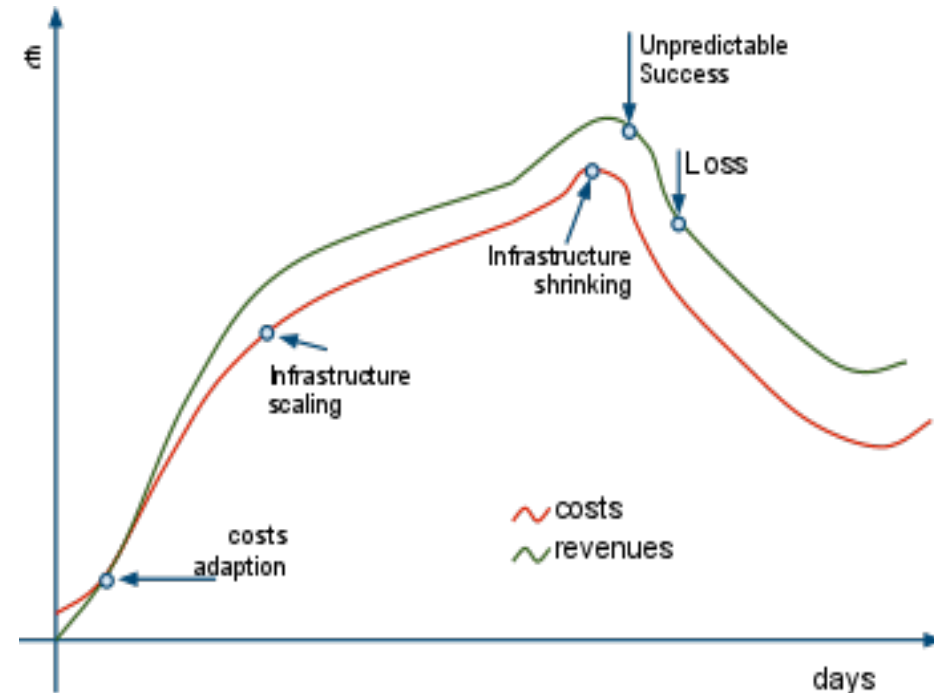
## Cloud Cost and Revenue Model

Investment and revenue are **adaptable**:

- 'as needed' dynamic Infrastructure dimensioning
- architectures become modular and service oriented so components scale on business needs.

Unpredictable success can:

- allocate new resources to fulfill new/more requests;
- business easily remains profitable even on loss making markets as margins are maintained





SLA are one of the missing pieces of the puzzle to deliver services in an adaptive way.



How

**CLOUD COMPETING**

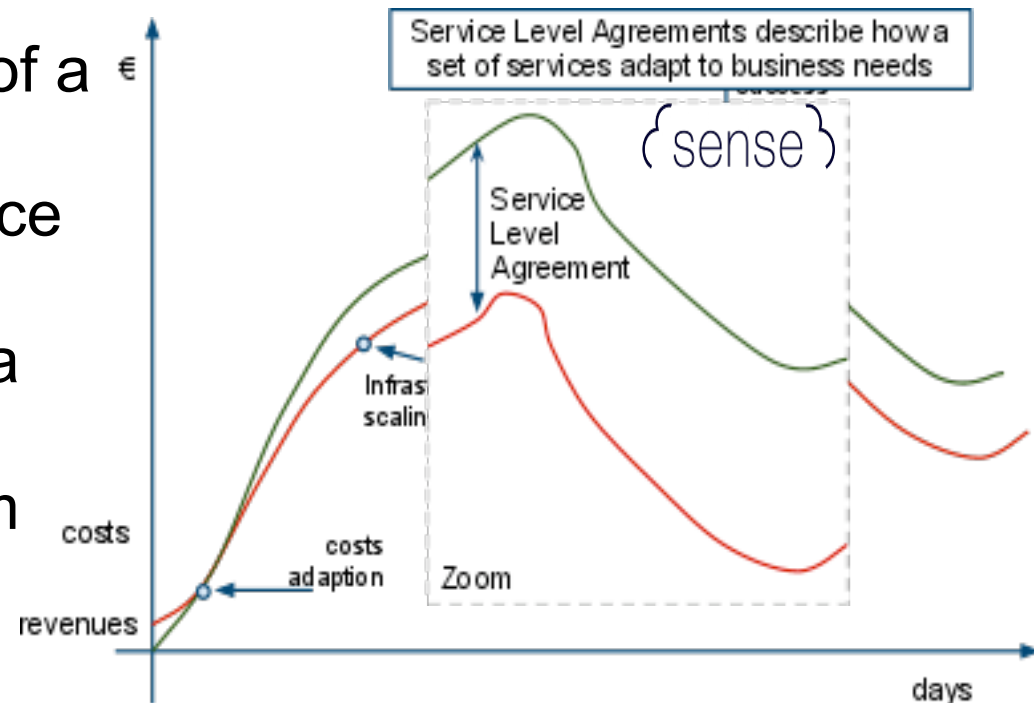
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A Service Level must:

- be part of the definition of a service;
- be configured by a service manager;
- declare the elasticity of a single target service
- describe how the system survives peak loads and adjusts



Service Operations are becoming complex and a Service Broker must help govern where things are moving and why - to maintain **business consistent**.



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"You cannot think seriously to use the  
Cloud to support an adaptive business  
without thinking about SLAs."

Thanks!

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