

Sociální sítě – provoz v cloudech

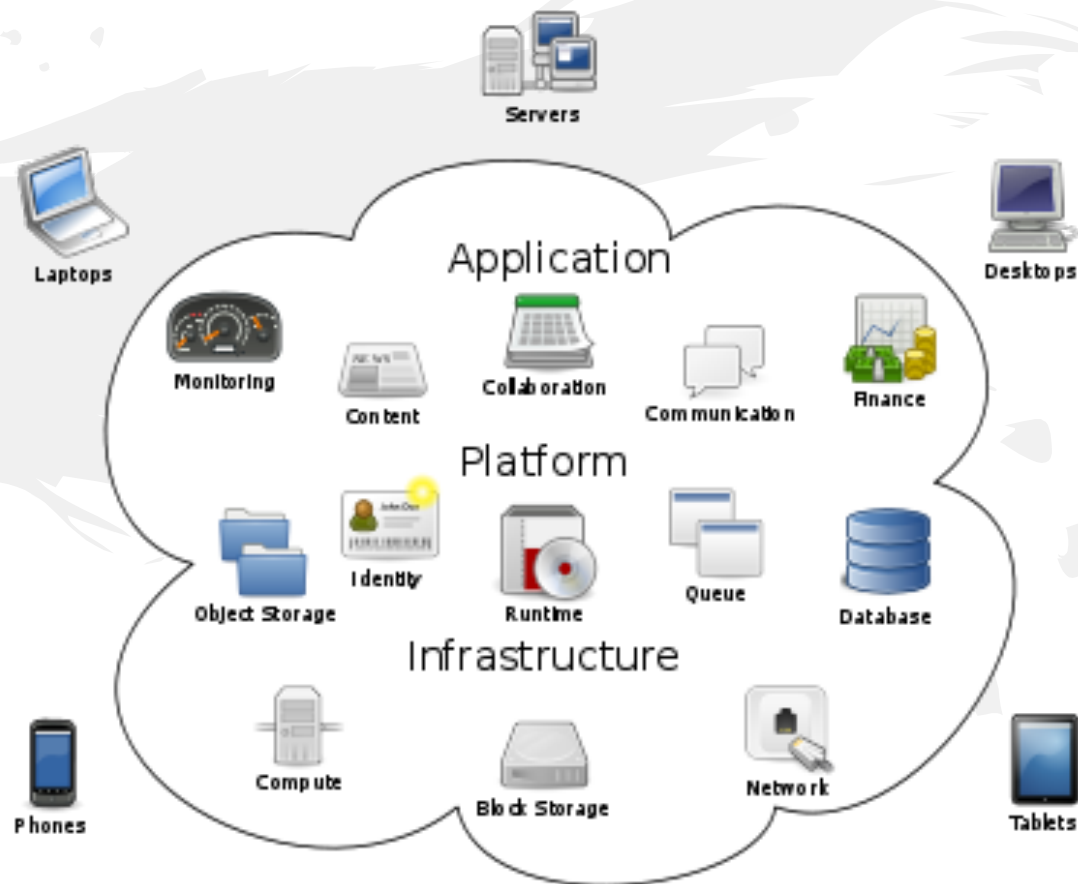
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Tvůrčí dílna INFOKON

14. listopadu 2012

Valašské Meziříčí

Cloud Computing



Cloud Computing

Charakteristiky/1

- Empowerment of end-users of computing resources in their own control
- Agility improves with users' ability to re-provision technological infrastructure resources
- Application programming interface typically use REST-based APIs.
- Cost is claimed to be reduced and in a public cloud delivery model capital expenditure is converted to operational expenditure.
- Device and location independence enable users to access systems using a web browser

Charakteristiky/2

- **Virtualization** technology allows servers and storage devices to be shared and utilization be increased.
- Easy app. **migration**.
- **Multi-tenancy** enables sharing of resources and costs across a large pool of users thus allowing for:
 - **Centralization** in locations with lower costs
 - **Peak-load capacity** increases
 - **Utilisation and efficiency** improvements

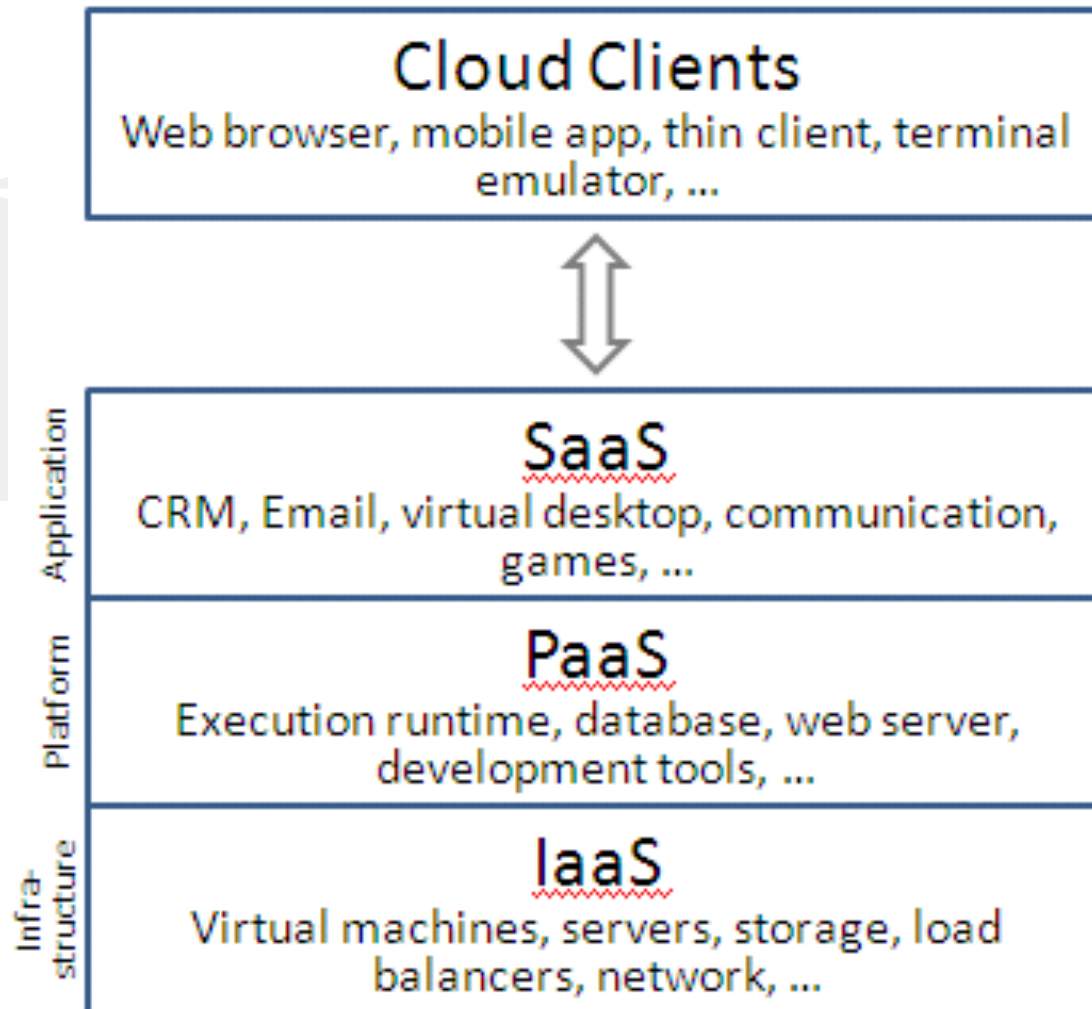
Charakteristiky/3

- Reliability is improved if multiple redundant sites are used, which makes well-designed cloud computing suitable for business continuity and disaster recovery.
- Scalability via dynamic ("on-demand") provision
- Performance is monitored
- Consistent and loosely coupled architectures constructed using web service
- Security could improve due to centralization of data, [lack of security for stored kernels?] [private clouds?]
- Maintenance of cloud computing applications is easier

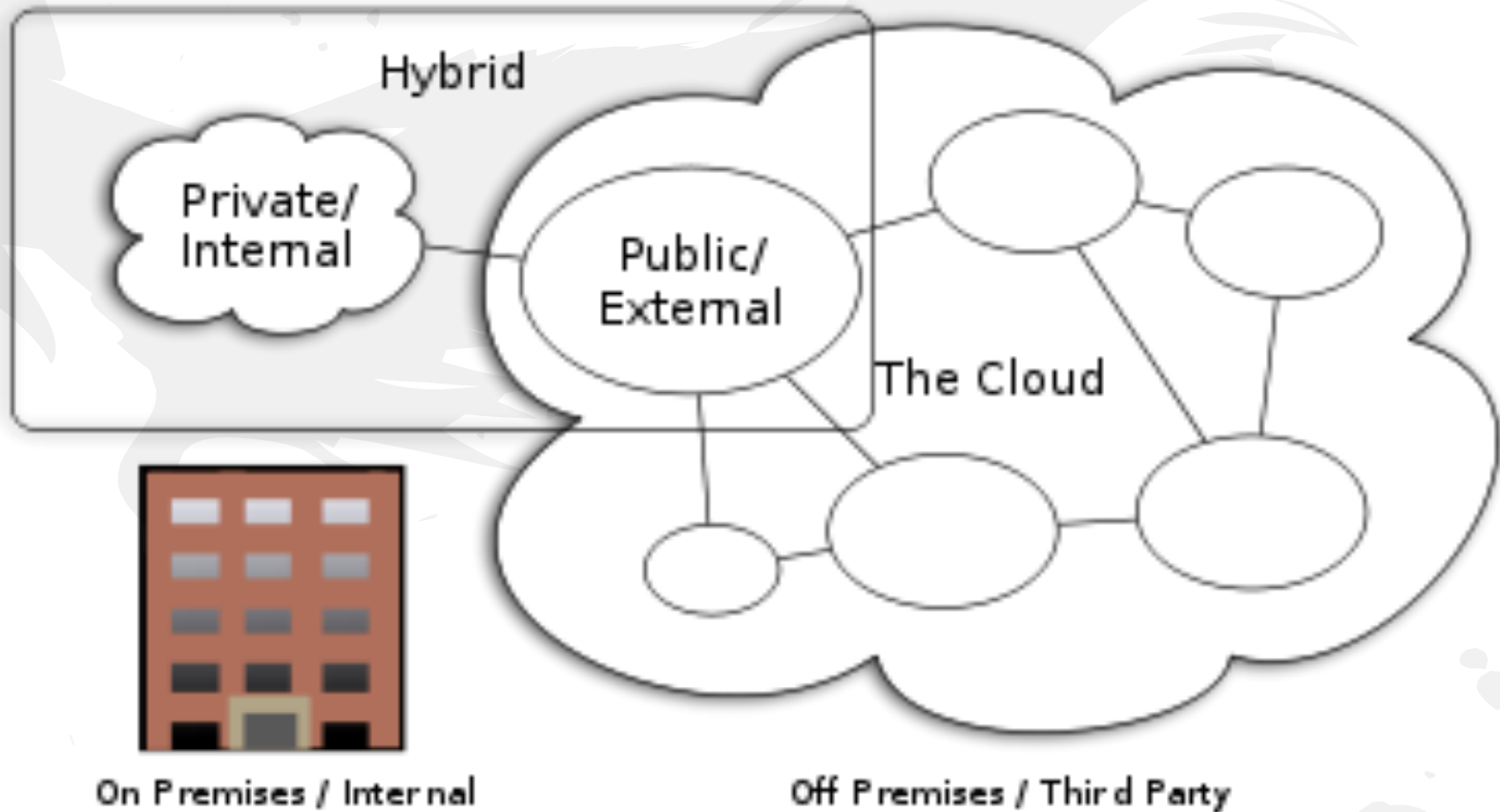
Historie (cloudů)

- Dot-com bubble: free computing/storage capacity
- 2006: **Amazon AWS**, later ECS, EC2...
- 2008: Eucalyptus and **OpenNebula** as the 1st open-source

Modely služeb



Typy „počítání v cloudech“



Cloud Computing Types

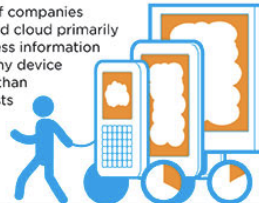
CSC: Reálné použití /1

AHEAD IN THE CLOUD

The CSC Cloud Usage Index

Information access to multiple computing devices is the top driver

33% of companies adopted cloud primarily to access information from any device rather than cut costs

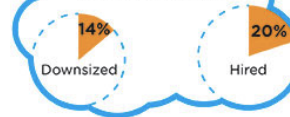


Top reasons for adopting cloud computing

Reason	Percentage
Mobility	33%
Cost	17%

Few companies downsize IT after cloud adoption

After cloud adoption:



Only 14% of companies downsized IT after adopting cloud—20% hired more cloud experts

The majority of businesses save money with cloud, but savings are small

Percentage of all businesses saving



82% of all companies saved money on their last cloud adoption project

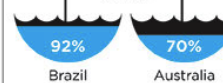
23% of U.S. businesses, and 45% of U.S. small businesses (less than 50 employees) reported no savings while 35% of U.S. businesses saved less than \$20,000

Dollars saved



Percent of U.S. businesses

Percentage of businesses saving



Brazilian businesses reap the most cost benefit with 92% saving money, while only 70% of Australian businesses saved money

Businesses are into the cloud for the long term

65% of companies choose cloud subscriptions lasting one year or more

65%

J • F • M • A • M • J • J • A • S • O • N • D

Cloud computing gives businesses a green boost

64% of companies say that adopting cloud has helped them reduce waste and lower energy consumption



CSC: Reálné použití / 2

Nearly all businesses boost improvements in IT performance after cloud adoption

Percent of companies seeing



93% of all companies saw at least one area of improvement in their IT department since adopting cloud

Companies reporting

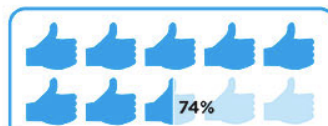


52% reported increased data center efficiency and utilization, while 47% of companies said they witnessed lower operating costs after cloud adoption



80% experienced improvements within six months of moving to the cloud

Small businesses face less workforce resistance to cloud adoption



74% of small businesses say that no one in their company resisted the move to the cloud

Employee preparation in advance of cloud implementation varies widely

% of companies that prepared employees



US and Australian businesses lag in preparing employees for cloud adoption with 80% and 81% of companies providing any information or training, while 97% of Brazilian companies prepared their employees

Data security concerns do not change significantly after adopting cloud computing



More Concerned

Only 25% of companies expressed more concern about data security after adopting cloud services



More Concerned

47% of businesses in Singapore expressed more concern about data security following cloud adoption



Less concerned

47% of Brazilian companies said they are less concerned after switching to the cloud

Half of U.S. government IT workers say they've moved work to the cloud

48% of U.S. government agencies moved at least one workflow to the cloud following the new requirement that U.S. federal agencies adopt a "cloud-first" policy

% of U.S. agencies that moved a workflow to the cloud

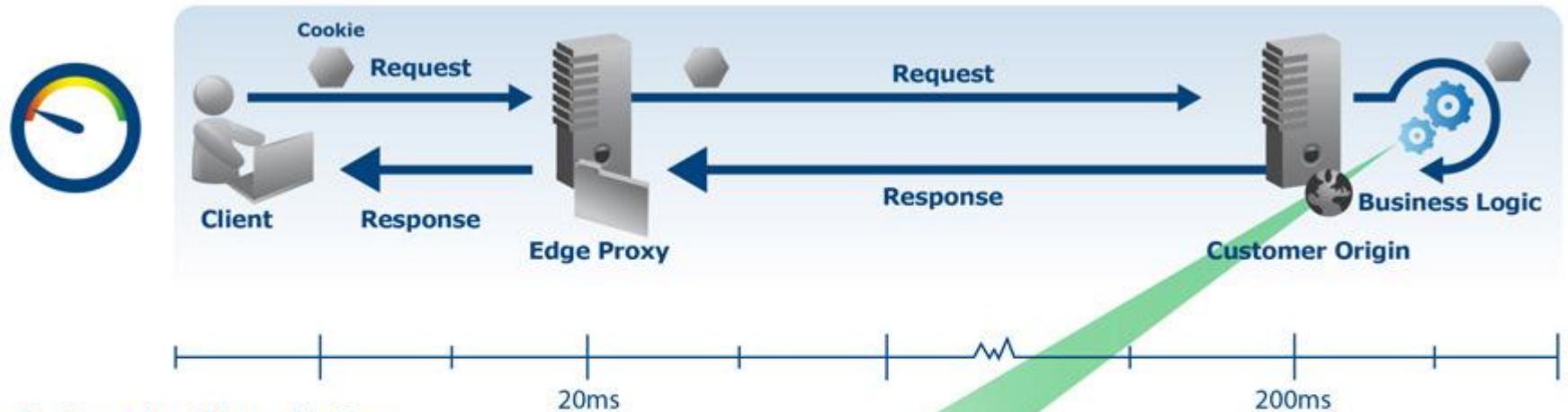


Některé aplikační oblasti

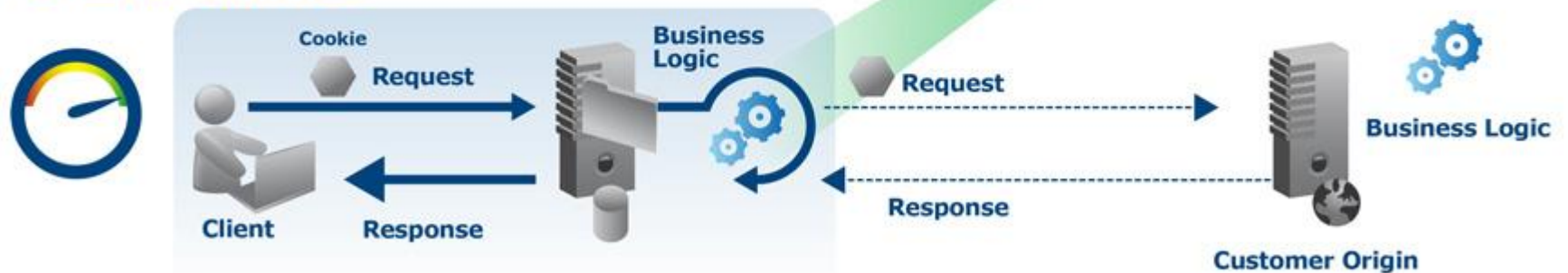
- Dodávky obsahu
- Obecné služby pro podnikání
- Sociální sítě

Contendo Cloudlet/1

Traditional CDN



Cotendo Cloudlet™



Contendo Cloudlet/2

- Přesun aplikační logiky blíže spotřebiteli
- Dramatický nárůst rychlosti díky rozhodování blíže, redukce zátěže původních serverů
- Doručení obsahu naladěného dle potřeb klienta (zařízení), kontextu

Salesforce.com

- Cloudové CRM plus další služby
- Zákazníci převážně v US
- Množství doplňkových aplikací

Je to rozšiřitelné:

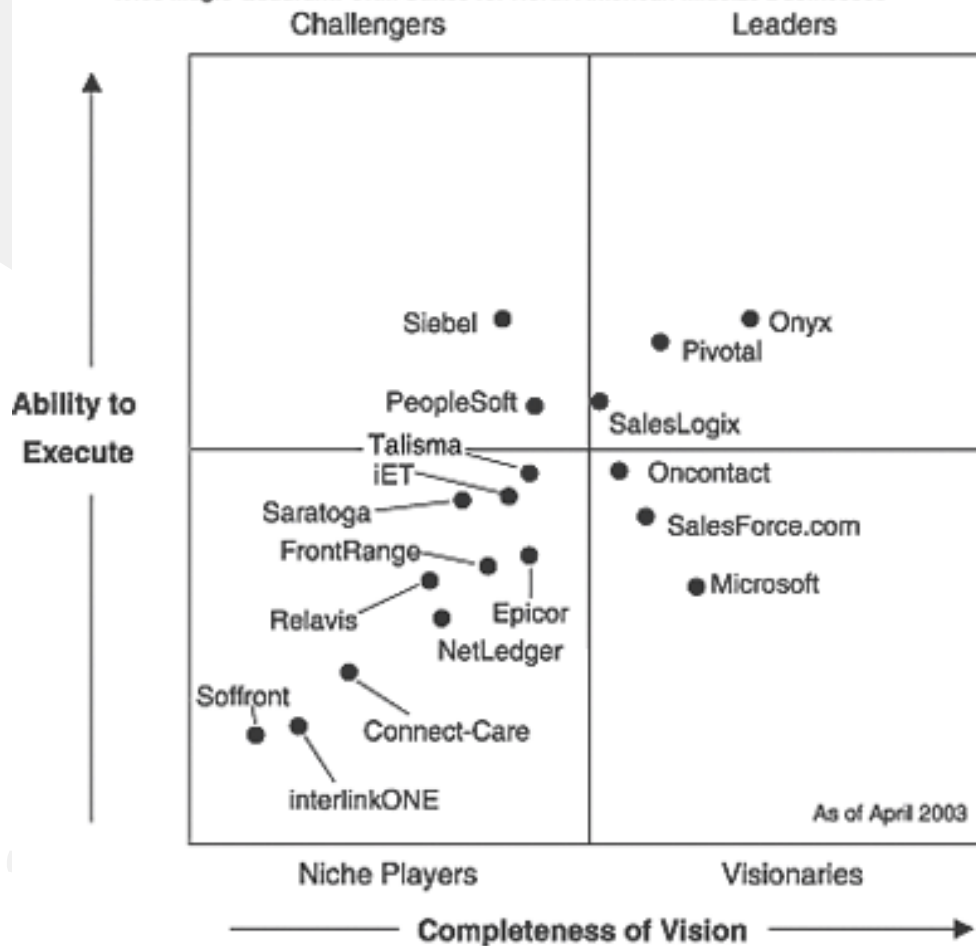
- Platforma Force.com
- Vývoj v Apex, Visualforce

<http://www.salesforce.com/us/developer/docs/apexcode/>

CRM aplikace v cloudu

Figure 1

1H03 Magic Quadrant: CRM Suites for North American Midsize Businesses



Source: Gartner Research (April 2003)

from <http://crm-comparison.net/>