

TODAY'S CLOUD COMPUTING LANDSCAPE



Cloud computing is a general term for anything that involves delivering hosted services over the Internet. A cloud service has three distinct characteristics that differentiate it from traditional hosting. It is sold on demand, typically by the minute or the hour; it is elastic – a user can have as much or as little of a service as they want at any given time; and the service is fully managed by the provider.

PRIVATE/ENTERPRISE CLOUD

A proprietary computing architecture that provides hosted services to a limited number of people behind a firewall, and is typically for organizations that need or want more control over their data than they can get by using a third-party hosted service.

OTHER COMPANIES: EMC, FalconStor, Fusion-io, IBM

HP/3PAR

EST. 1956
In September 2010, HP announced the acquisition of 3PAR Inc, a provider of solid state storage. In 2011, HP announced to expand its storage portfolio into enterprise-class cloud computing environments.

ORACLE

EST. 1977
In 2009, Larry Ellison talked on the cloud, calling it "water vapor". In 2010, Ellison laid out his cloud vision of using Oracle's software on a third party cloud and renting Oracle apps on a SaaS model on a subscription basis.

IBM

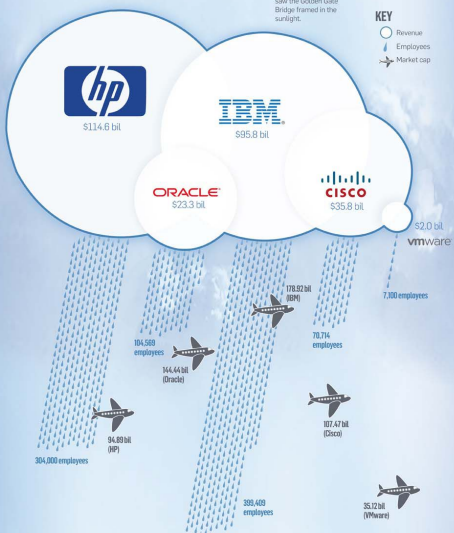
EST. 1911
IBM has announced its launch of the Federal Community Cloud, a private cloud program aimed at government organizations.

CISCO

EST. 1984
The name "Cisco" is not an acronym, but an abbreviation of San Francisco. According to John Morgridge, CEO and the company's first president, the founders lit on the name and logo while driving to Sacramento to register the company – they saw the Golden Gate Bridge framed in the sunlight.

VMWARE

EST. 1998
VMware products have reached Common Criteria certification at Evaluation Assurance Level 4, the highest globally recognized security features verification.



PUBLIC CLOUD

A service provider makes resources, such as applications and storage, available to the general public over the Internet. Public cloud services may be free or offered on a pay-per-usage model.

OTHER COMPANIES: Salesforce, Flickr, Yahoo!

TWITTER

EST. 2006
Total assets: \$152.1 million
Alexa ranking: 119
CEO compensation: Unavailable
Unavailable: Twitter co-founder Evan Williams has stepped down from his role as CEO of the company.
Monthly uniques: 99 million
Jack Dorsey thought of the idea for Twitter while sitting in a park on a children's side and seeing Mexican food, introducing the idea of an individual using an SMS service to communicate with a small group.

GOOGLE

EST. 1998
Total assets: \$40.5 billion
Alexa ranking: 1
CEO compensation: \$57.4 bln
Employees in 2006: 140 million
Larry Page and Sergey Brin started Google together in their friend's garage.
NOTE: Google can be Microsoft or another small part.

MICROSOFT AZURE

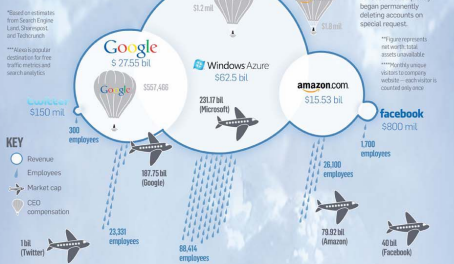
EST. 1985
Total assets: \$88.1 billion
Alexa ranking: 23
CEO compensation: \$1.28 million
Monthly uniques: 57 million
When the program was known by its code name of "Red Dog" in 2008, its working team of about 150 included Microsoft's heavyweight, Dave Cutler, semi-retired lead developer on Windows NT.

AMAZON

EST. 1994
Total assets: \$24.5 billion
Alexa ranking: 15
CEO compensation: \$1.79 million
Monthly uniques: 75 million
CEO Jeff Bezos changed the name Cadabra.com to Amazon.com because it sounded too much like "cadaver".

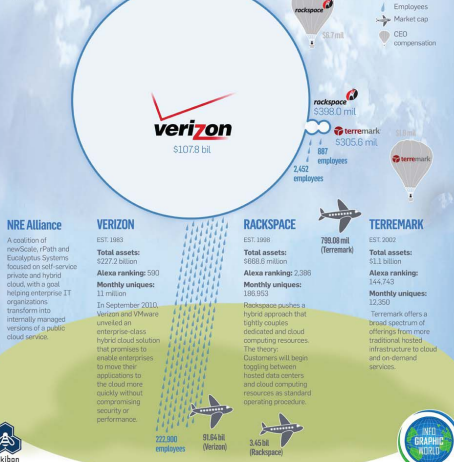
FACEBOOK

EST. 2004
Total assets: \$1.5 billion
Alexa ranking: 7
CEO compensation: Unavailable
Monthly uniques: 131 million
Facebook had allowed users to deactivate their accounts but not actually remove account content from its servers.
A New York Times article noted the issue, and also raised a concern that emails and other private user data remain indefinitely on Facebook's servers. Facebook subsequently began permanently deleting accounts on special request.



HYBRID CLOUD

The use of both private and public clouds to provide an organization's computing needs. Two or more clouds (private, community, or public) that remain unique entities but are bound together by standardized or proprietary technology.



NRE Alliance

A coalition of newScale, iPath and Evolution Systems focused on self-service private and hybrid cloud, with a goal of helping enterprise IT organizations transform into internally managed versions of a public cloud service.

VERIZON

EST. 1983
Total assets: \$227.2 billion
Alexa ranking: 900
Monthly uniques: 11 million
In September 2010, Verizon and VMware unveiled an enterprise-class hybrid cloud solution that promises to enable enterprises to move their applications to the cloud more quickly without compromising security or performance.

RACKSPACE

EST. 1998
Total assets: \$88.0 million
Alexa ranking: 2,386
Monthly uniques: 198,053
Rackspace pushes a hybrid approach that tightly couples dedicated and cloud computing resources. The theory: Customers will begin toggling between hosted data centers and cloud computing resources as standard operating procedure.

TERREMARK

EST. 2002
Total assets: \$1.1 billion
Alexa ranking: 144,743
Monthly uniques: 12,350
Terremark offers a broad spectrum of offerings from more traditional hosted infrastructure to cloud and on-demand services.

