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Innovation Summit

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Data Center In the Cloud and at the Edge

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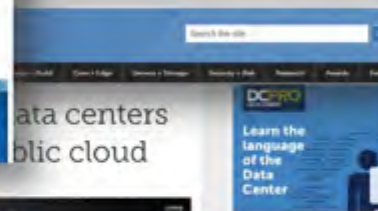
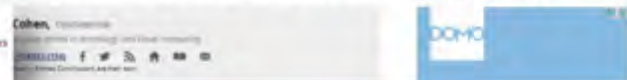
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Not too long ago, our industry believed all computing would eventually centralize to the cloud



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Recent industry moves showing a pendulum shift back, creating a decentralized, hybrid computing ecosystem

is building hyper-scale data centers enough?

no, it's capital intensive and expensive to operate.

smarter approach: build an extensive infrastructure of micro DCs (1-10s of servers with several TBs of storage, \$20K-\$200K/mDC) and place them everywhere



May 15, 2015



March 15, 2016



Basic architectures

The following diagram shows an example of OCAs that are embedded in a partner network, in conjunction with SFT peering which is used to provide additional resiliency and to enable highly content fills and updates. Each site is served by a separate OCA or a set of OCAs, depending on your specific requirements.

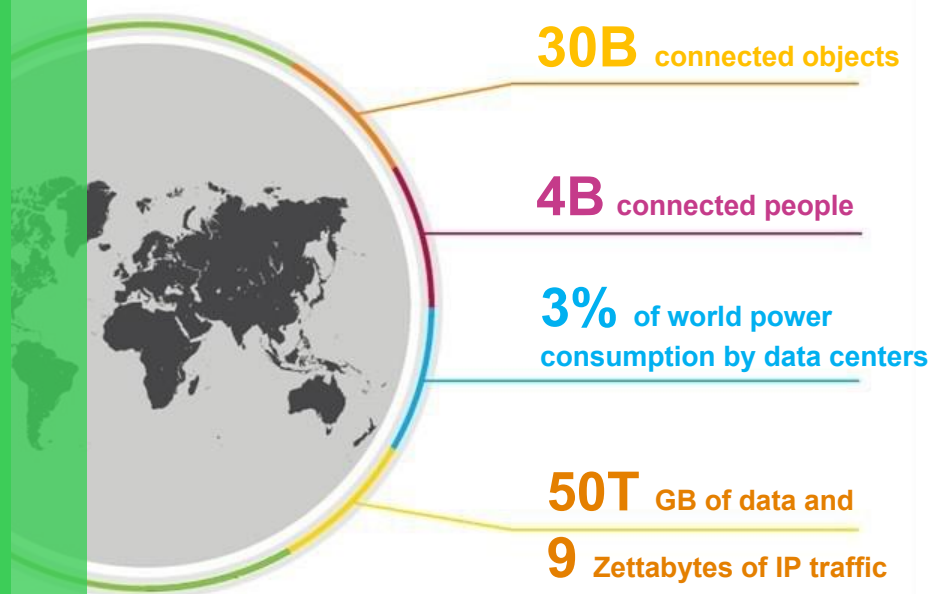


NETFLIX

By 2020, the world will be a different place...

...it is undergoing profound transformation to support the enormous data volumes and processing demands that are being generated by the Internet of Things (IoT).

The world in 2020...



Sources: Gartner, IDC, Uptime Institute, Cisco

Why is there a massive move to the cloud?

- Speed
- Scale
- Cost

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*...the main building block
of clouds are centralized
hyperscale data centers...*



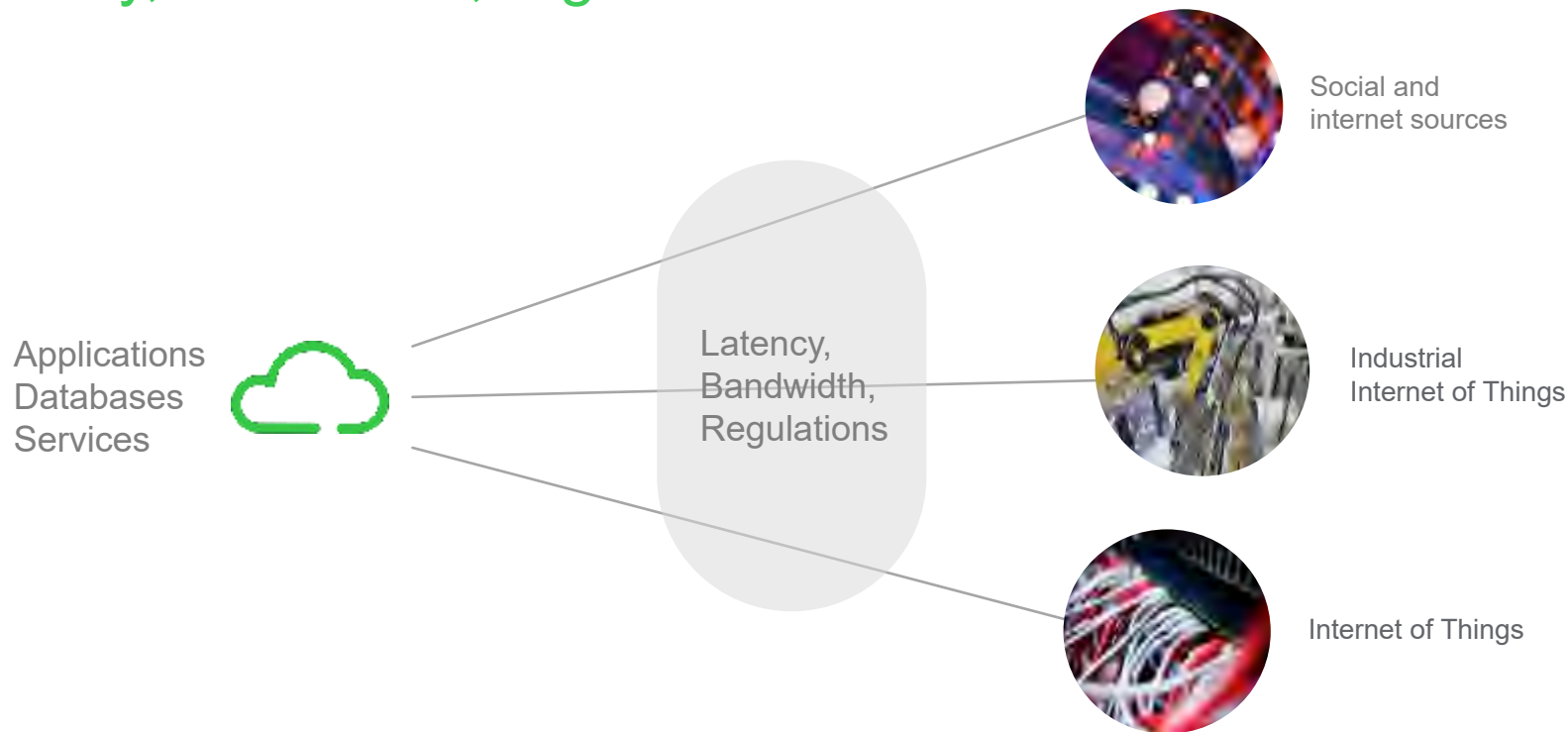
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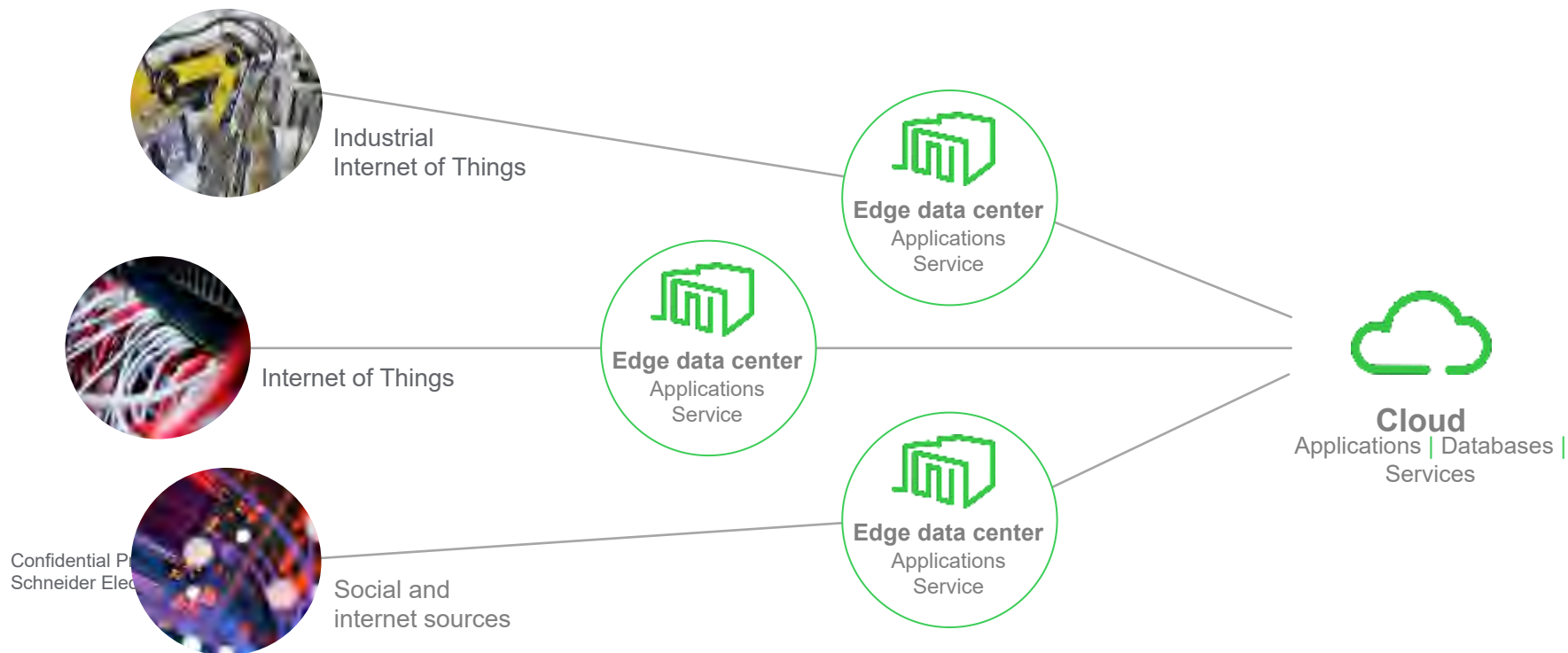
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The typical cloud network architecture has shortfalls: latency, bandwidth, regulations



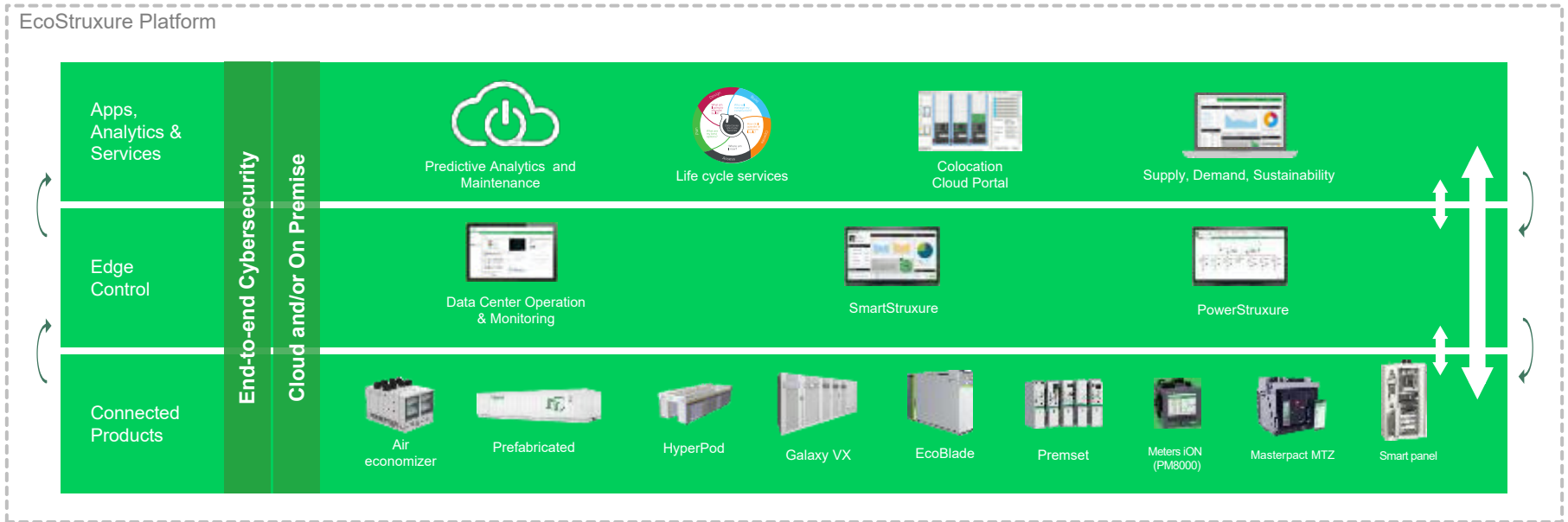
Edge solutions address these issues by putting applications and services closer to users and “things”



EcoStruxure™
Innovation At Every Level

Data Center

EcoStruxure Platform



The Internet of Things and analytics will enable a more effective way to manage and maintain these data centers



Traditional data collection



Monitoring & analytics
in the cloud



Smart connected "Things"
at the edge



The future is moving to a cloud architecture of centralized, regional, and localized edge data centers

Centralized cloud data centers
(Public or Private)



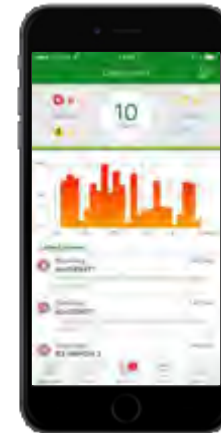
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Augmented with localized
'edge' data centers



Leveraging IoT-enabled
data center management



Data Center

In the Cloud and at the Edge

Ensuring
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through data center
infrastructure innovation

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