



CLOUD 3.0: THE INTEGRATED CLOUD

ANDRÁS VAJDA
SENIOR SPECIALIST,
ERICSSON CLOUD PROGRAM

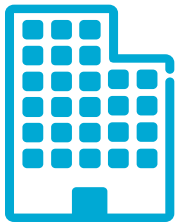
Blog: www.a-vajda.eu/blog

Twitter: @andrasVajda

THE NETWORKED SOCIETY



Empowered people

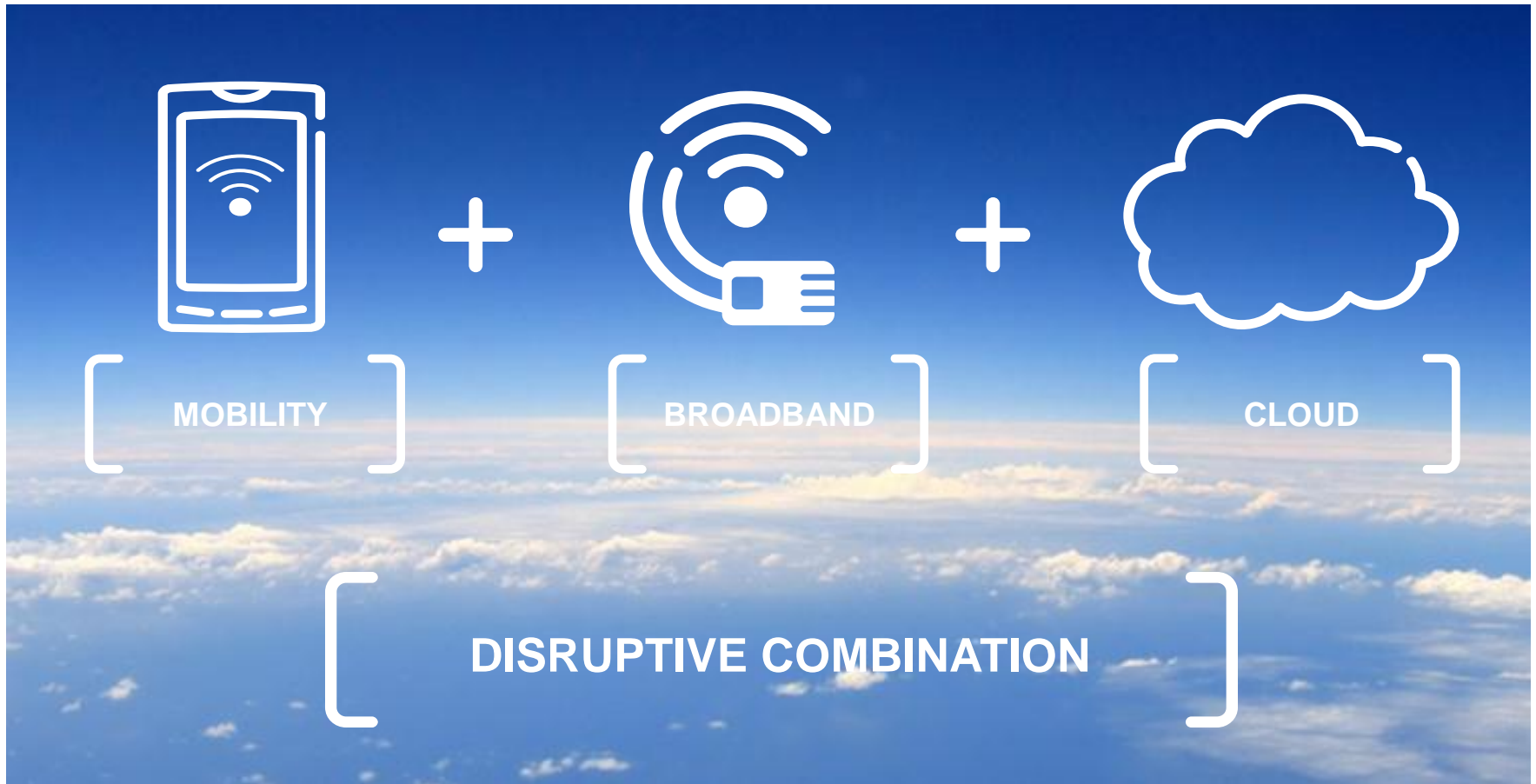


Changing business



Enabling technologies

THE NEW ICT INDUSTRY



CLOUD 1.0: CONSOLIDATION

CONSOLIDATION OF COMPUTING AND STORAGE IN LARGE
DATACENTERS

IT AS **UTILITY**: REMOTE DELIVERY AND
SELF SERVICE

NEW BUSINESS MODEL: FROM CAPEX TO OPEX, FROM
PRODUCTS TO SERVICES

CLOUD 2.0: RATIONALIZATION AND EXPANSION

RATIONALIZATION OF DATACENTERS AND THE GROWING IMPORTANCE OF **NETWORKS** AND **SECURITY**

FROM ENTERPRISES TO CONSUMERS: GROWTH OF **CONSUMER FOCUSED SERVICES**

MOVING UP THE CHAIN: DEMAND FOR **PAAS AND SAAS** SET TO GROW FASTEST

CLOUD 3.0: THE INTEGRATED CLOUD

IS PERSONALIZED: REAL-TIME GAMING, 3D AND HD VIDEO ON DEMAND, VIRTUAL REALITY SERVICES

IS (G)LOCAL: LOCAL SERVICES, INTERACTION WITH PERSONS AND THINGS NEARBY

ANYTIME, ANYTHING, ANYWHERE: SEAMLESS, HIGH QUALITY, SECURE DELIVERY OF ALL DIGITAL SERVICES

THE INTEGRATED CLOUD: KEY TECHNOLOGY AREAS

Cloud Services

MEET THE DEMANDS
OF CLOUD USERS

Build clouds

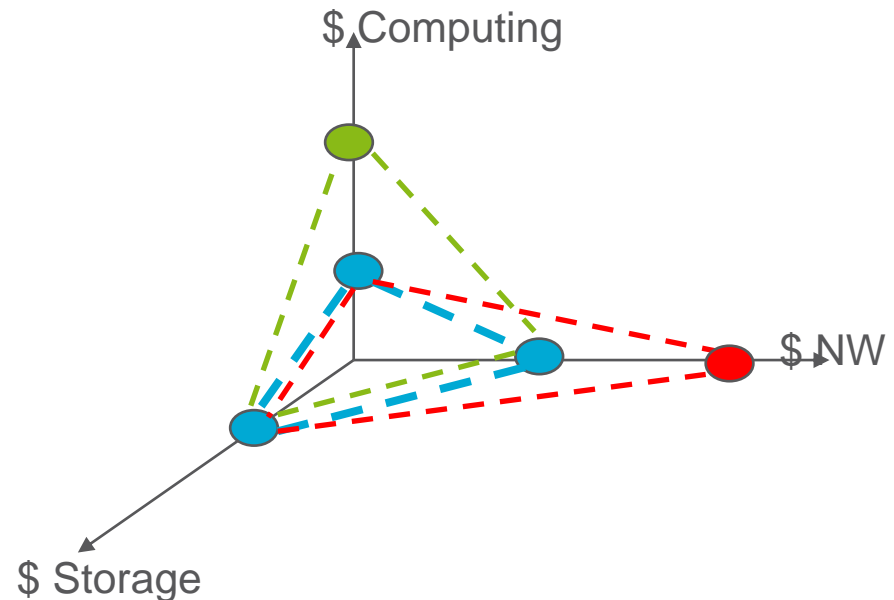
MEET THE DEMANDS
FOR INFRASTRUCTURE

Connect clouds

ADDRESS BOTTLE-
NECKS OF CLOUD 2.0

THE CONST PRINCIPLE

- > It is impossible to optimize the cost of **Computation**, **Networking** and **Storage** at the same time – at least one of these will be sub-optimal
- > Simple and intuitive – yet far reaching consequences
- > Foundation for all the efforts into
 - Distributed clouds
 - Network optimization



**CLOUD IS MORE THAN JUST COMPUTE AND STORAGE:
THE NETWORK IS THE REAL CHALLENGE**

INTEGRATED CLOUD: KEY TECHNOLOGIES

> **Concentration is unrealistic** and will be unsustainable

- Transport costs
- The CONST principle
- Demand for QoE



DISTRIBUTION MUST BE EMBRACED BY CLOUD 3.0



> **Quality of Experience (QoE)** will be the key challenge



AUTOMATED QOE MANAGEMENT WILL BE A KEY ASSET



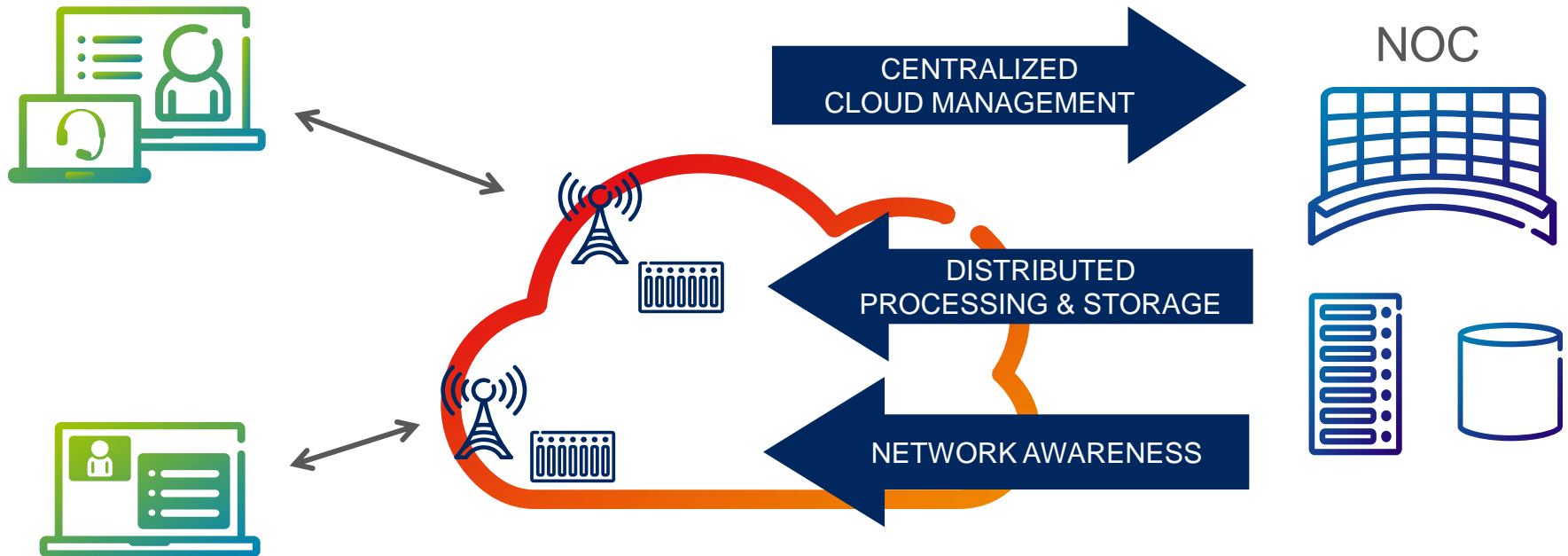
> **Network performance** will be essential



ACCELERATION OF ACCESS TO CLOUD SERVICES



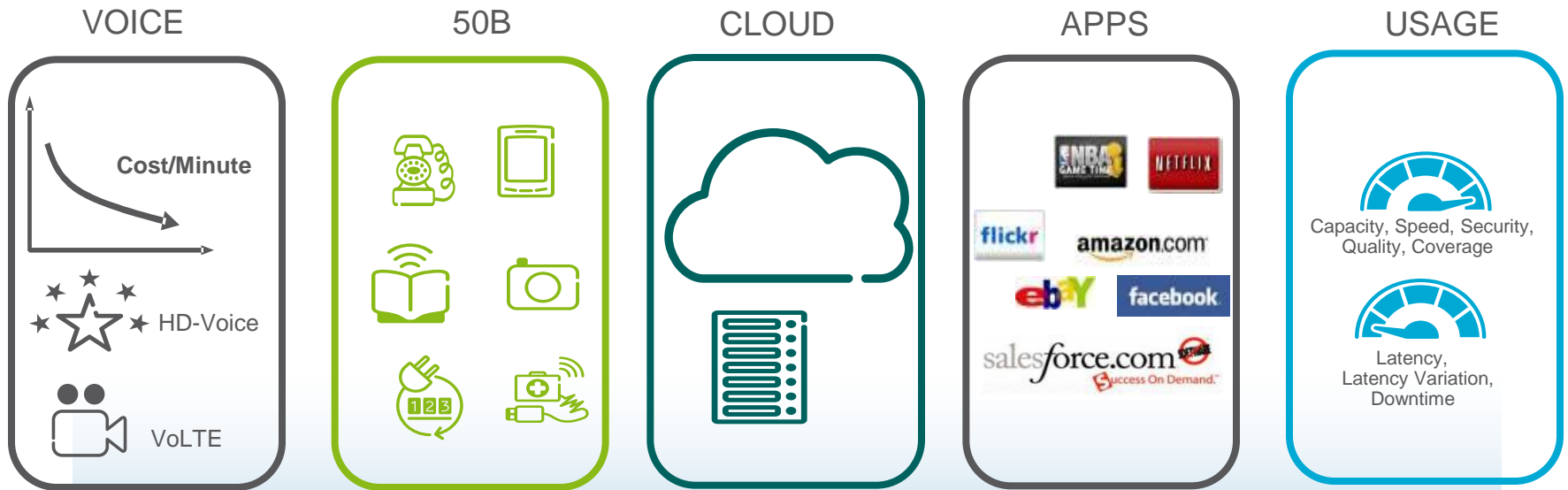
DISTRIBUTED CLOUD COMPUTING



**AUTOMATIC ADAPTATION
TO THE NEEDS OF CONSUMED SERVICES**

CONNECTING CLOUDS

PERFORMANCE AND QUALITY



End-user expectations drive network performance requirements

Smart

Scalable

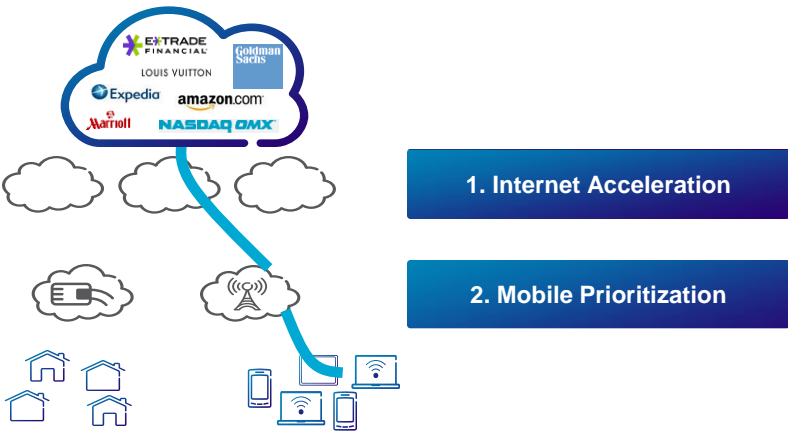
Superior performance

MOBILE CLOUD ACCELERATOR SERVICE

Today



Integrated Cloud



**ACCELERATE MOBILE CONTENT PROVIDING
END-TO-END QUALITY OF EXPERIENCE**

CLOUD 3.0 – THE INTEGRATED CLOUD

FULL INTEGRATION OF MOBILE BROADBAND
AND CLOUD COMPUTING

FOCUS ON SEAMLESS EXPERIENCE:
ANYTHING, ANYWHERE, ANYTIME

DISTRIBUTED, ADAPTIVE, SECURE:
INTEGRATED WITH THE PERSONAL DIGITAL LIFE



ERICSSON