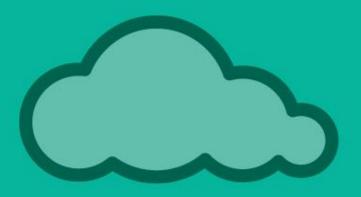


## Every cloud ...has a silver lining





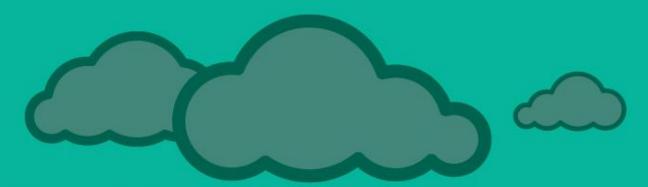
### Data Centre ...today's pressures



#### Data growth 40-70% per year



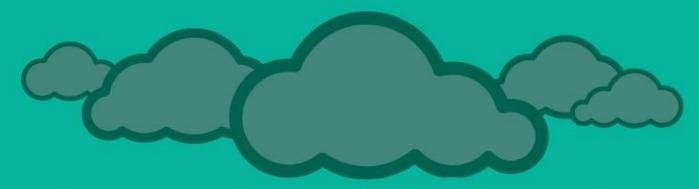
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### Provisioning applications can take up to 3-6 months







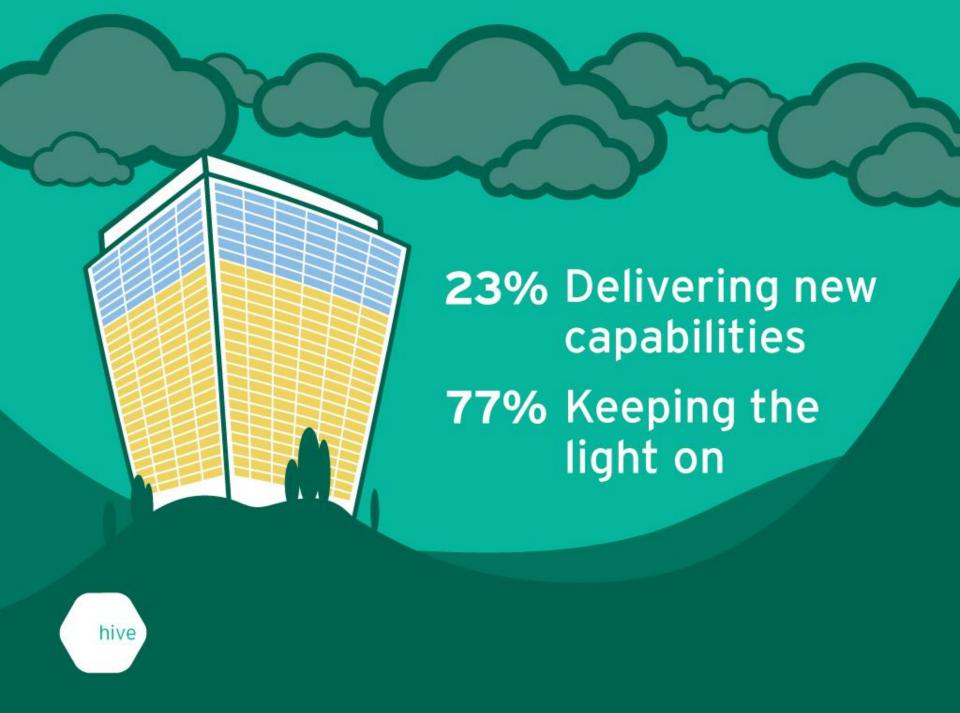
#### Low system utilization raises Power & Cooling to 25-30% of budget



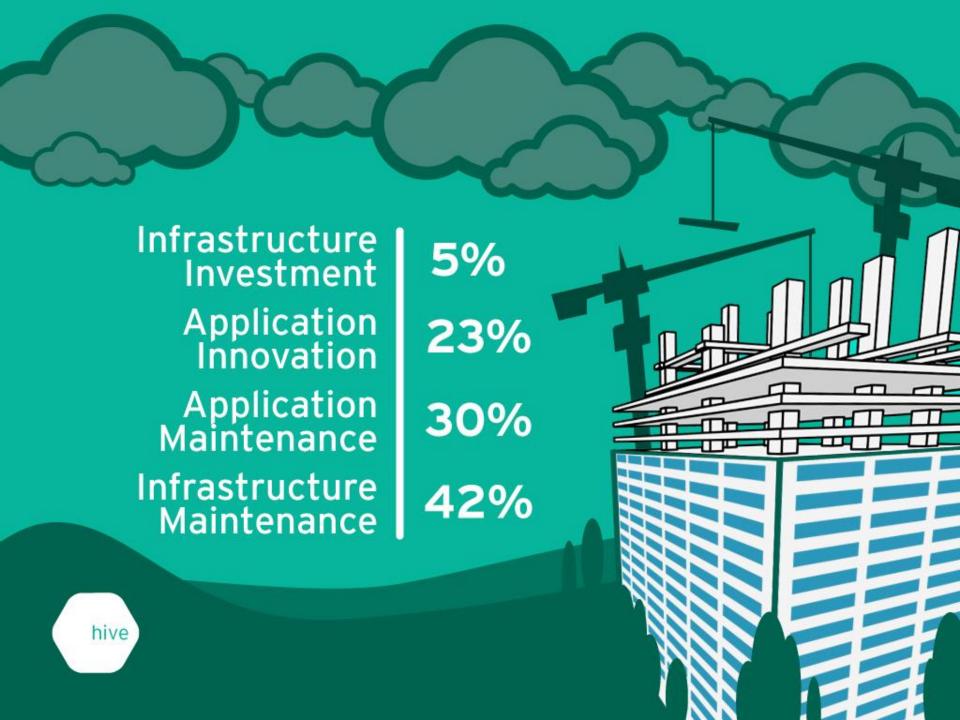


















# Cloud computing has been defined as "everything that we currently do"

and that it will have no effect except to

### "change the wording on some of our ads"

Larry Elison, Oracle







## Where does this leave us?









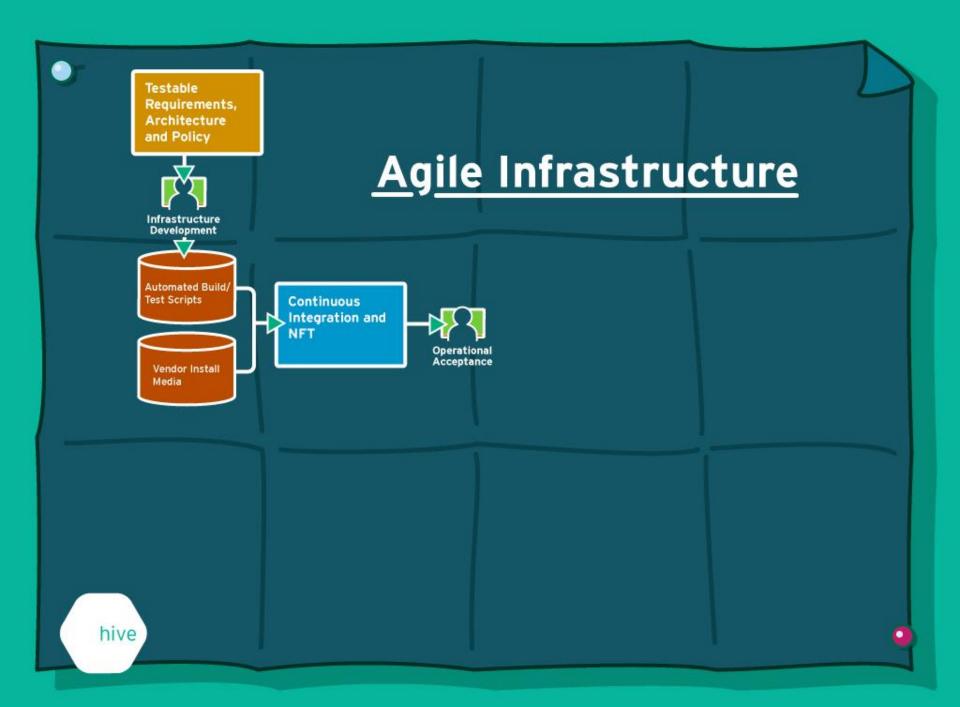


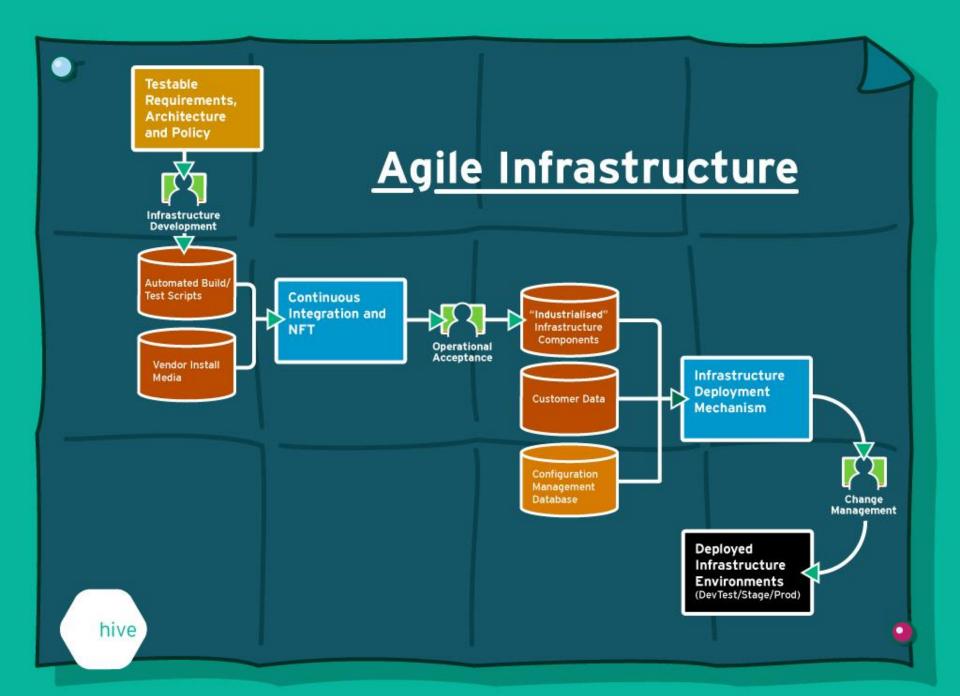
Designed by architect Built by code

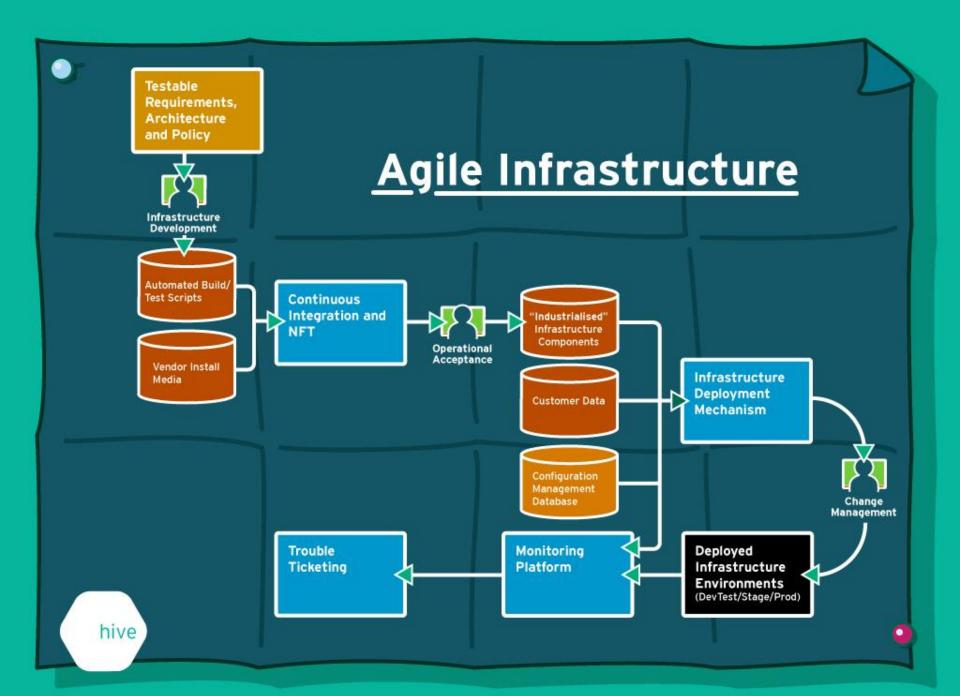
Maintained simply

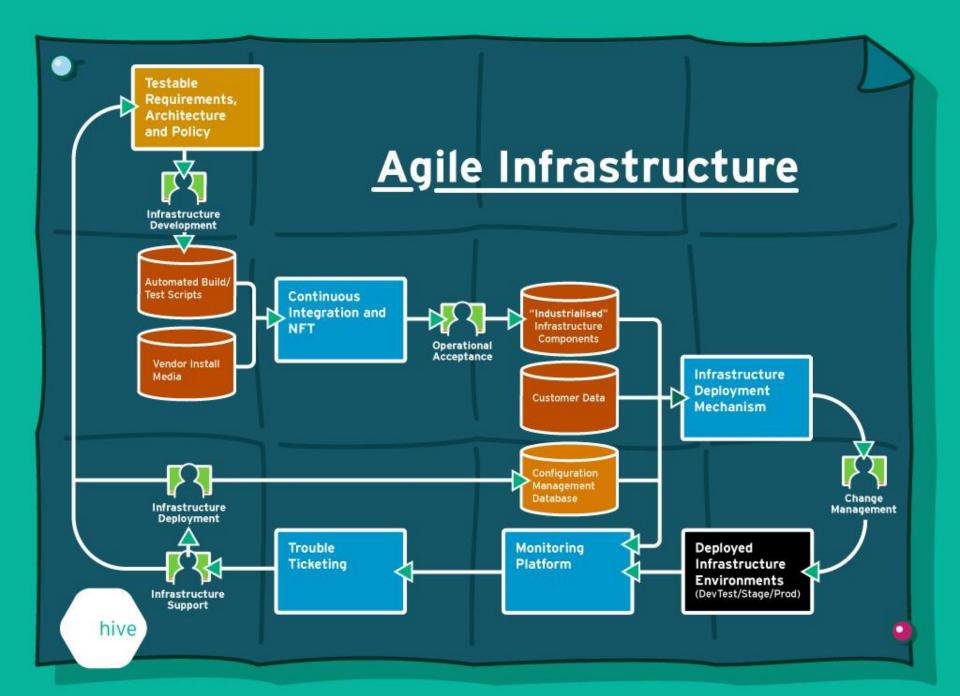




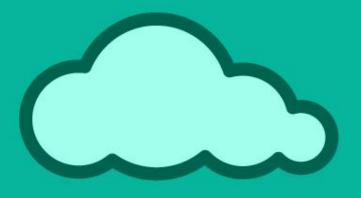












### A morality tale

All names, characters and incidents portrayed in this production are fictitious. No identification with any persons living or dead is intended or should be inferred.

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You have been watching... alan benson & edmund j sutcliffe