

**NEXT GENERATION
DATA CENTER**

Evolution





iPhone 1

One of the main features of the iPhone was its **full-featured browser**. The thing could actually visit normal webpages like those displayed on computers.

June 29, 2007



Available on the
App Store

June 10, 2008

Jobs' original vision for the iPhone: No third-party native apps

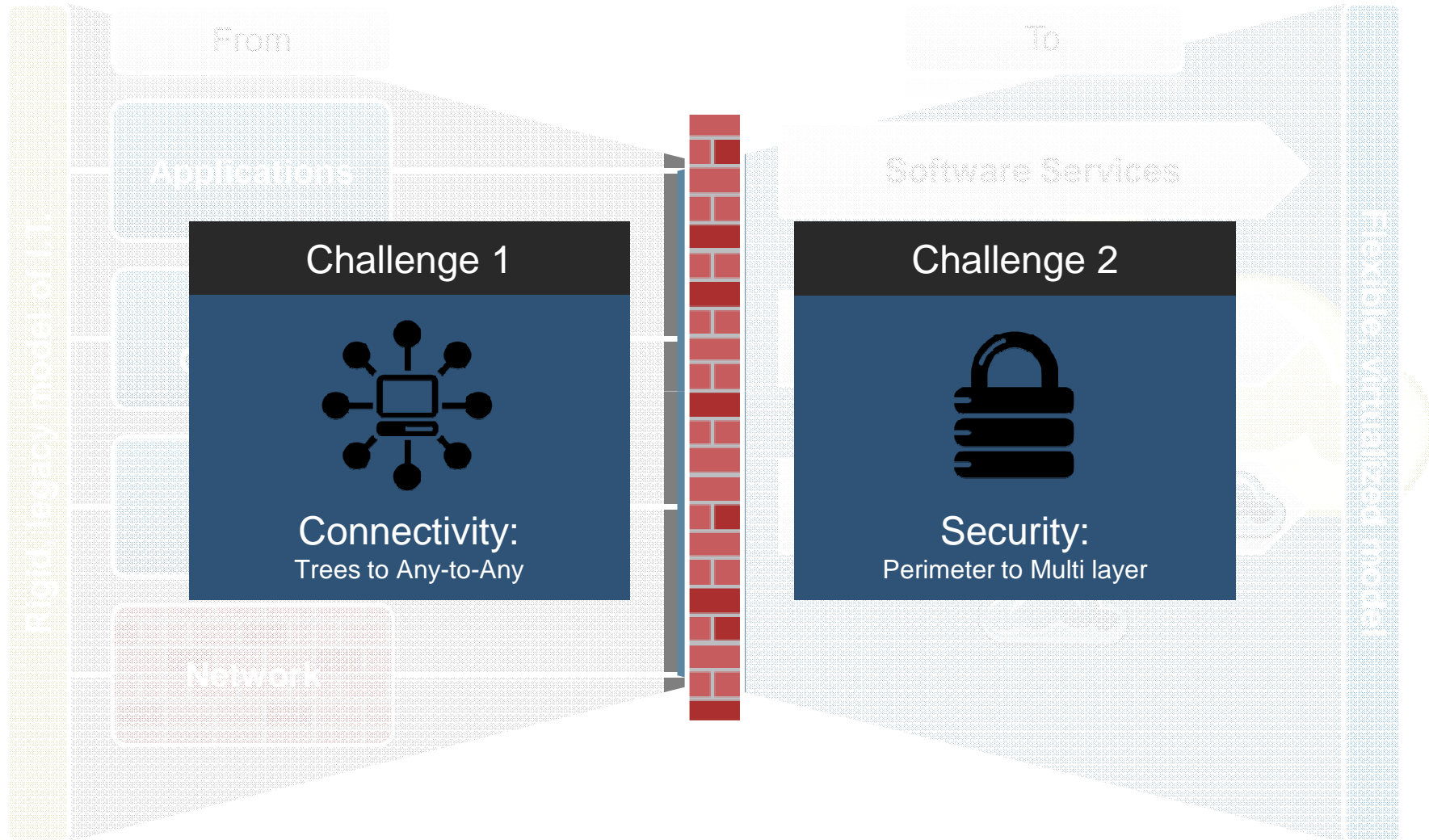
At the time, Jobs said:

*“ The full Safari engine is inside of iPhone. And so, **you can write amazing Web 2.0 and Ajax apps** that look exactly and behave exactly like apps on the iPhone.*

*And guess what? **There's no SDK that you need!**.....*

So developers, we think we've got a very sweet story for you. You can begin building your iPhone apps today “

THE DATA CENTER HAS EVOLVED – BUT NOT THE NETWORK



UNDERSTANDING THE NEW DATACENTER REQUIREMENTS

Consolidation

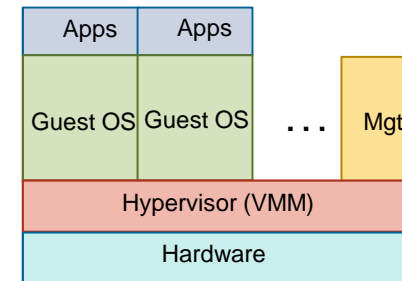
- § Mega DCs; 400K sq ft
- § 4K racks, 200K servers



DC Scale

Server Trends

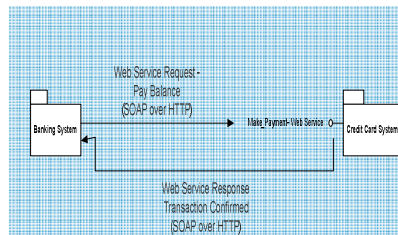
- § Multi-core (8->16 >32,...128,...)
- § Virtualization and VMs



Want Low Oversubscription

Application Trends

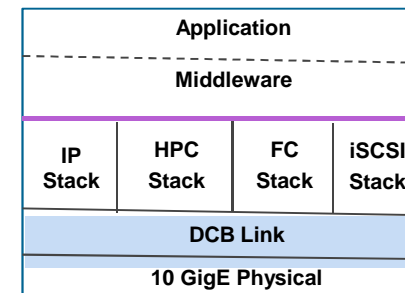
- § SOA, Web 2.0
- § MapReduce, Hadoop, Grids



Increased East-West traffic

Interconnect Trends

- § Convergence to 10 GE
- § Enhancements to Ethernet



Large speed increases 10/40/100 GE



1. SERVER & STORAGE TRENDS

\$3398
10MB

THE HARD DISK

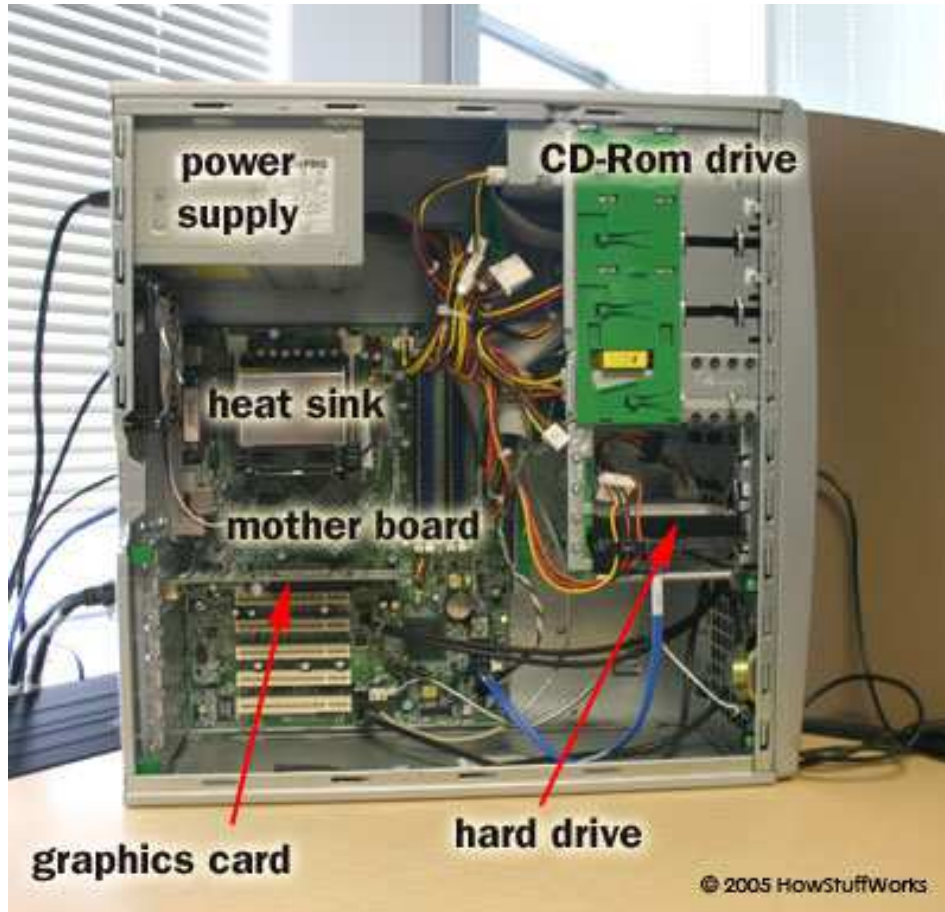
**YOU'VE BEEN
WAITING FOR**



MORE SOFTWARE
Included with the system is software for testing, set-
ting, and formatting hard disks. Also included are software
for setting up the system, support software, and
CPM (Control Program) software. The
CPM (Control Program) software is also available. The
software for setting up the system is also available.
The software for setting up the system is also available.
The software for setting up the system is also available.

Includes a complete hard-disk drive.

STORAGE CONNECTIONS

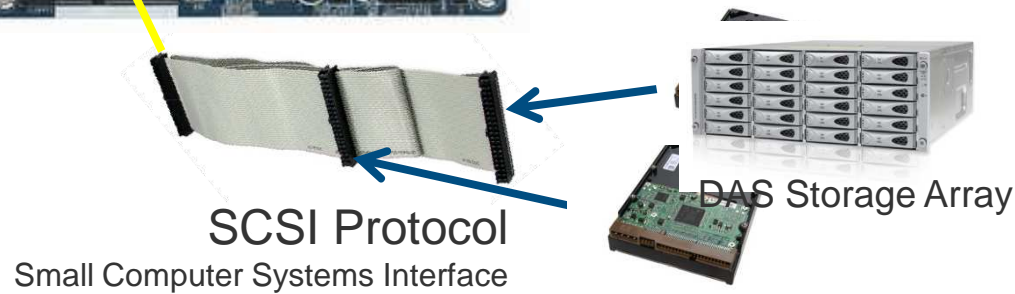


The Gray Cable ?

STORAGE CONNECTIONS : DIRECT ATTACHED STORAGE



- Direct Attached Storage (DAS)
 - Very fast
 - Limited capacity
 - Geographically limited
 - Limited resource sharing



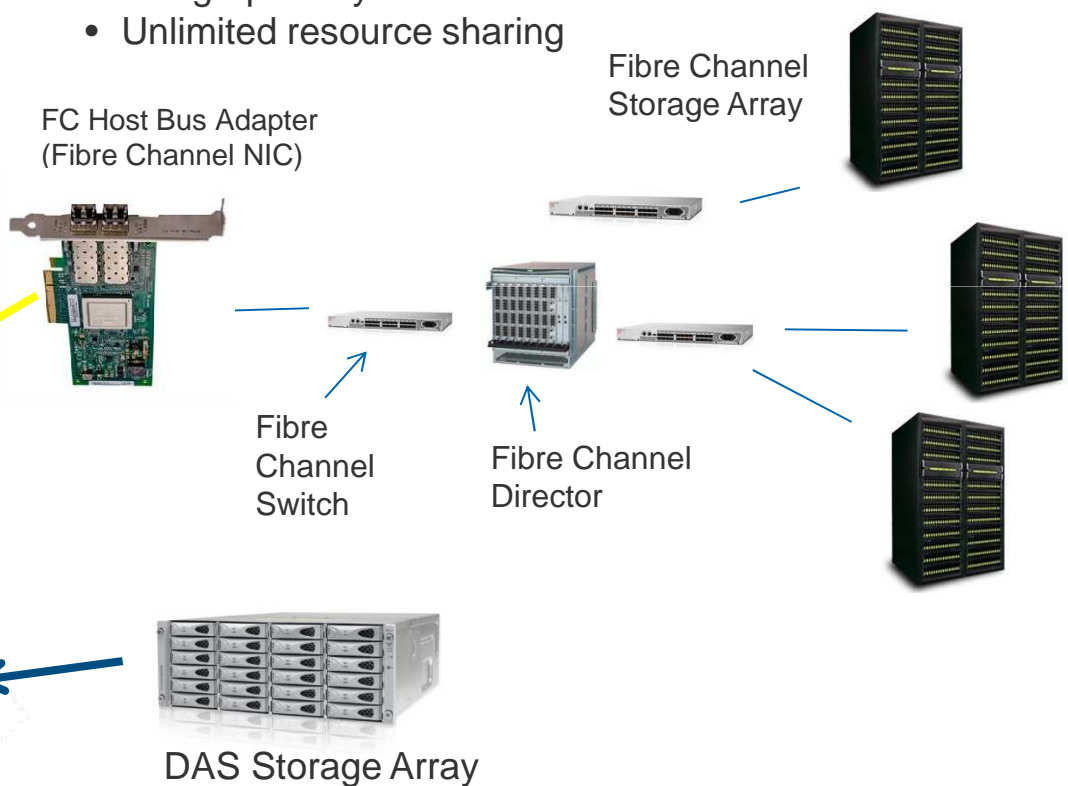
STORAGE CONNECTIONS : FIBRE CHANNEL SAN



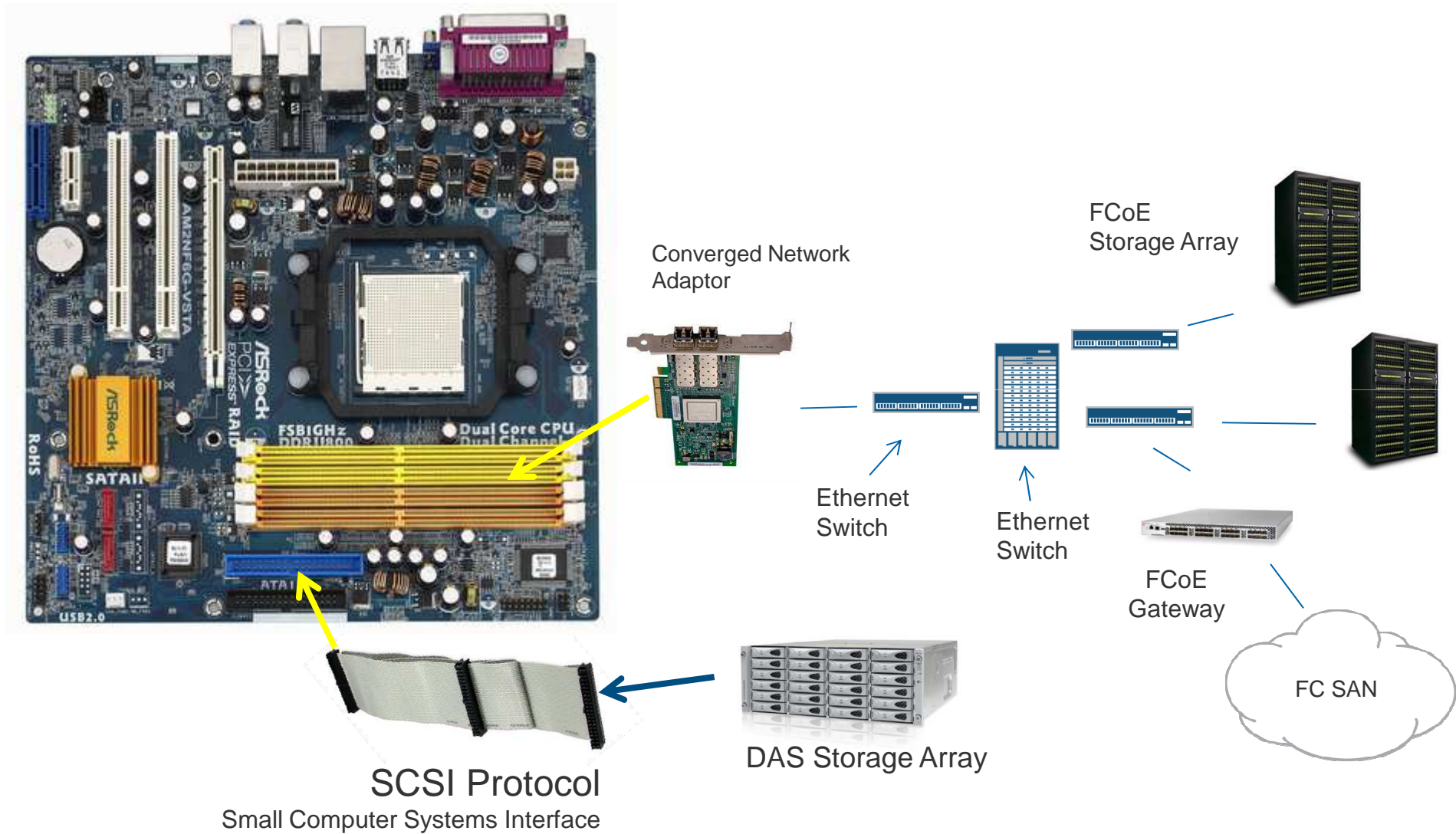
SCSI Protocol
Small Computer Systems Interface

Fibre Channel (FC) Storage Area Network (SAN)

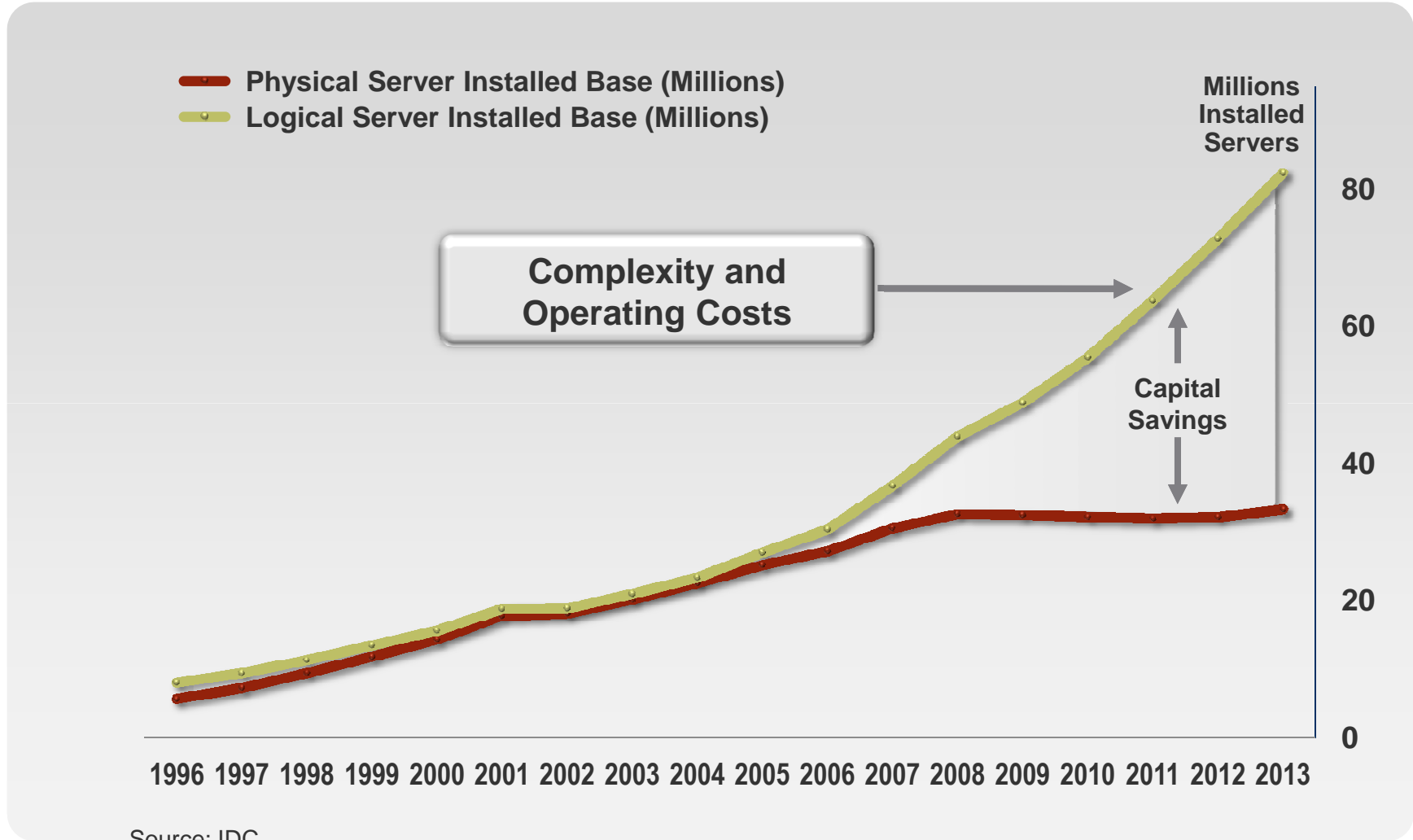
- Unlimited capacity
- Geographically diverse
- Unlimited resource sharing



STORAGE CONNECTIONS : FIBRE CHANNEL OVER ETHERNET (FCOE)



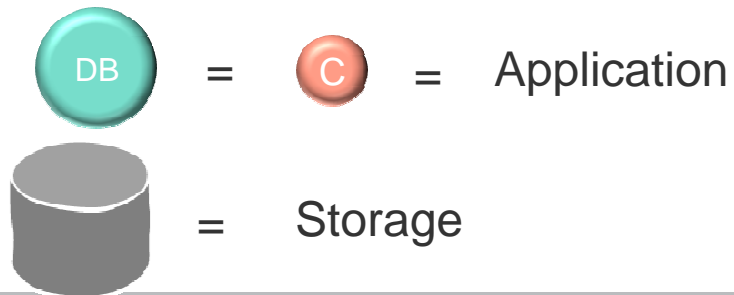
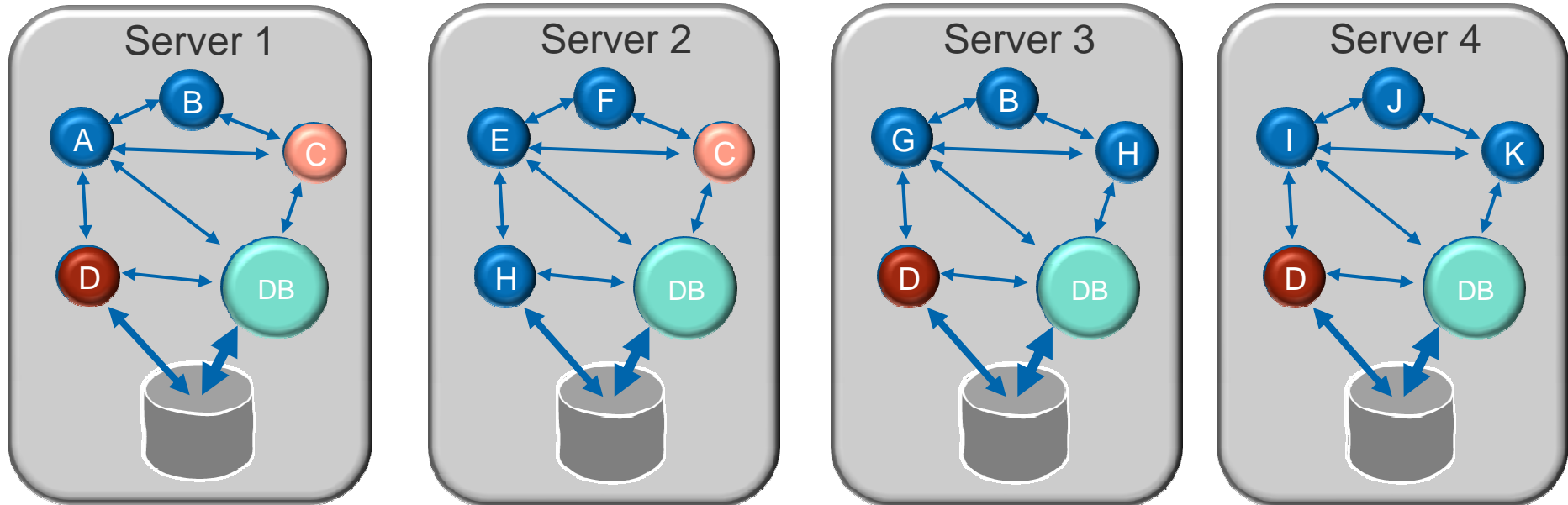
ECONOMICS OF THE VIRTUALISED DATA CENTER





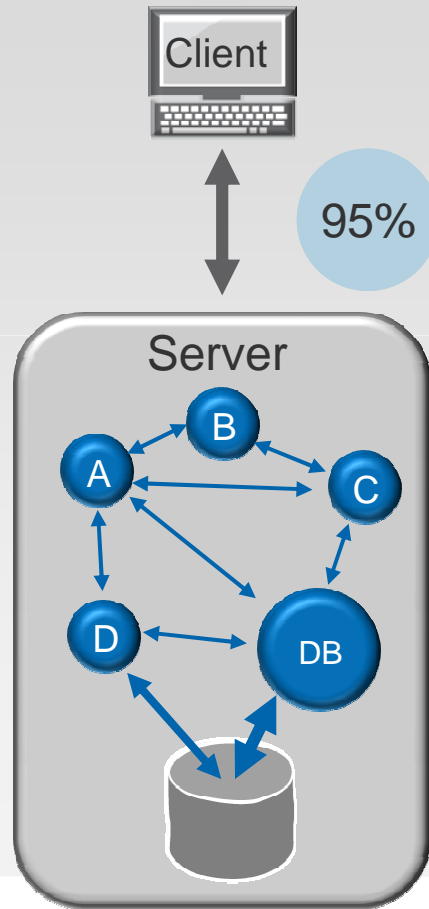
2. APPLICATION TRENDS

CLIENT SERVER APPLICATIONS

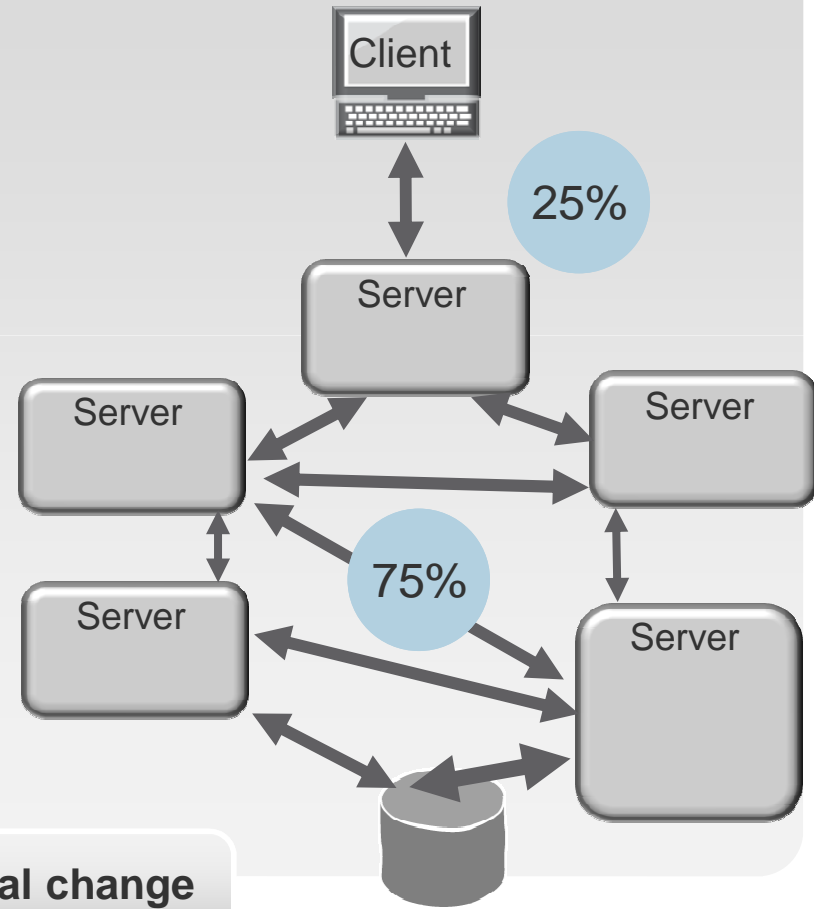


APPLICATION ARCHITECTURE EVOLVED

Client – Server Architecture



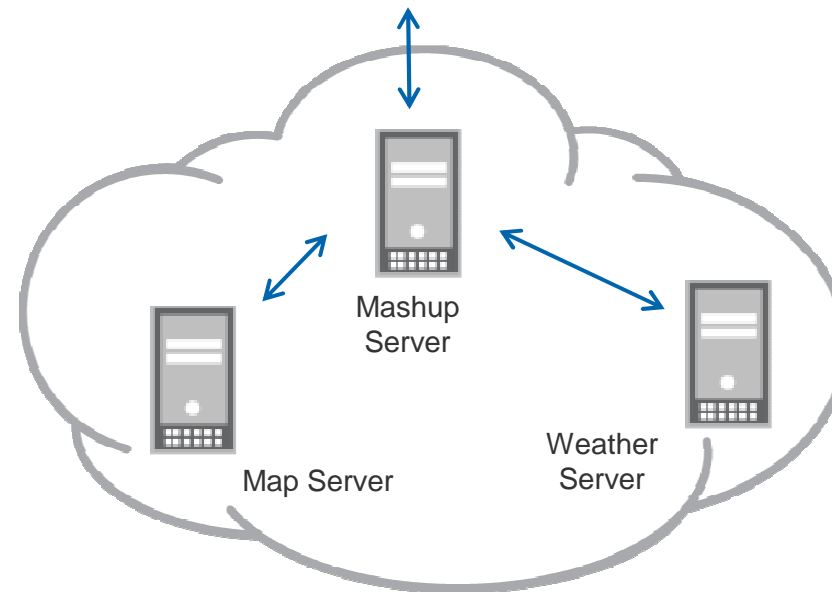
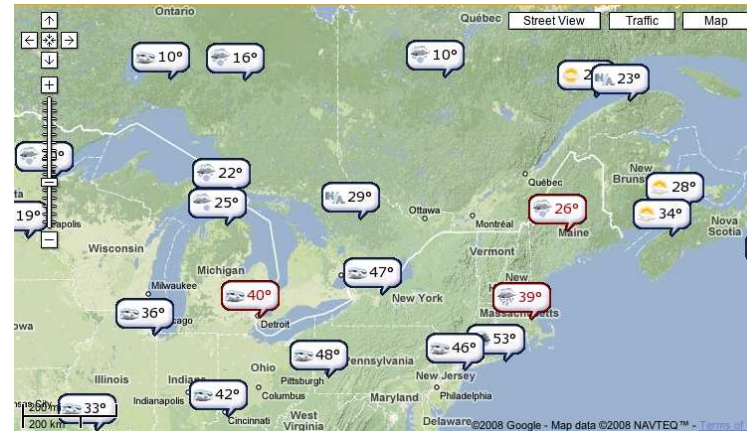
Distributed Architecture



A fundamental change
in data flows

SOA AND MASHUPS –EXAMPLE

Service Oriented Architecture extends distributed architecture throughout the data center, across data centers and over the internet





**3. INTERCONNECT TRENDS
&
4. CONSOLIDATION TRENDS**

TREES

Consumers

Finance

Employees

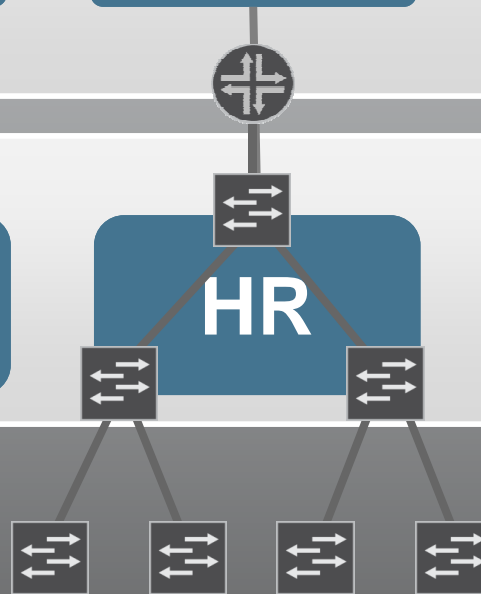
Customers

Application

A

HR

B



“ANY TO ANY” SERVICES

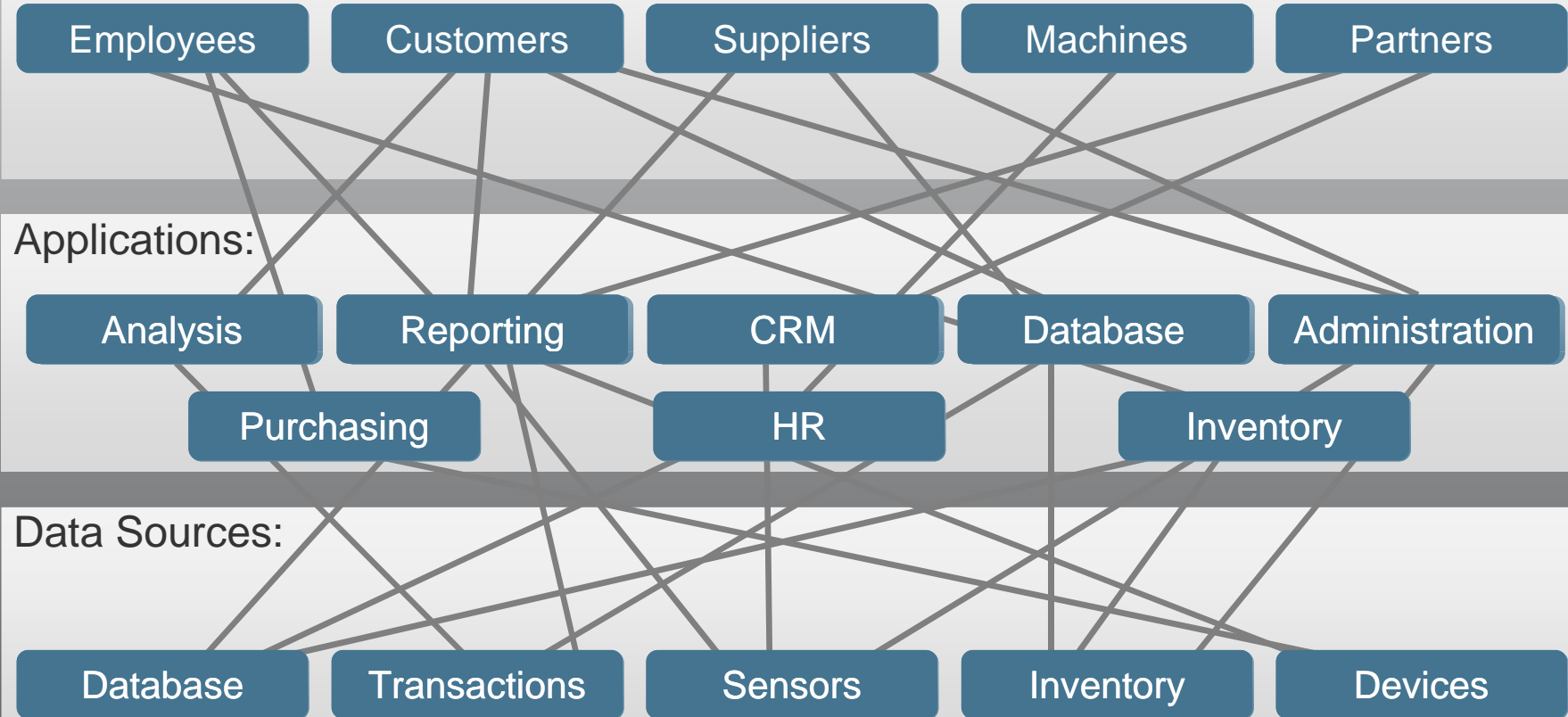
Consumers:



Applications:



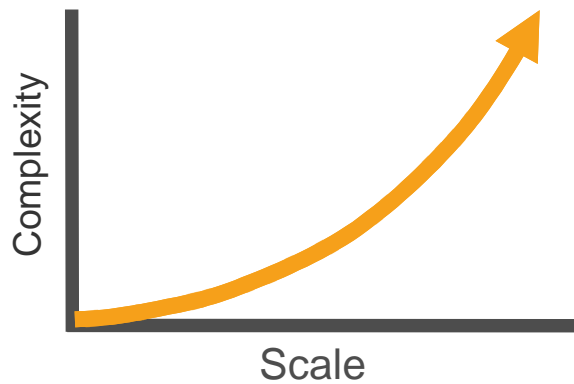
Data Sources:



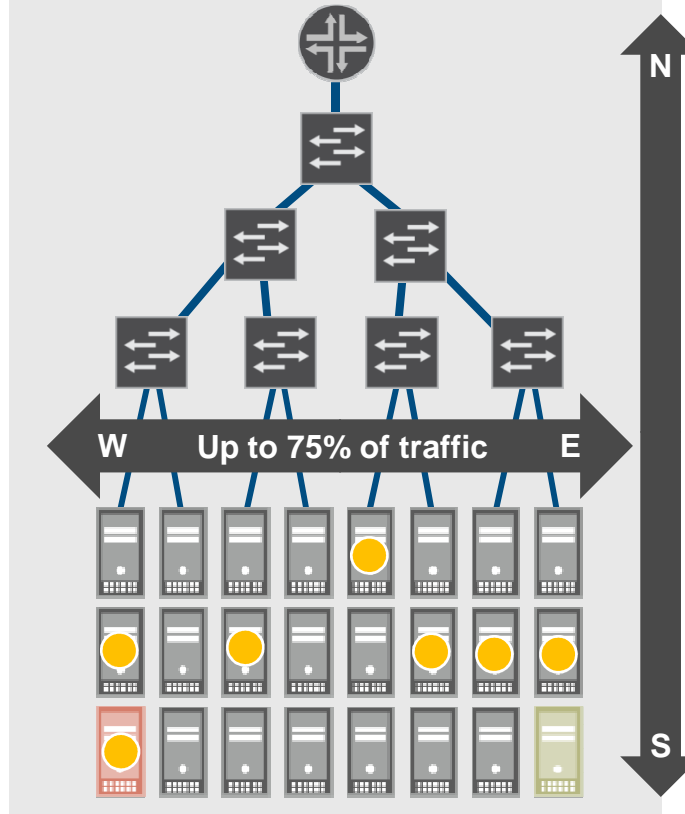
THE MULTI-TIER LEGACY NETWORK IS A BARRIER

The challenge

- Too slow
- Too complex
- Too expensive



Multi-tier legacy network



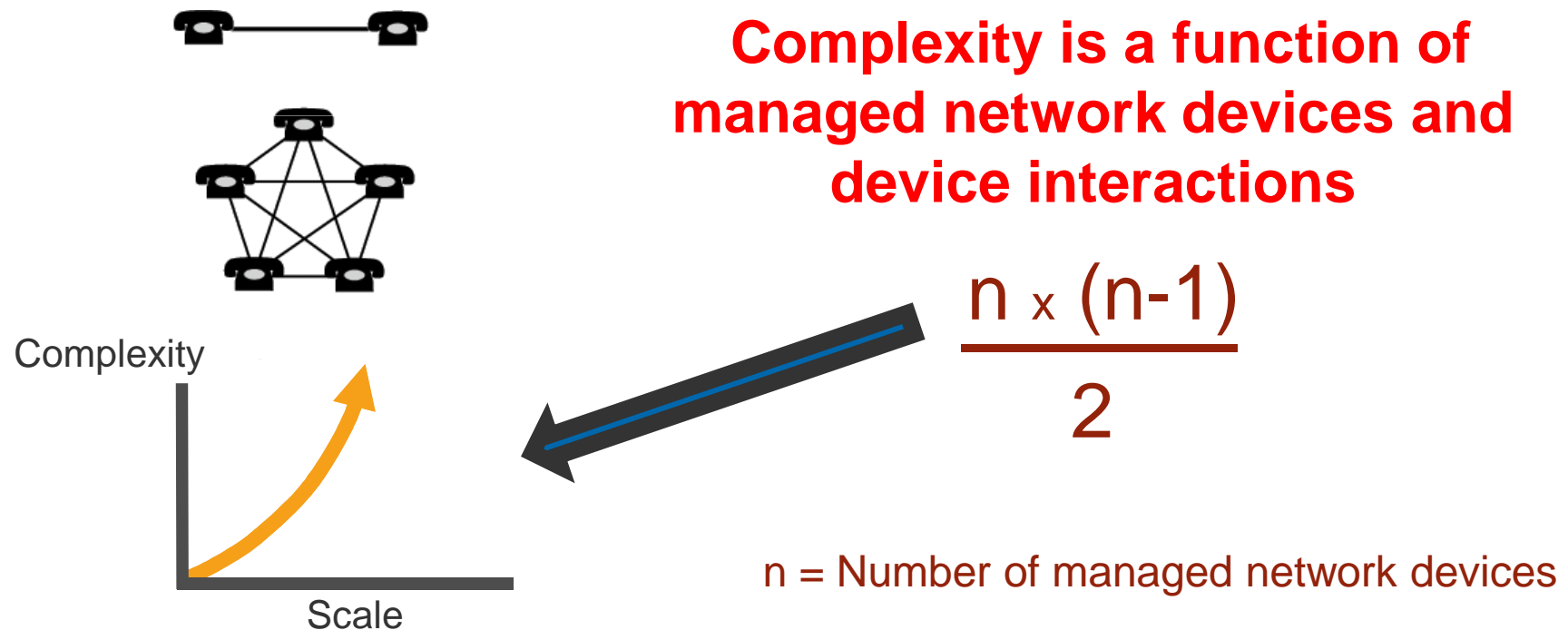
Unnecessary layers add hops and latency

Up to 50% of the ports interconnect switches, not servers or storage

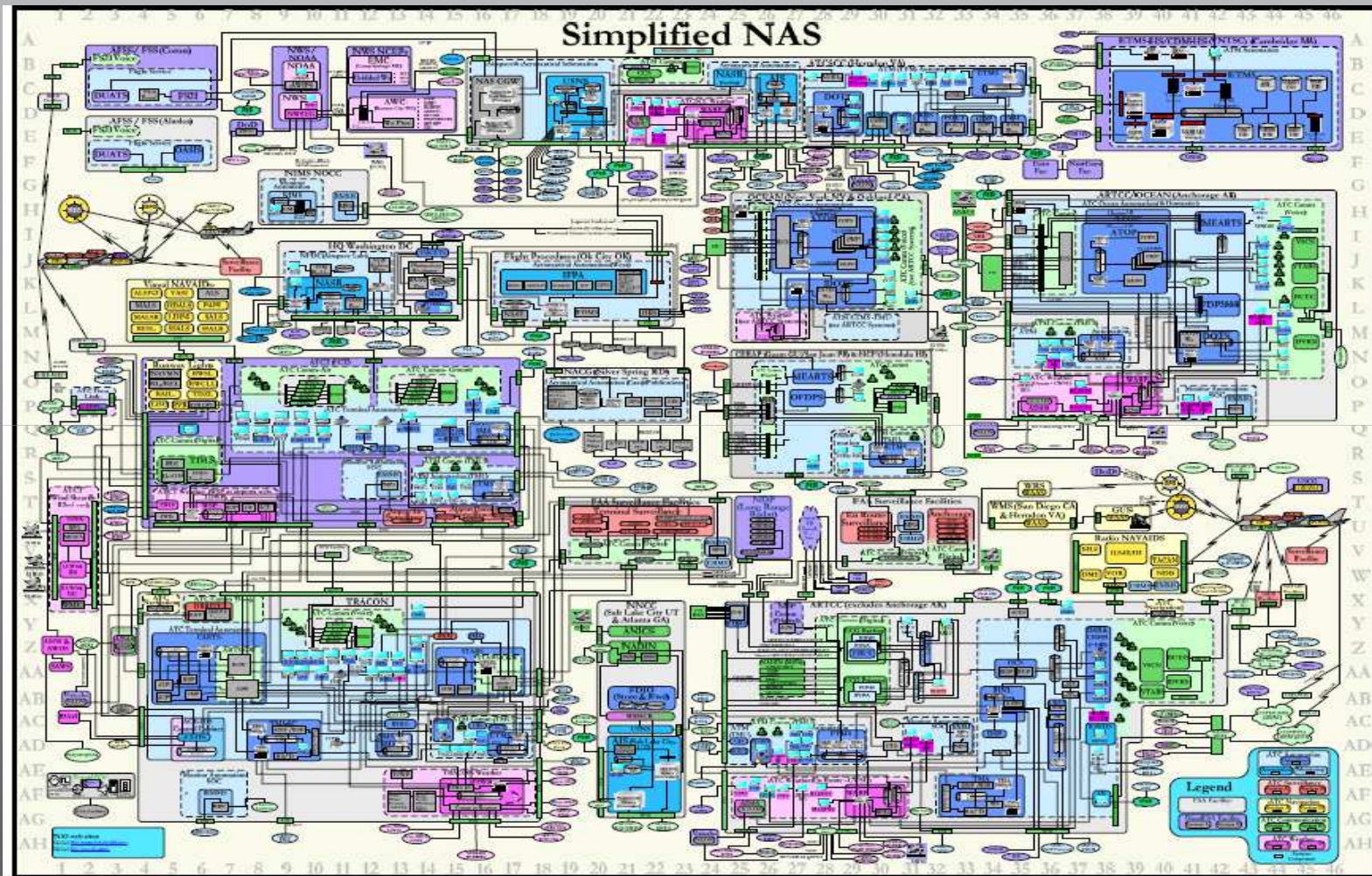
Spanning Tree disables up to 50% of bandwidth

LARGER POOLS ARE MORE EFFICIENT BUT ALSO ADD COMPLEXITY

Two telephones can make only one connection, five can make 10 connections, and twelve can make 66 connections.



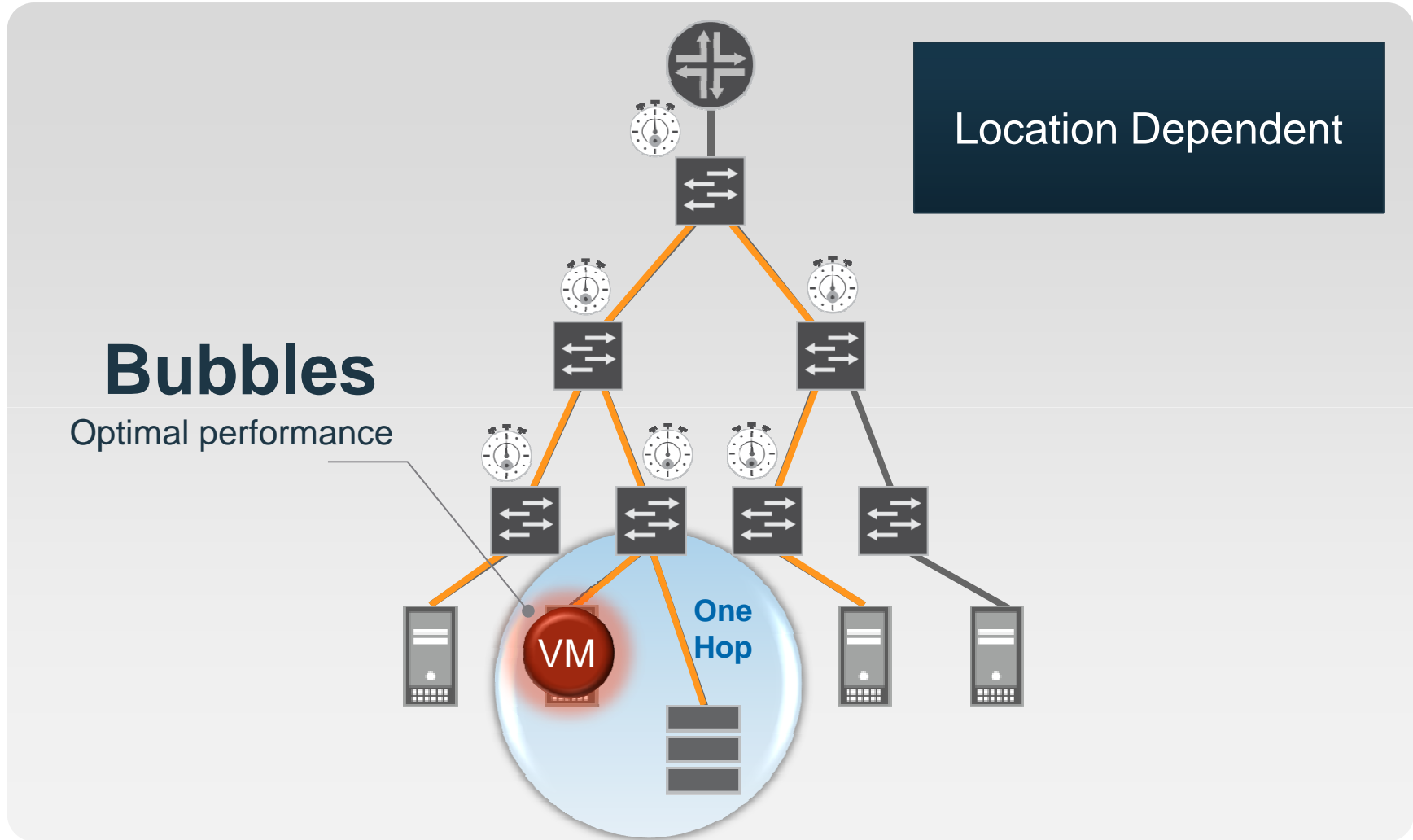
WHAT MIXING APPLICATION COMPONENTS & MERGERS HAS BROUGHT:



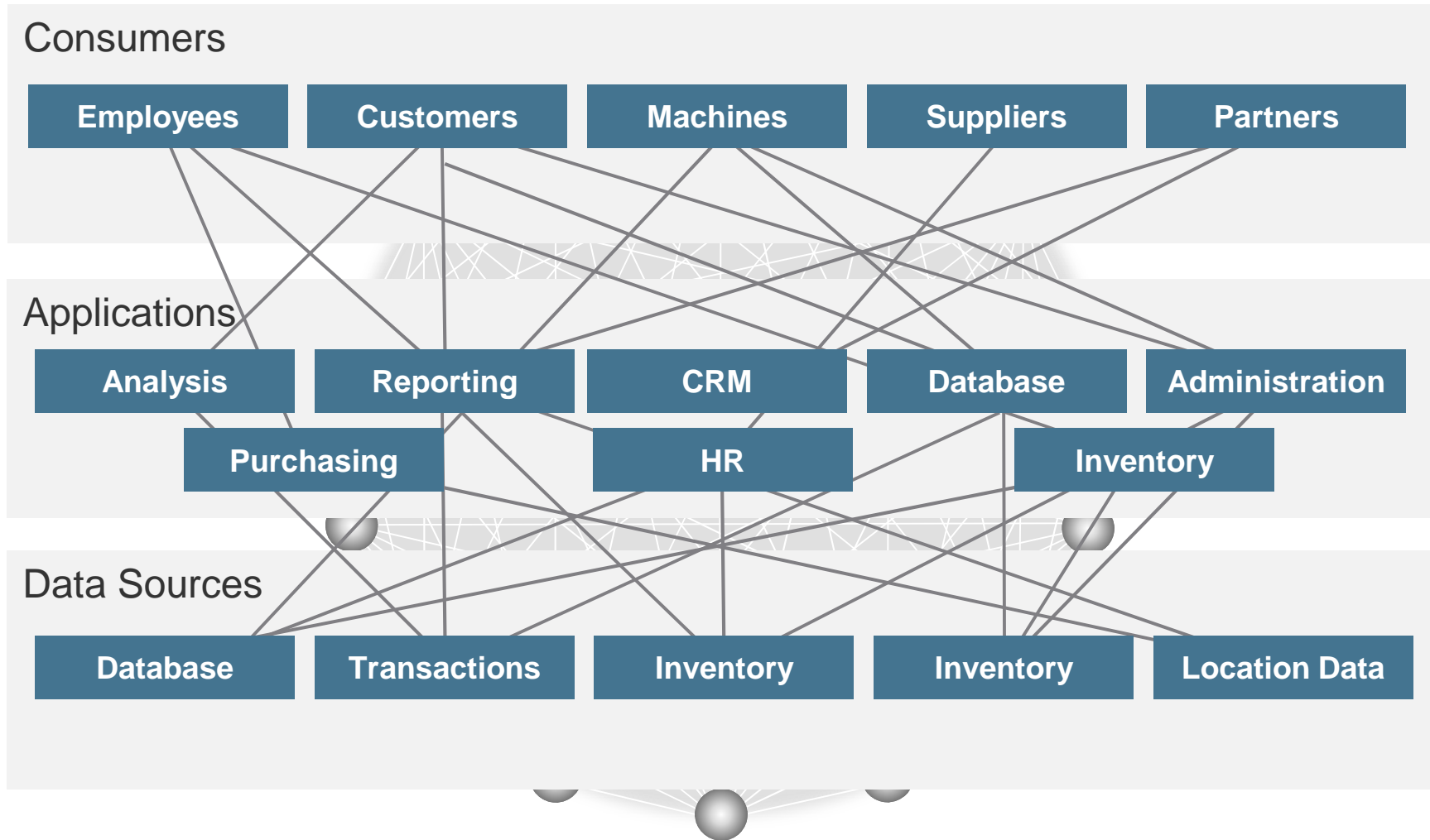
OF COURSE WHAT IT REALLY IT LOOKS LIKE IS THIS



WHERE DOES THIS MESS COME FROM?

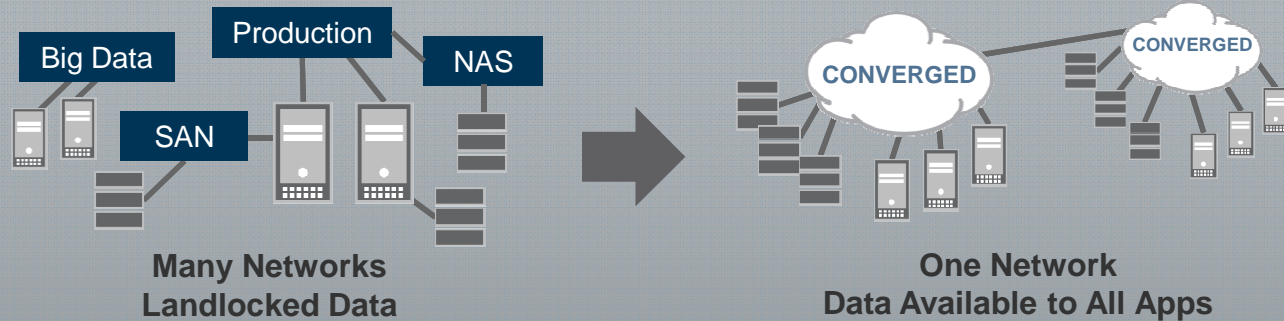


INFRASTRUCTURE MUST ENABLE “ANY TO ANY” APPS

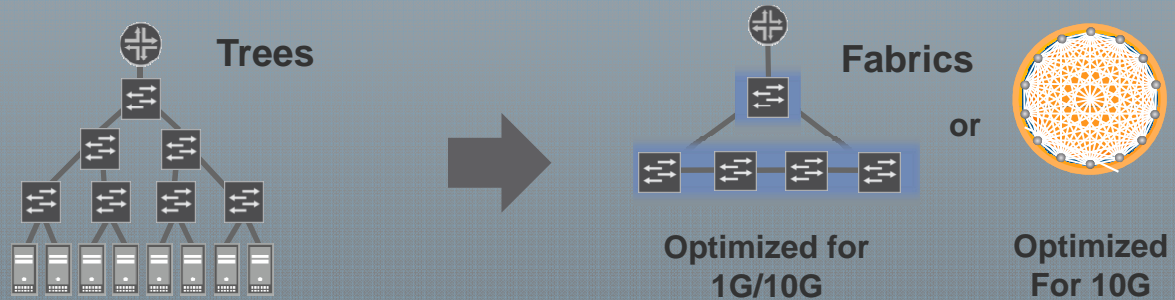


CHALLENGE 1 - SIMPLIFYING CONNECTIVITY

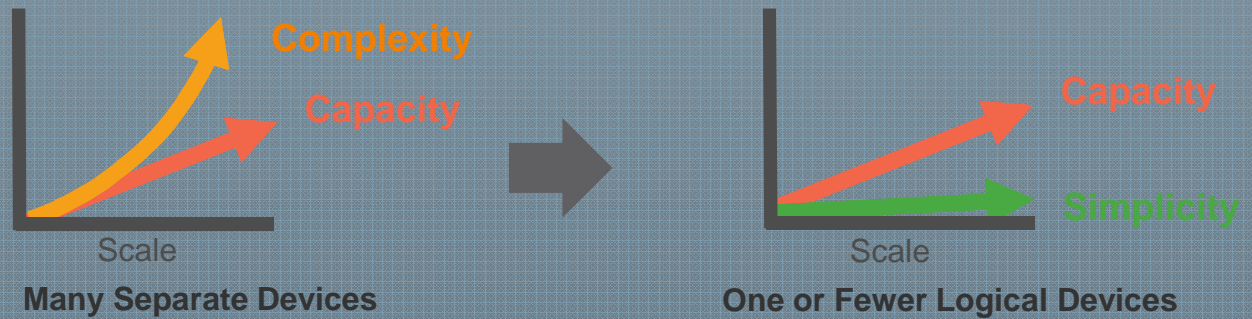
1. Multiple LANs and WANs



2. Tiered Networks

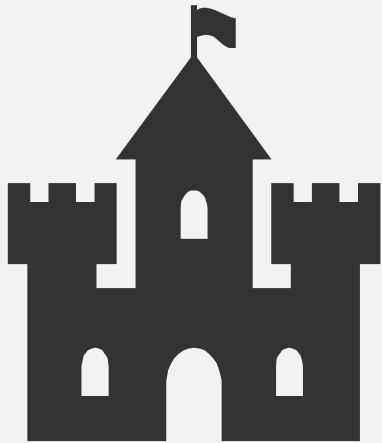


3. Many Devices



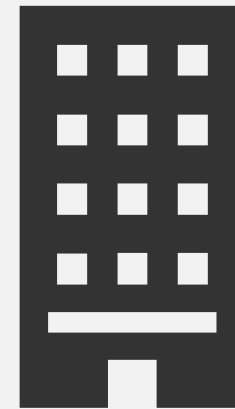
CHALLENGE 2 – NEW SECURITY MODEL

Castle Model



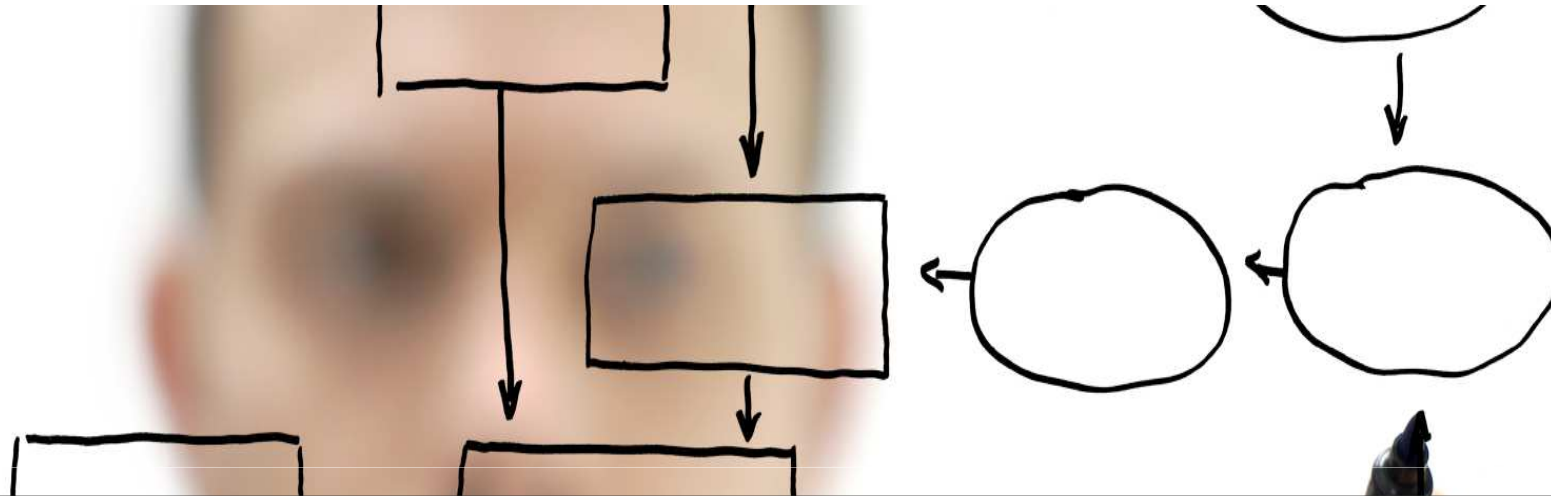
- Perimeter security
- Physical separation

Hotel Model



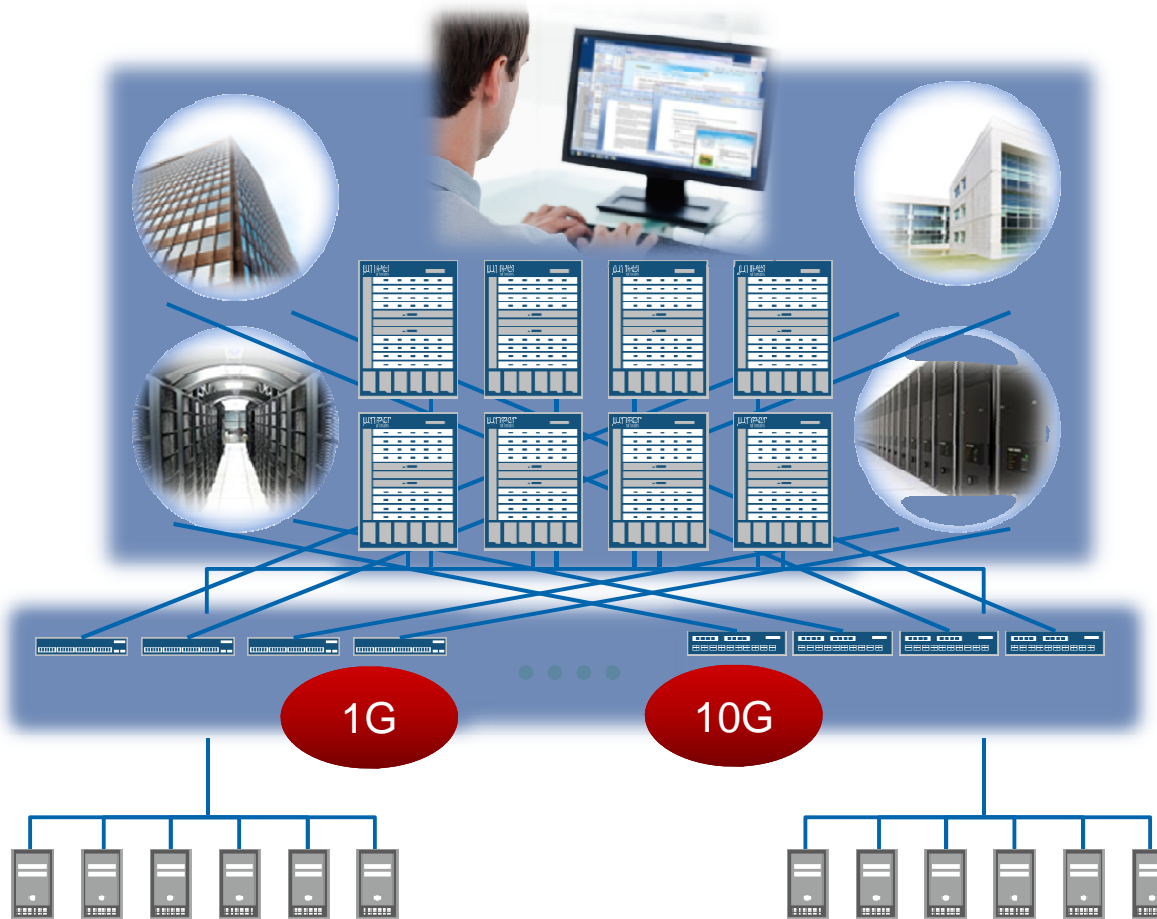
- Multi-layer security
- Virtual separation





Solutions To Build Cloud-Ready Data Center

2-tier architecture



Inter-Site Connectivity

Up to 4 Data Centers 80kms apart managed as a single location

Industry-only

Unprecedented Core capacity

Up to 8 Core switches, 10.24Tbps throughput, 5000+ 10GE ports managed as 1 switch

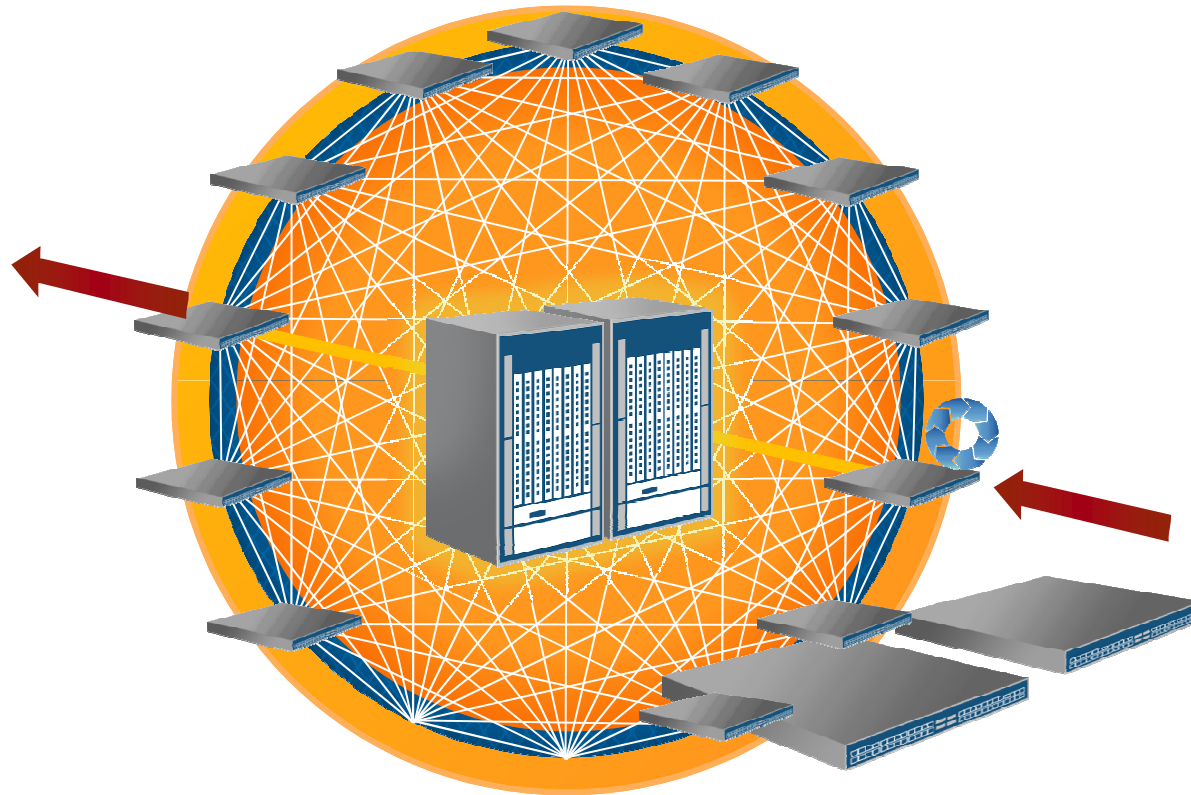
Industry-only

Seamless, plug-n-play migration from 1GE to 10GE servers

Any combination of up to 10 x 1GE/10GE switches managed as 1 switch

Industry-only

THE FABRIC SOLUTION

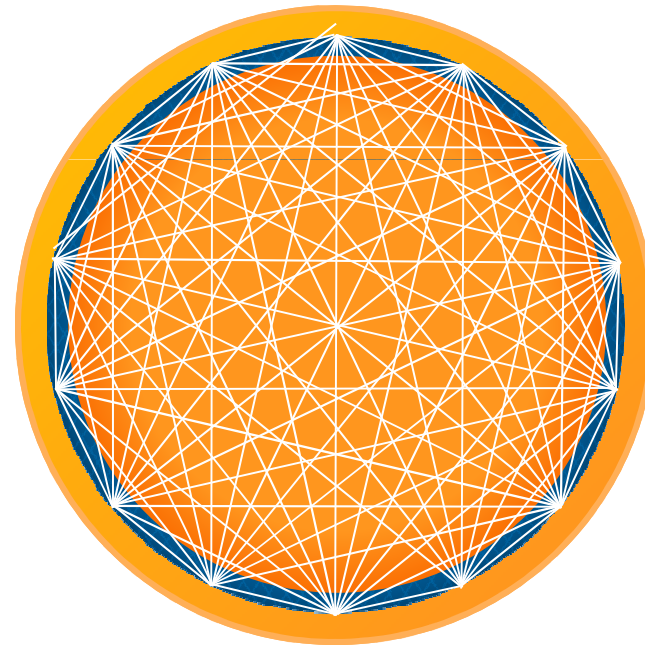


WHAT IS FABRIC SYSTEM?

A one very large distributed L2/L3 switch fabric for the entire data center that can be hard or soft partitioned

This 'fabric' sets new standards in

- Scale
- Performance
- Economics
- Convergence
- Services
- Reliability



Thank You !



everywhere