

|| Parallels™ Summit '20

Profit from the Cloud

Cloud: Surviving in the Face of Industry Giants

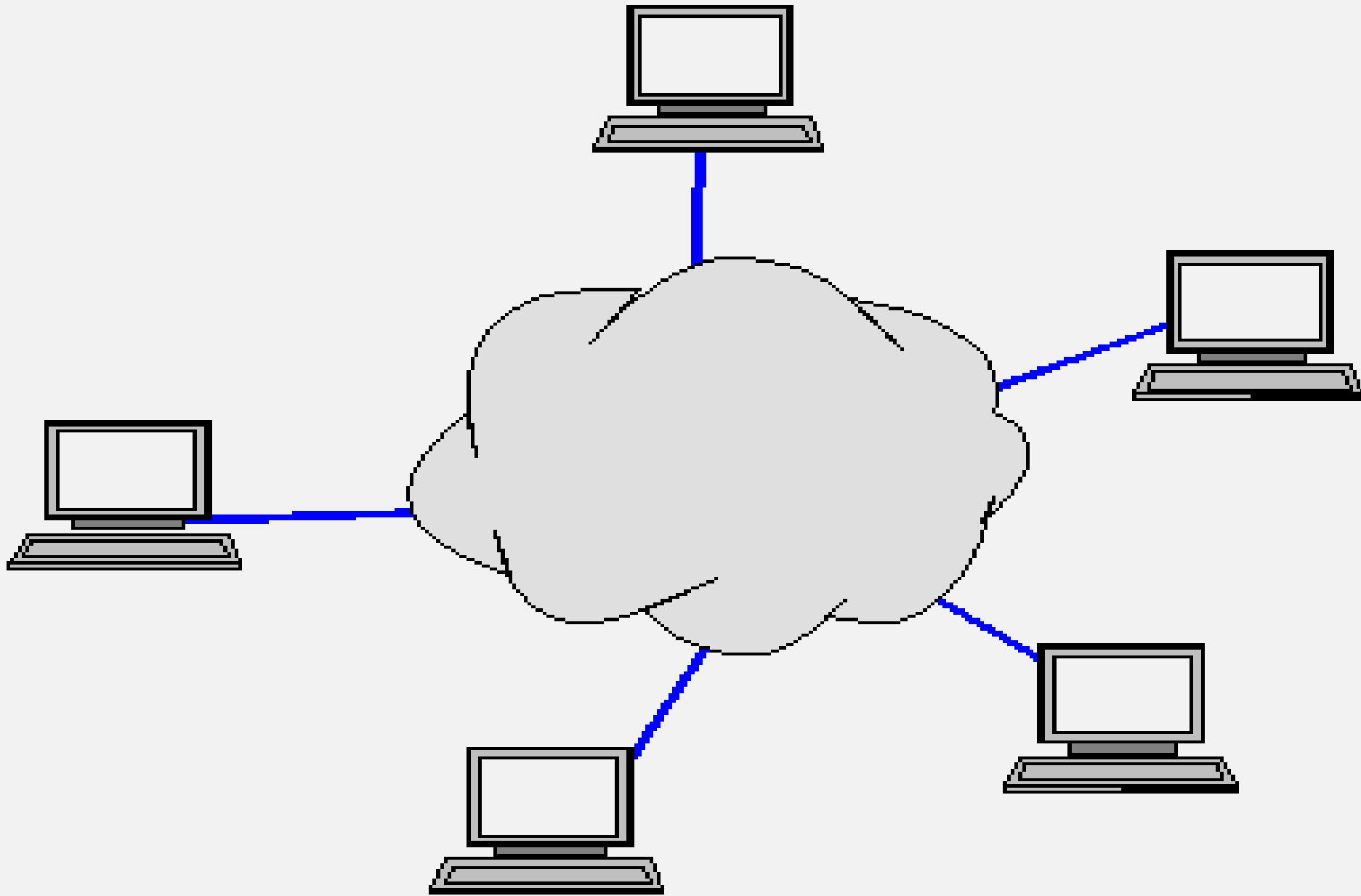
Warren Adelman

President & COO of GoDaddy.com

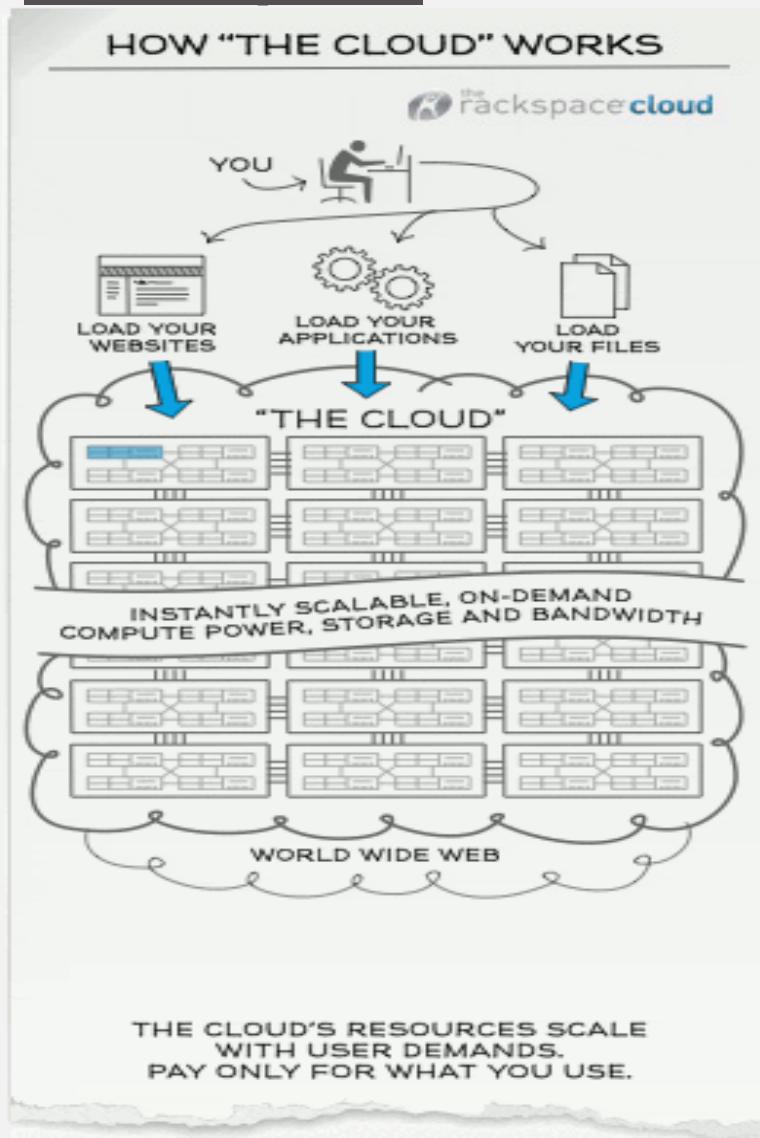




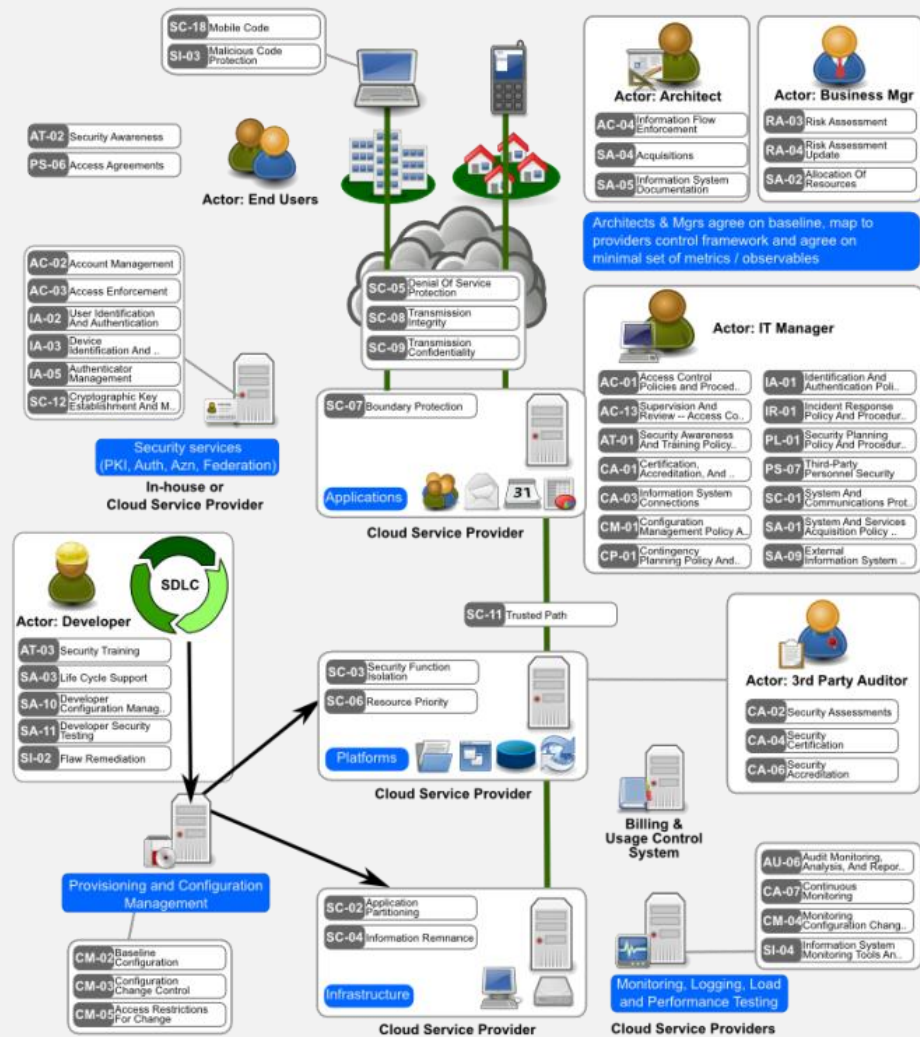
Cloud: Surviving in the Face of Industry Giants



RackSpace



OSA



08_02_Pattern_011_15_Cloud_Computing.svg
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Cloud: Surviving in the Face of Industry Giants

Employment Opportunity



iSchool HOME > About iSchool > Careers > Employment Opportunities

Assistant Professor in Cloud Computing

The recently-formed Cloud Computing Center in the College of Information Studies (Maryland's iSchool) at the University of Maryland, College Park invites highly qualified individuals to apply for a tenure-track faculty position in the area of cloud computing applications. Expertise is sought in information processing systems, architectures, and applications. Areas of interest include, but are not limited to, information retrieval, natural language processing, machine learning, databases, data mining, data analytics, network analysis, and multimedia processing. An emphasis on scalability and parallel/distributed approaches to processing is especially desirable, as well as expertise in working with Web and other large datasets.

The Cloud Computing Center (<http://ccc.umiacs.umd.edu/>) explores the many aspects of cloud computing as it impacts technology, people, and society. It is an interdisciplinary research center in the iSchool that draws faculty from computer science, engineering, business, and linguistics.

Qualifications:

Ph.D. in an appropriate field; demonstrated record of research accomplishments or demonstrated potential for research excellence; demonstrated record of attracting and managing outside funding or demonstrated potential for attracting and managing outside funding; and evidence of effective and innovative teaching or demonstrated potential for excellence in teaching.

Application Submission:

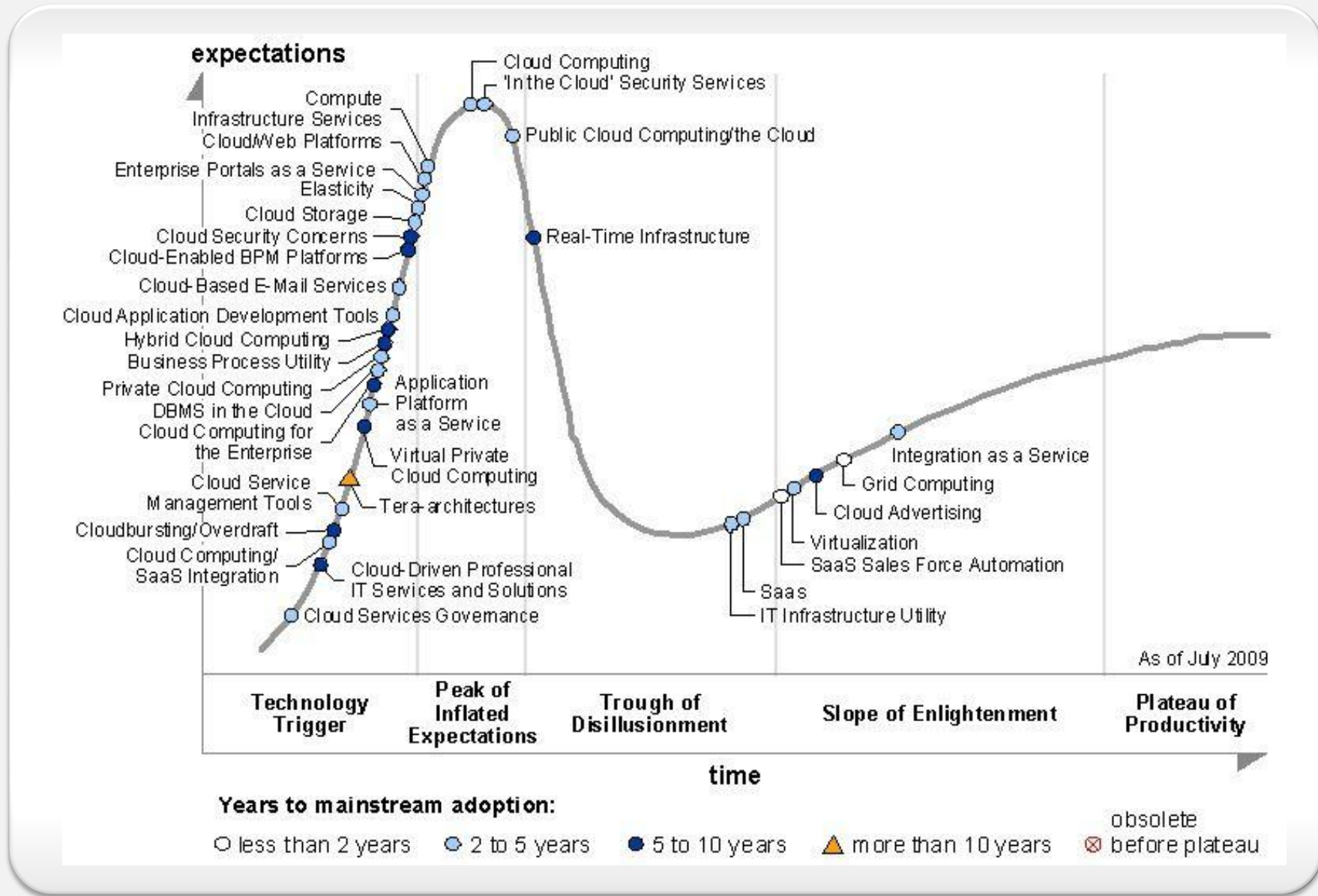
Applicants will be reviewed on an ongoing basis. For best consideration, submit applications prior to **November 15, 2009**. Send application materials, including **a CV, a research statement, a teaching statement, and a cover letter** that clearly describes your primary area(s) of expertise and the specific contributions that you would make to the College and the Cloud Computing Center, by email to ischoolcloudsearch@umd.edu. All applications will be acknowledged electronically within 3 business days; however, it is the responsibility of the applicant to make sure that the materials were received. Inquiries can be directed to Jimmy Lin, search committee chair, at jimmylin@umd.edu.

The University of Maryland is an equal opportunity, affirmative action employer. Minorities and women are encouraged to apply.





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39,500,000
Domains Under Management



7,700,000
Customers Worldwide



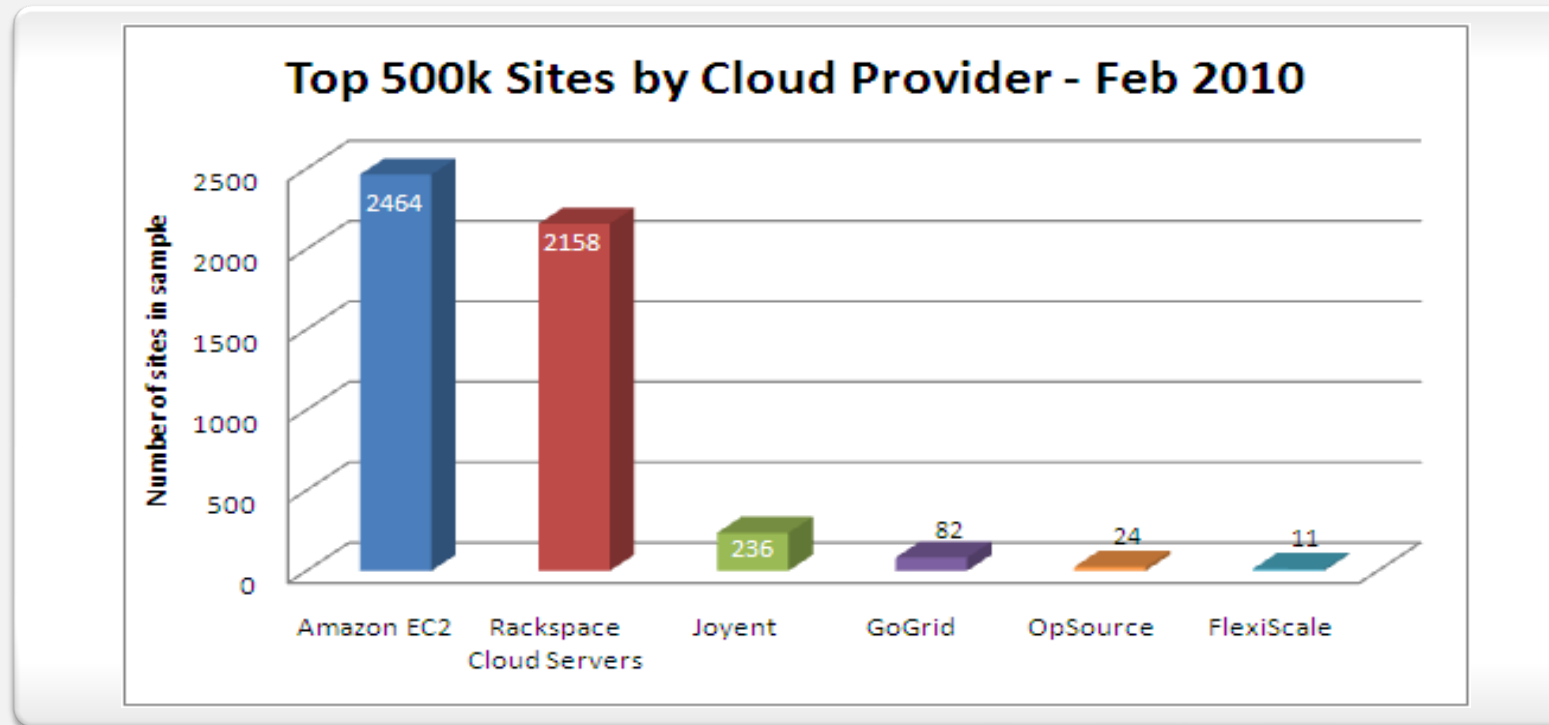
100,000
Square Feet of Data Centers Worldwide



2,500
Employees...

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...Imagine Go Daddy rebranded their VPS/hosting services as “cloud” – they’d blow the others right out of the water (Go Daddy comprises 6.2% of our sample – almost 20 times the size of Amazon EC2!).



<http://www.jackofallclouds.com/2009/08/state-of-the-cloud-august-2009/>











How do you compete with these behemoths who are spending billions on infrastructure...

How do you compete with these behemoths who are spending billions on infrastructure...





Cloud: Surviving in the Face of Industry Giants

Key Ingredients to Compete in the Cloud:

- Easy-to-use

The screenshot shows the Amazon Web Services Simple Monthly Calculator interface. At the top, it says "amazon web services SIMPLE MONTHLY CALCULATOR". Below that, it states "Effective February 1, 2010, pricing for data transferred out of all AWS services across all regions will be reduced by \$0.02/GB. The calculator reflects this change." The "Choose region:" dropdown is set to "US-East (Northern Virginia) and US-Standard".

The main content area is divided into several sections:

- Amazon EC2:** A description of Amazon Elastic Compute Cloud (Amazon EC2) and a "FREE INBOUND DATA TRANSFER" notice for June 2010.
- Amazon EC2 On-Demand Instances:** A table with columns for Instances, OS and Instance Type, and Usage. The current value is 0 Linux/OpenSolaris Small instances for 0 Hours/Month.
- Amazon EC2 Reserved Instances:** A table with columns for Instances, Type, Term, and Usage. The current value is 0 Small instances for a 3 yr term for 0 Hours/Mon.
- Amazon EBS Volumes:** A table with columns for Volumes, Provisioned Storage, Average IOPS in volume, and Snapshot Storage*. The current value is 0 GB-month for 0 GB-month of Storage.
- Elastic IP:** Fields for Number of Elastic IPs (0), Elastic IP Non-attached Time (0 Hours/Month), and Number of Elastic IP Remaps (0 Times/Month).
- Amazon EC2 Bandwidth:** Fields for Data Transfer In (0 GB/Month), Data Transfer Out (0 GB/Month), Regional Data Transfer (0 GB/Month), and Public IP/Elastic IP Data Transfer (0 GB/Month).
- Elastic Load Balancing:** Fields for Number of Elastic LBs (0) and Total Data Processed by all LBs (0 GB/Month).

On the right side, there is an "Estimate of Your Monthly Bill" section with a checkbox for "Show First Month's Bill" and a "Total Monthly Payment:" field showing \$ 0.00. Below this is a "Common Customer Samples" list including Marketing Web Site, Web Application, Media Application, HPC Cluster, Disaster Recovery and Backup, and European Web Application, with a "Reset All" button.

At the bottom, there is a disclaimer: "This Calculator is currently in Beta. It provides an estimate of your usage charges using certain information you provide. You will be charged based on your actual usage of the services offered by AWS, so your actual monthly bill may vary from the estimates provided by this calculator. Give us your feedback on our Developer Center Feedback forum." and a footer with "Conditions of Use | Privacy Notice © Amazon Web Services LLC or its affiliates. All rights reserved."

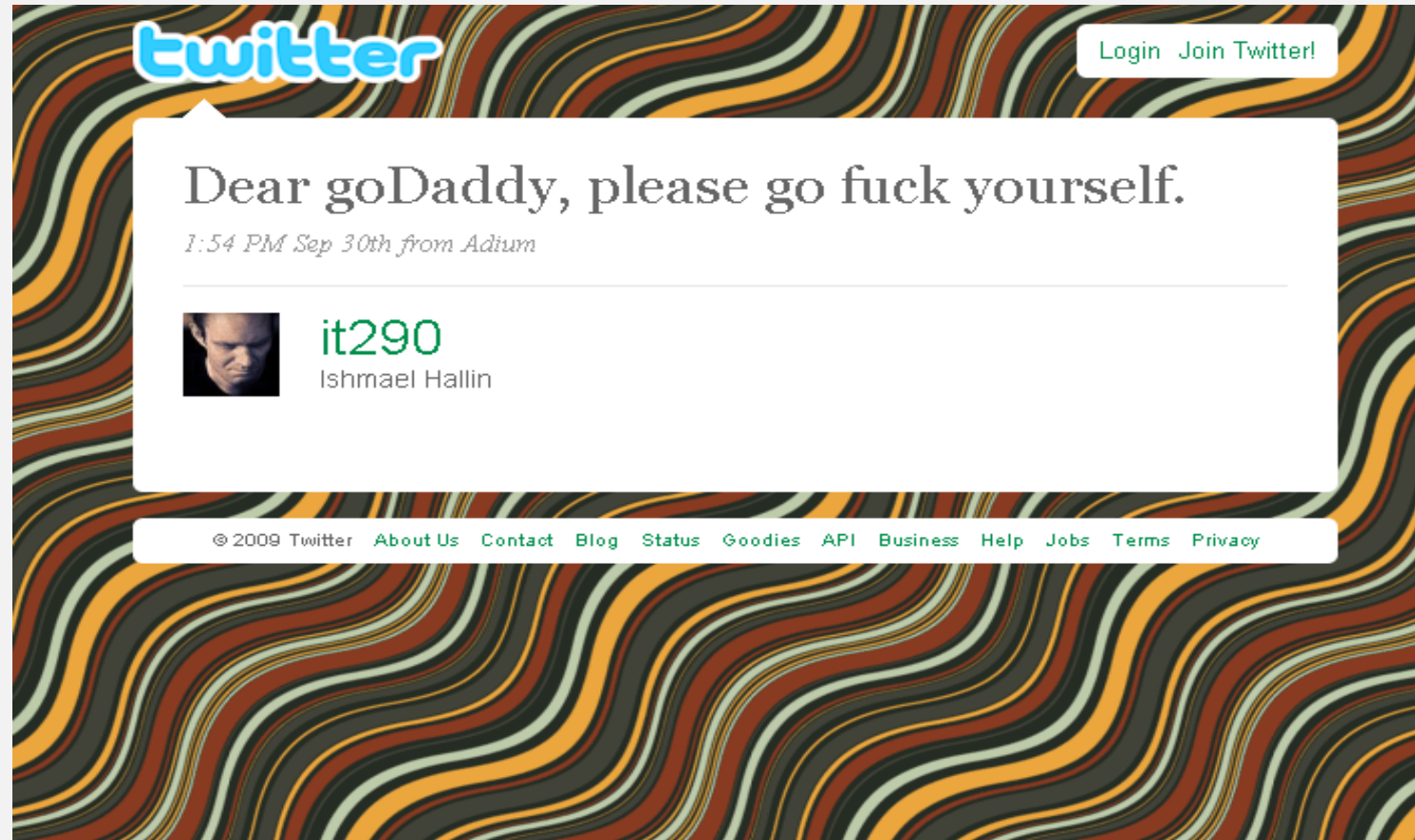
Key Ingredients to Compete in the Cloud:

- Stability



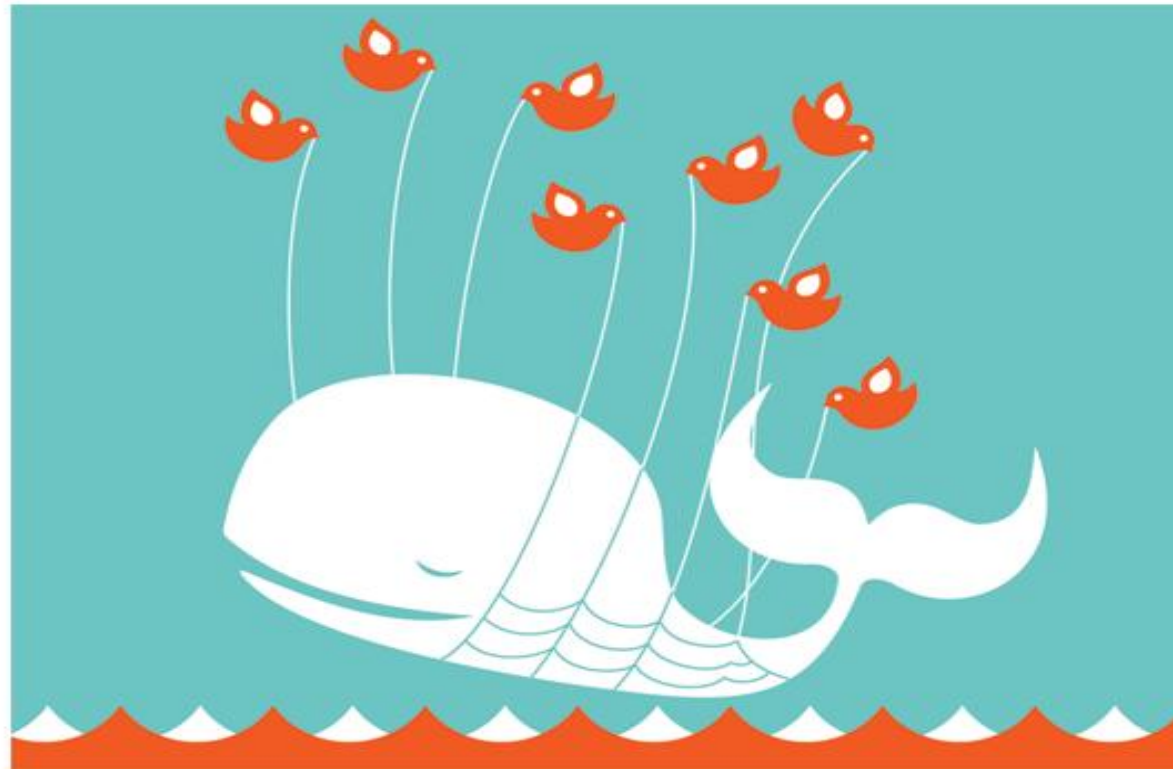
Key Ingredients to Compete in the Cloud:

- Stability



Twitter is over capacity.

Too many tweets! Please wait a moment and try again.



Key Ingredients to Compete in the Cloud:

- Predictability

Cloud Servers | Dedicated Servers | Data Transfer | Cloud Storage

With our Pay-as-you-go Plan, Server RAM hours are billed at \$0.19 per GB of deployed RAM per Hour.
Per server, that breaks down to:

CPU	RAM	Disk Size	Pay as you Go	With Pre-Paid Plan
1 x Xeon	0.5 GB	30 GB	\$0.10/hr	\$0.03 - \$0.04/hr
1 x Xeon	1 GB	60 GB	\$0.19/hr	\$0.05 - \$0.08/hr
1 x Xeon	2 GB	120 GB	\$0.38/hr	\$0.10 - \$0.16/hr
3 x Xeon	4 GB	240 GB	\$0.76/hr	\$0.20 - \$0.32/hr
6 x Xeon	8 GB	480 GB	\$1.52/hr	\$0.40 - \$0.64/hr

<http://www.gogrid.com/cloud-hosting/pricing.php>

Grid Hosting Beta: List Price ~~\$6.99~~ Beta Price Just \$4.99/mo!
100 GB Space • 1 TB(1,000 GB) Transfer
Unlimited Compute Cycles*** ?

- 100 Email Accounts
- 50 Email Forwards
- 25 MySQL Databases
- \$185 in Ad Credits
 - \$60 MySpace® myAds Credit²
 - \$75 Google® AdWords® Credit¹
 - \$50 Facebook® Credit³
- And MORE! [View Plan Details](#)

3 mo: \$4.99/mo (minimum)

[Add to Cart](#)

GoDaddy.com

Key Ingredients to Compete in the Cloud:

- Security

T-Mobile and Microsoft/Danger data loss is bad for the cloud

Meltdown at Ma.gnolia: Data Lost, Service Offline

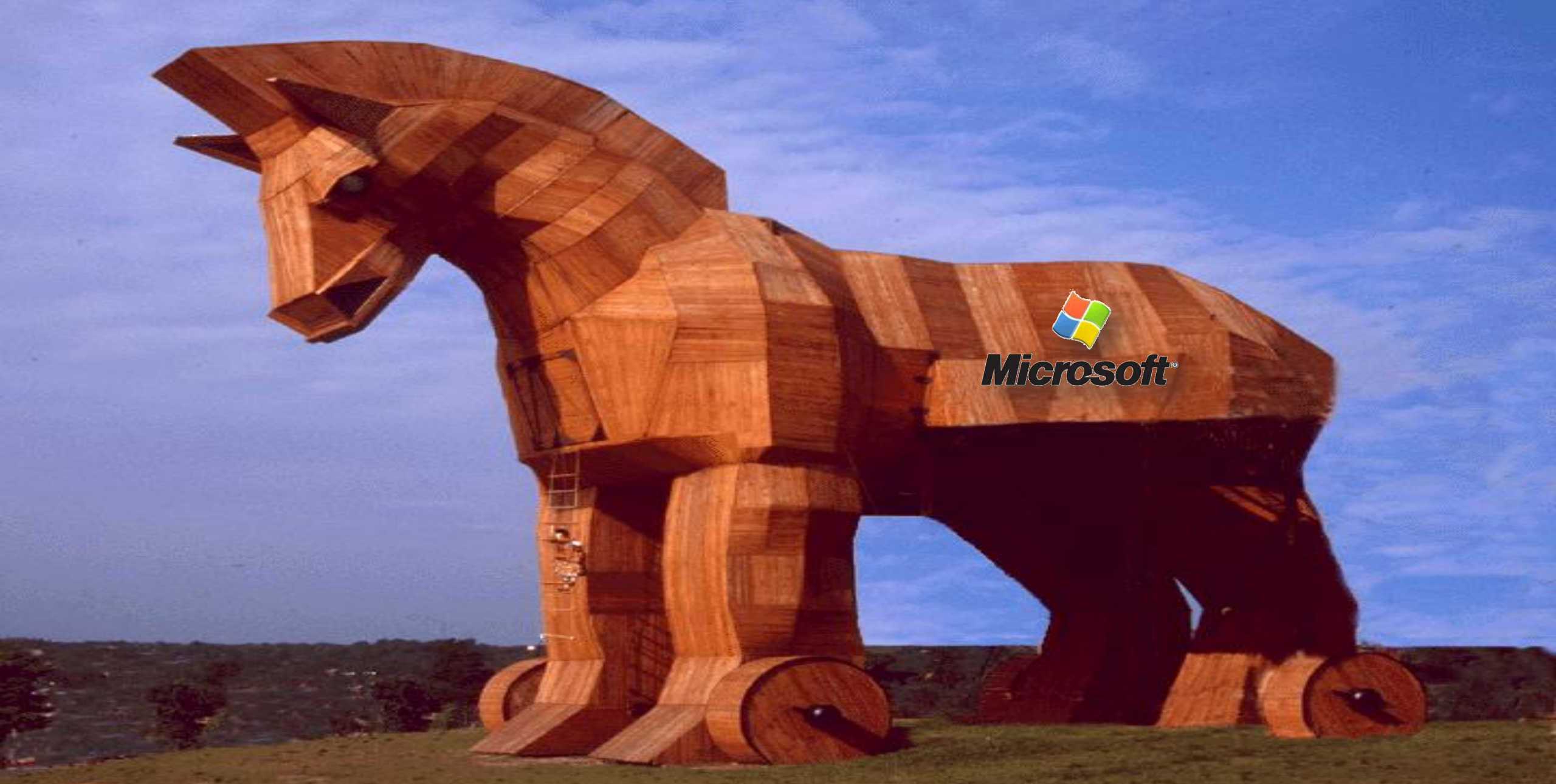
Carbonite Loses Cloud-Based Data, Sues Storage Vendor



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Microsoft®



Estimating the cloud computing market to reach \$160 billion by 2011. The estimate includes \$95 billion in business and productivity applications.

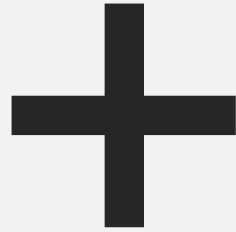




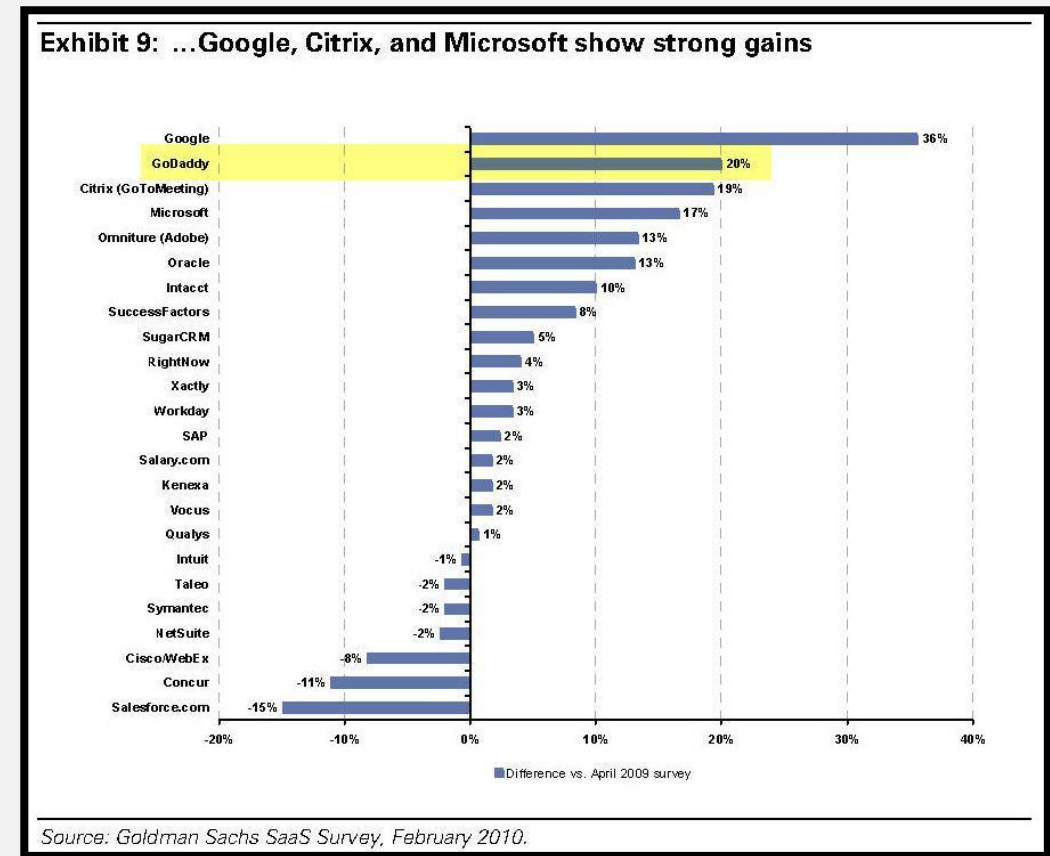
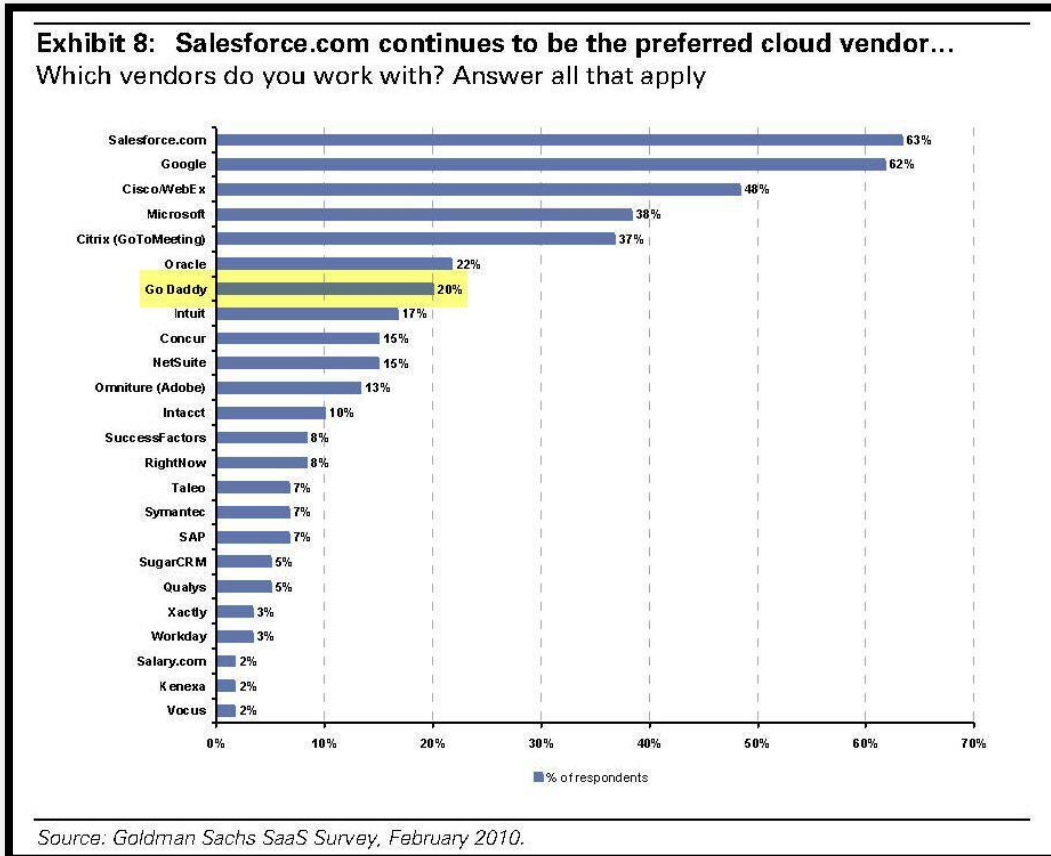
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- People want good **CUSTOMER SERVICE...**
- Go Daddy does not **OUTSOURCE** or **OFFSHORE** a single job...
- It's important to know your customer...
- In the end, the customer just wants their online presence to work...



Goldman Sachs Ongoing Series on SaaS





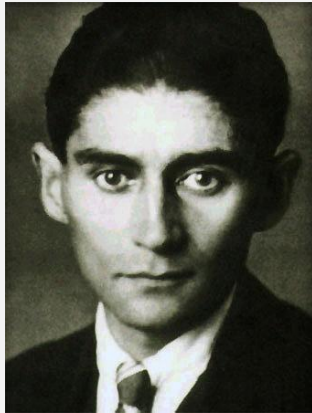
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Kafkaesque-- marked by a senseless, disorienting, often menacing complexity



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Create Account | Forgot Password | Sign Out \$ Deals of the Day

USD empty

HOME Domain Auctions Marketplace Support & Community Media Bob's Video Blog My Account

Home Domains Hosting Email Site Builders Business SSL Certificates Resellers Start Domain Search Go!



Cloud Server Powered by Mac OS® X

A complete IT solution. Legendary Mac® simplicity. Starting at \$99.99/mo



Our cloud servers include:

Mail Services Hosting File Sharing

iChat Server iCal Server VPN

Plus podcast producer, iPhone integration, wiki & more

Simple, yet powerful. Flexible, yet complete. That's what you get when you combine the intuitive feel of Mac's legendary interface with the scalable efficiency of Mac hosting within the Go Daddy cloud.

Powered by Apple's enterprise-class Xserve® and Parallels™ technology, our Cloud Servers provide ready-to-use email, file sharing, chat and more — right out of the box. Plus, complete iPhone® integration and full Mac and Windows® compatibility insure that everyone in your company will benefit.



Parallels™

Optimized Computing





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