

The Cloud Computing Ecosystem

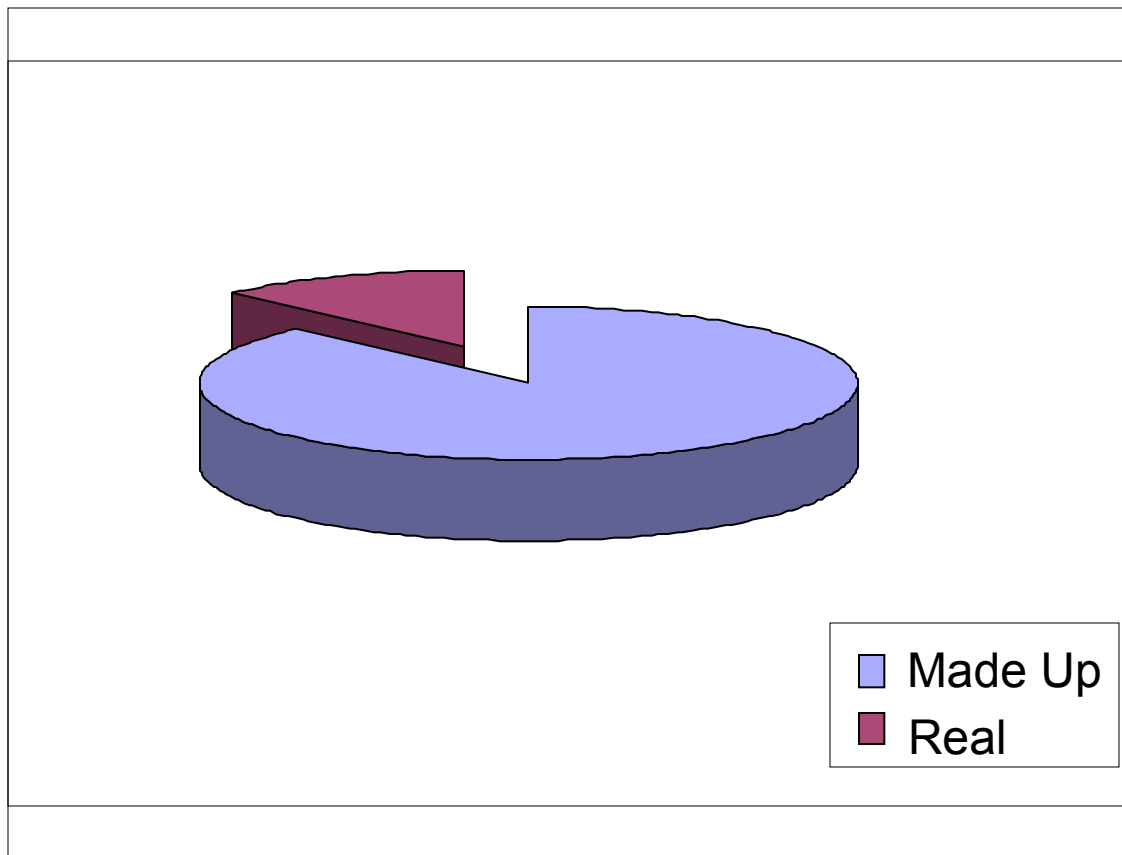
One more time

William B. Norton

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Internet Statistics

- 87.5% of all Internet statistics are made up



Source: I made it up

William B. Norton

- NSFNET 1987-1994
- Chair NANOG 1995-1998
- Equinix, Co-Founder & Chief Technical Liaison
- 2008-2010, Director, DrPeering International
 - #1 “Internet Peering” Portal
 - Serving BoD for YMCA, SocialTerrain
 - Serving TAB for Panorama Capital, and a variety of startups
 - Helping companies develop interconnection strategies in Africa, Europe, Asia. (U.S. has a dying peering and transit market.)

DrPeering View on Cloud

- #1 Reason – IT Bypass surgery
- #2 Reason – VC / StartUp Cost



– Zero-Risk Model: “Have \$cost immediately offset by \$ revenue”

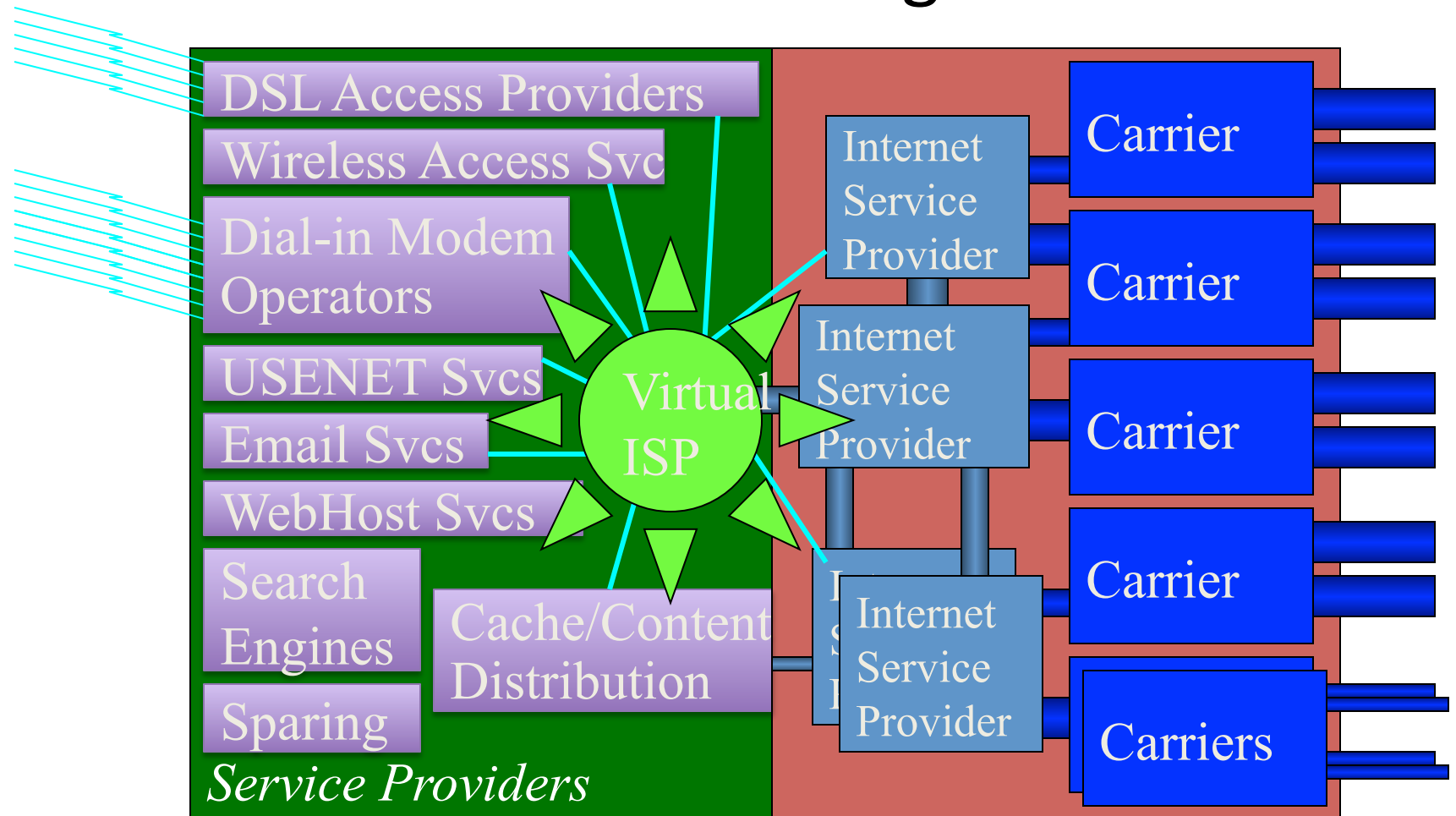


– Incremental model: “I seriously question a startup today that wants to spend millions in capital for infrastructure deployment before having their 1st dollar of revenue.”

- #3 Reason – Tire Kicking

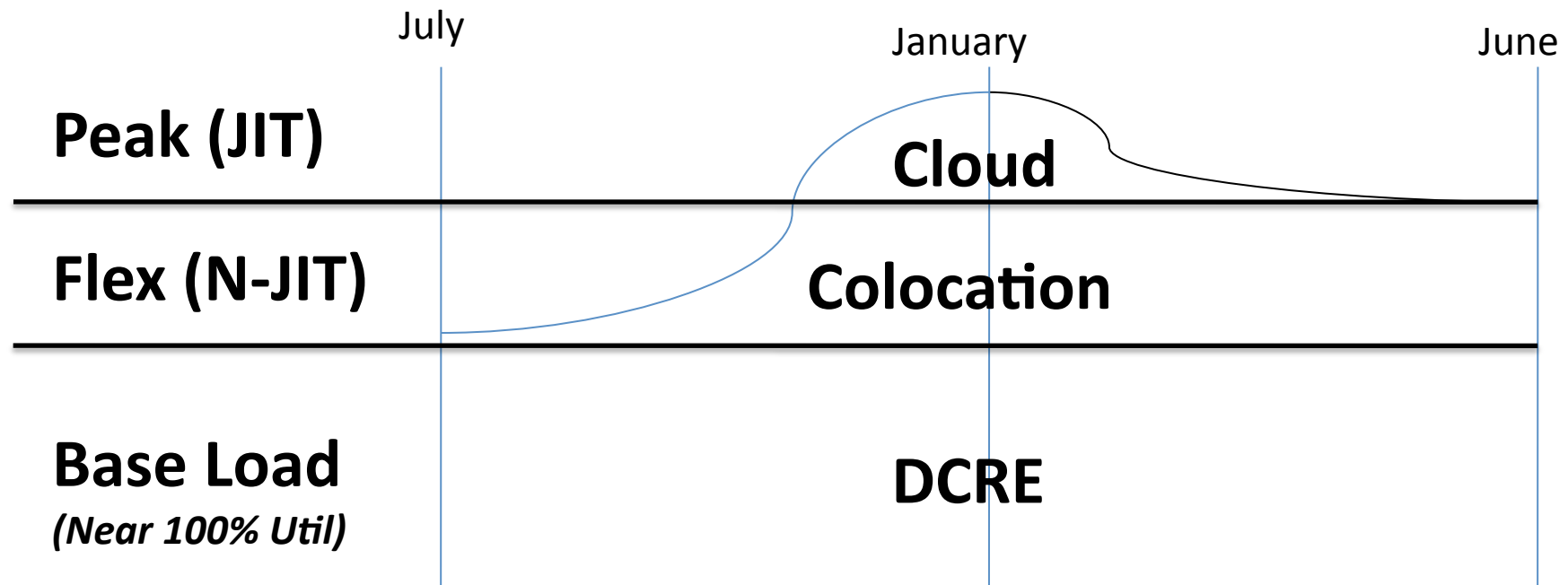


Future of the Internet Exchange Environment



MarketPlace: Stratification of component operations, fast creation & provisioning of next generation packaged operations services

Utility Computing Paradigm



Cloud vs Hosting Cost Metrics

