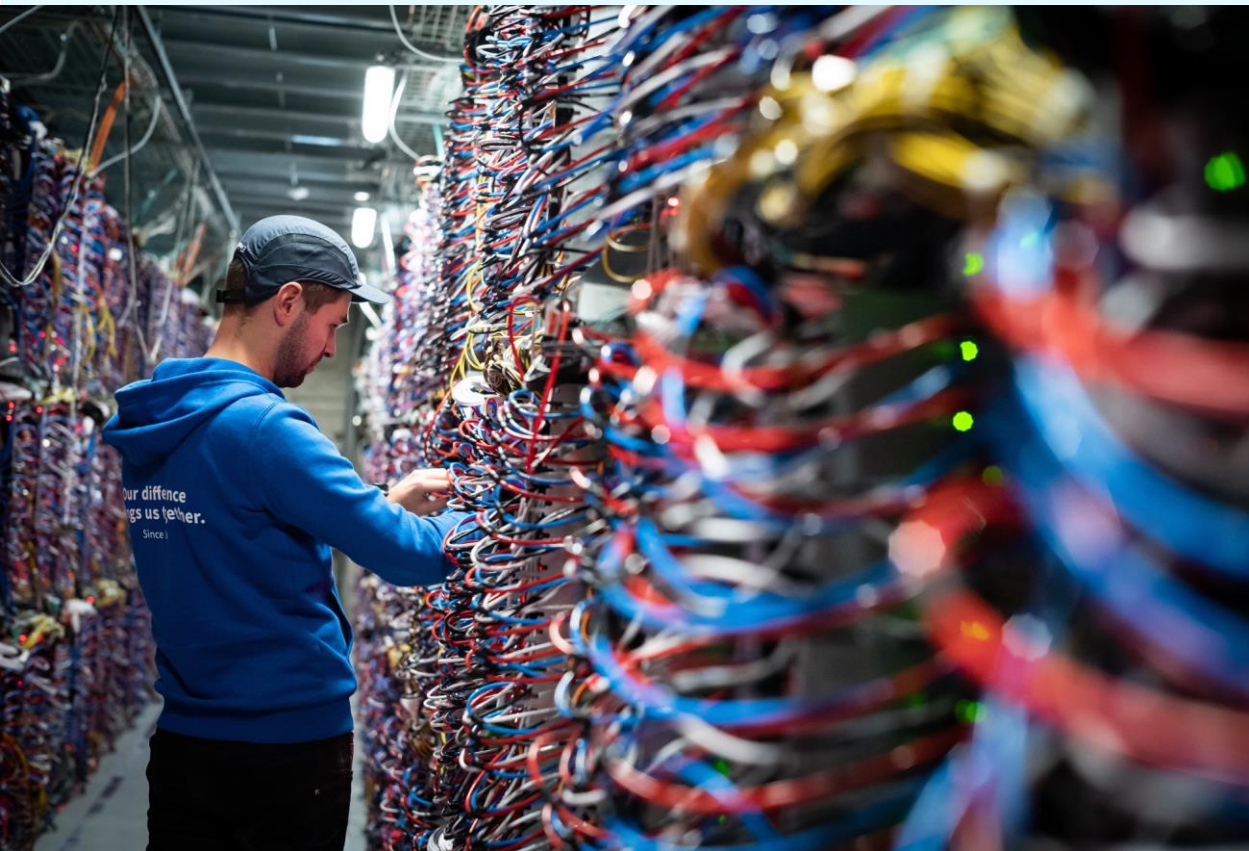# Agenda

- ▶ How cloud is changing business models
- ▶ Current trends that we are seeing
- ▶ New demands on IT
- ▶ Key considerations
- ▶ Cloud as the business enabler

OVHcloud

An intro to OVHcloud

About OVHcloud

30 Data Centers
in 12 locations

1 Million+ Servers
produced since 1999

34 Points of Presence
on a 20 TBPS Bandwidth
Network

1.5 Million Customers
across 132 countries

2200 Employees
in 12 locations

**3.8 Million
Websites**
hosting

115K Private Cloud
VMs running

**1.5 Billion Euros
Invested**
since 2016

300K Public Cloud
instances running

P.U.E. 1.09
Energy efficiency
indicator

380K Physical Servers
running in our data
centers

**20 Years in
Business**
Disrupting since
1999

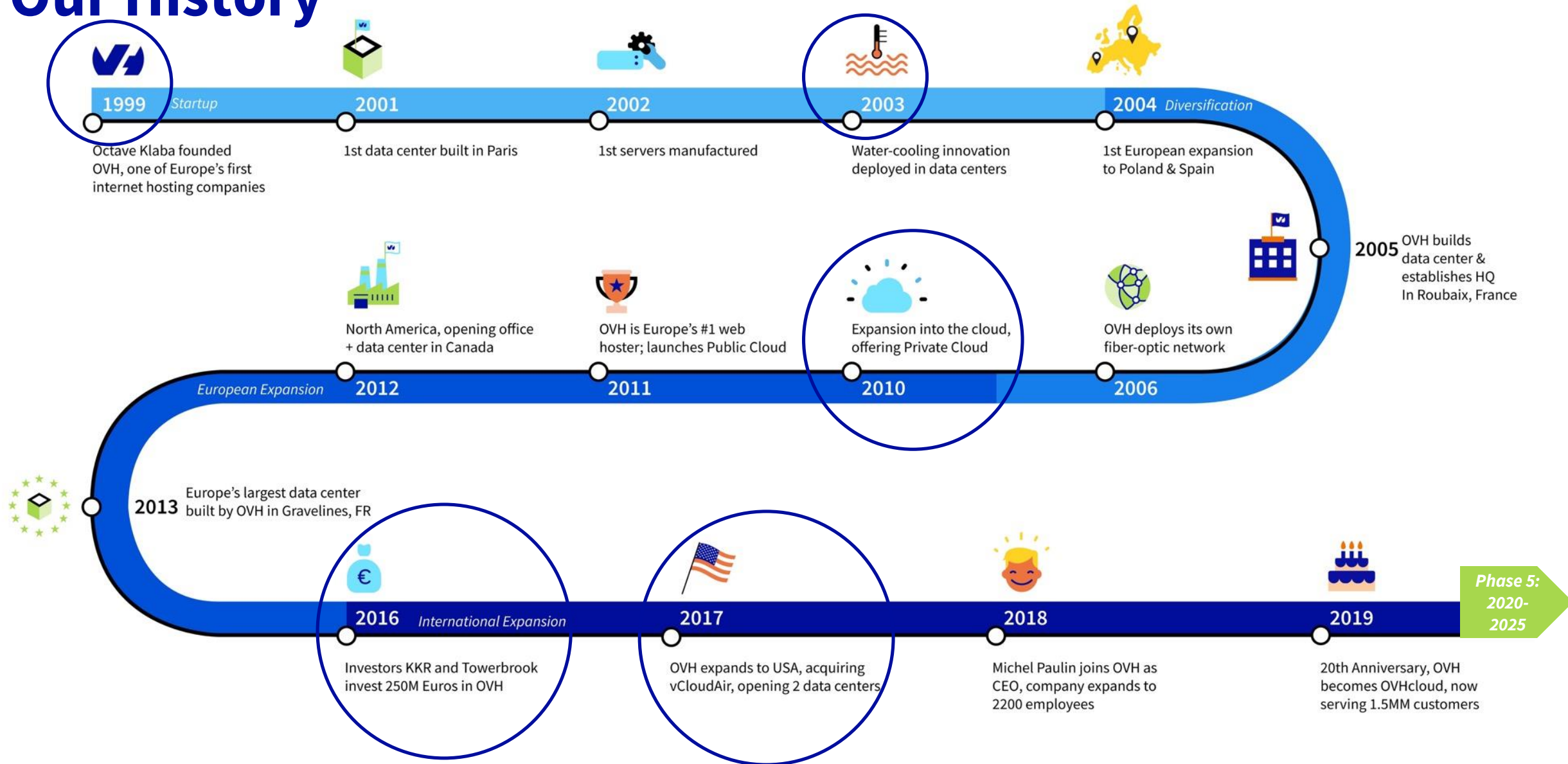# What makes us different?

We believe that how we do business is as important as what we do:

▶ We are an alternative cloud and we challenge the status quo.

▶ We believe in open standards and being part of an ecosystem.

▶ We believe in freedom to build. We are multi-local and committed to innovation.

▶ We are committed to environmental sustainability and data security.

Our History

1999 *Startup*
Octave Klaba founded OVH, one of Europe's first internet hosting companies

2001
1st data center built in Paris

2002
1st servers manufactured

2003
Water-cooling innovation deployed in data centers

2004 *Diversification*
1st European expansion to Poland & Spain

2005 OVH builds data center & establishes HQ In Roubaix, France

2006
OVH deploys its own fiber-optic network

2010
Expansion into the cloud, offering Private Cloud

2011
OVH is Europe's #1 web hoster; launches Public Cloud

2012
North America, opening office + data center in Canada

European Expansion

2013
Europe's largest data center built by OVH in Gravelines, FR

2016 *International Expansion*
Investors KKR and Towerbrook invest 250M Euros in OVH

2017
OVH expands to USA, acquiring vCloudAir, opening 2 data centers

2018
Michel Paulin joins OVH as CEO, company expands to 2200 employees

2019
20th Anniversary, OVH becomes OVHcloud, now serving 1.5MM customers

Phase 5: 2020-2025

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Introduction

Digital Transformation: A Data Odyssey

By 2025, data will be x10 the volume of the total pre-2016 datasphere*.

Exponential data growth challenges IT to manage costs and governance, and plan for new use cases:

▶ Edge Computing

▶ IoT Platform & Smart Cities

▶ Deep Learning & Artificial Intelligence

▶ Blockchains & Biochips

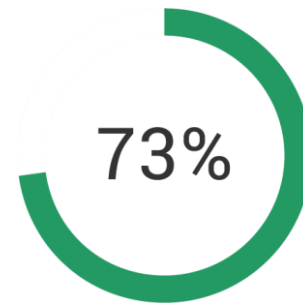▶ Autonomous Vehicles, Smart Robots & Drones

*IDC Survey (2017) "Data Age 2025"

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Global IT Workloads

2016 - 160 Million

2021 - 255 Million

2050 - 596 Million

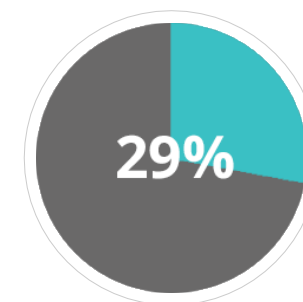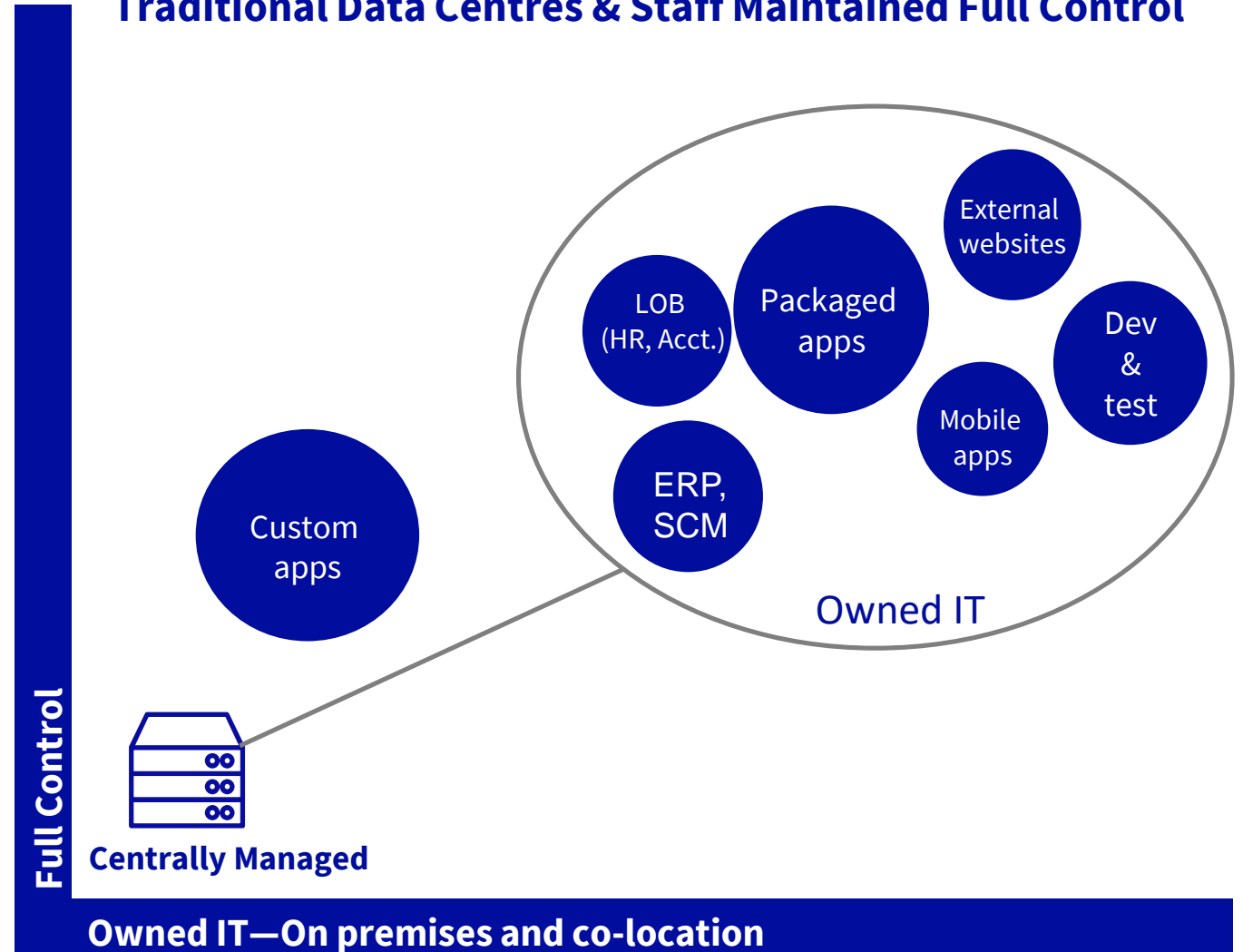| Traditional IT	Private Cloud	Public Cloud
73%	12%	15%
117 Million	19 Million	24 Million
50%	20%	30%
127 Million	48 Million	77 Million
19%	29%	52%
113 Million	173 Million	310 Million
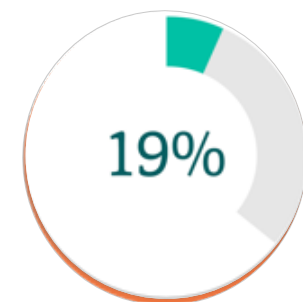
OVHcloud

Multi-Cloud is here

Datacentre Evolution

▶ **Applications are centrally managed** under one infrastructure

▶ **The network perimeter and datacentre boundary** provided protection

▶ **IT staff ensured** availability, maintenance, performance, and security

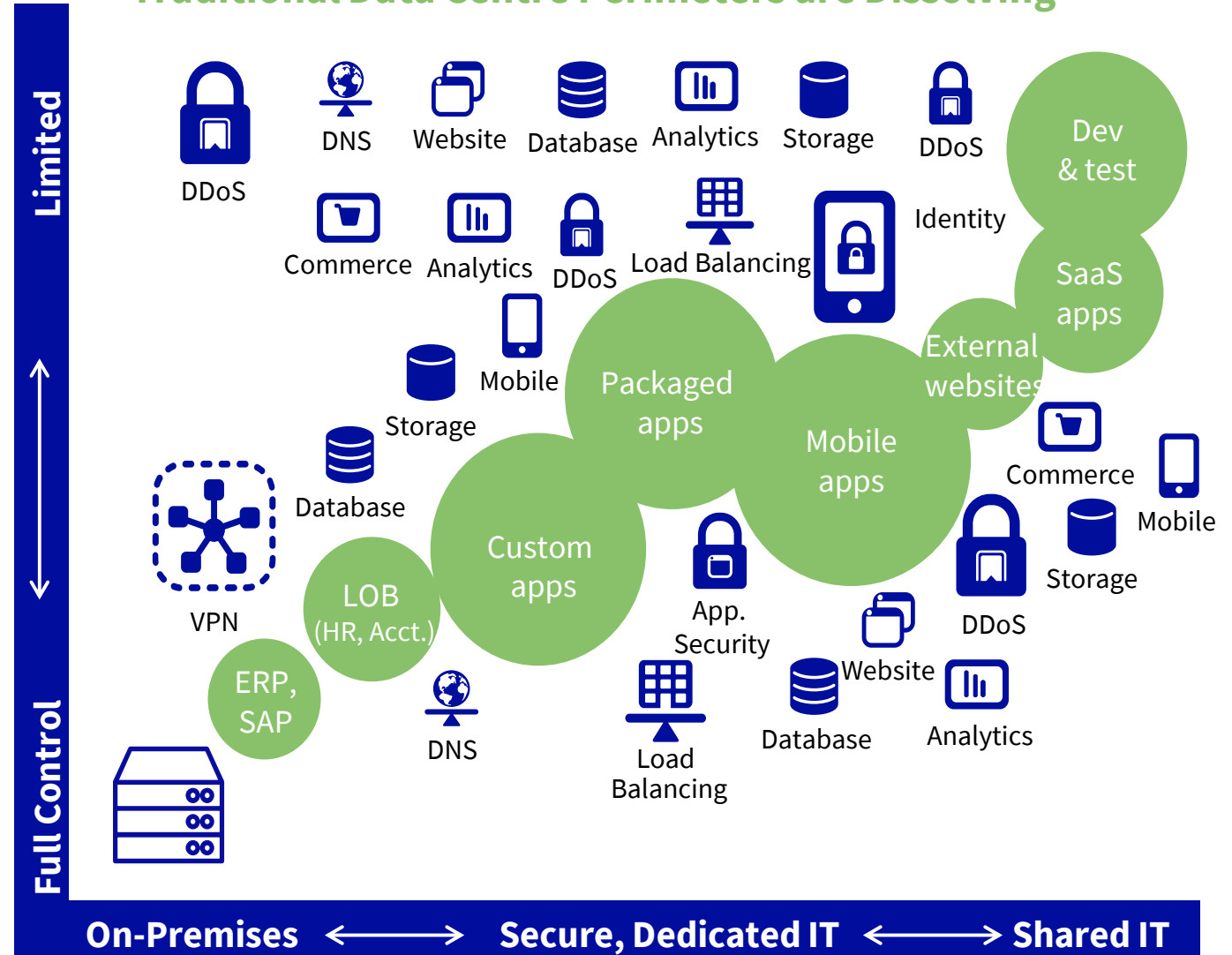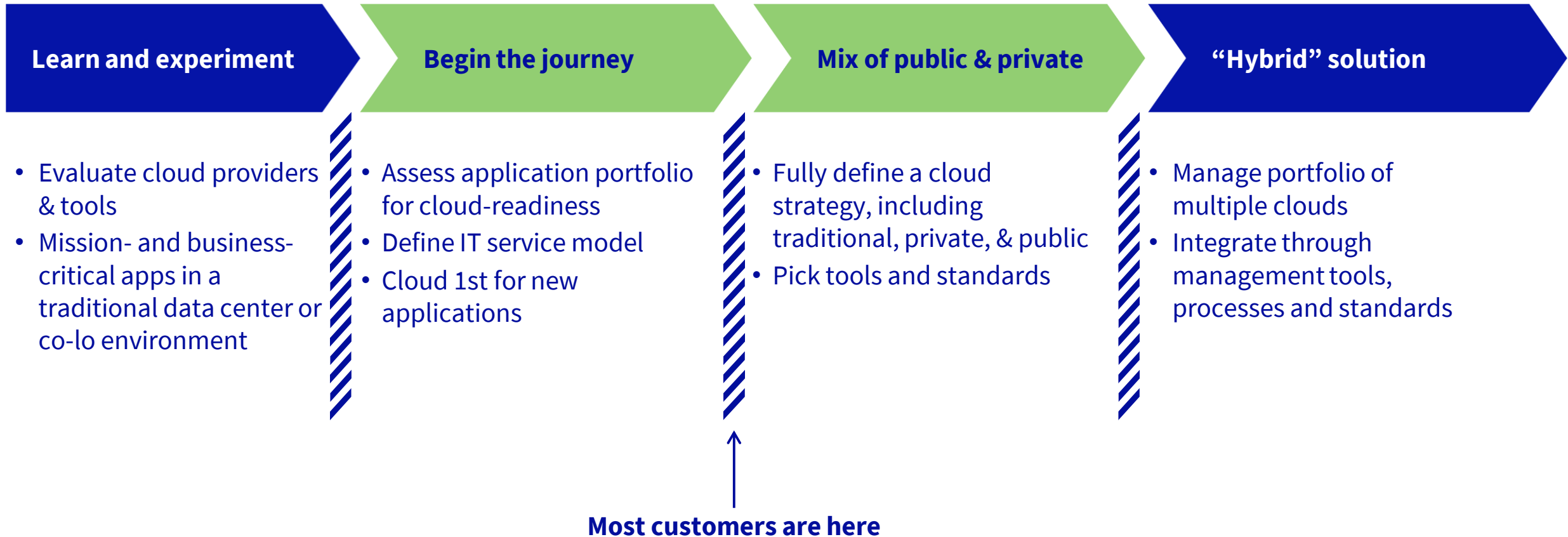**Traditional Data Centres & Staff Maintained Full Control**

External websites

LOB (HR, Acct.)

Packaged apps

Dev & test

Mobile apps

ERP, SCM

Custom apps

Owned IT

Full Control

Centrally Managed

Owned IT—On premises and co-location

Datacentre Evolution

- **Niche cloud vendors deliver a services-centric model** via disparate building blocks

- **Redefines the necessity to create a holistic strategy** for agility, cost management, and performance

- **Leverage skills and systems** to enable consistent delivery for every application regardless of deployment models

- **Avoid vendor lock-in,** maintain ability to move

Traditional Data Centre Perimeters are Dissolving

Limited ↕ Full Control

DDoS · DNS · Website · Database · Analytics · Storage · DDoS · Dev & test · Identity · SaaS apps · Commerce · Analytics · DDoS · Load Balancing · External websites · Packaged apps · Mobile apps · Mobile · Commerce · Storage · Mobile · Storage · Database · VPN · Custom apps · App. Security · DDoS · Website · LOB (HR, Acct.) · ERP, SAP · DNS · Load Balancing · Database · Analytics

On-Premises ⟷ Secure, Dedicated IT ⟷ Shared IT

Where is your organisation on the cloud journey?

Learn and experiment

- Evaluate cloud providers & tools
- Mission- and business-critical apps in a traditional data center or co-lo environment

Begin the journey

- Assess application portfolio for cloud-readiness
- Define IT service model
- Cloud 1st for new applications

Mix of public & private

- Fully define a cloud strategy, including traditional, private, & public
- Pick tools and standards

"Hybrid" solution

- Manage portfolio of multiple clouds
- Integrate through management tools, processes and standards
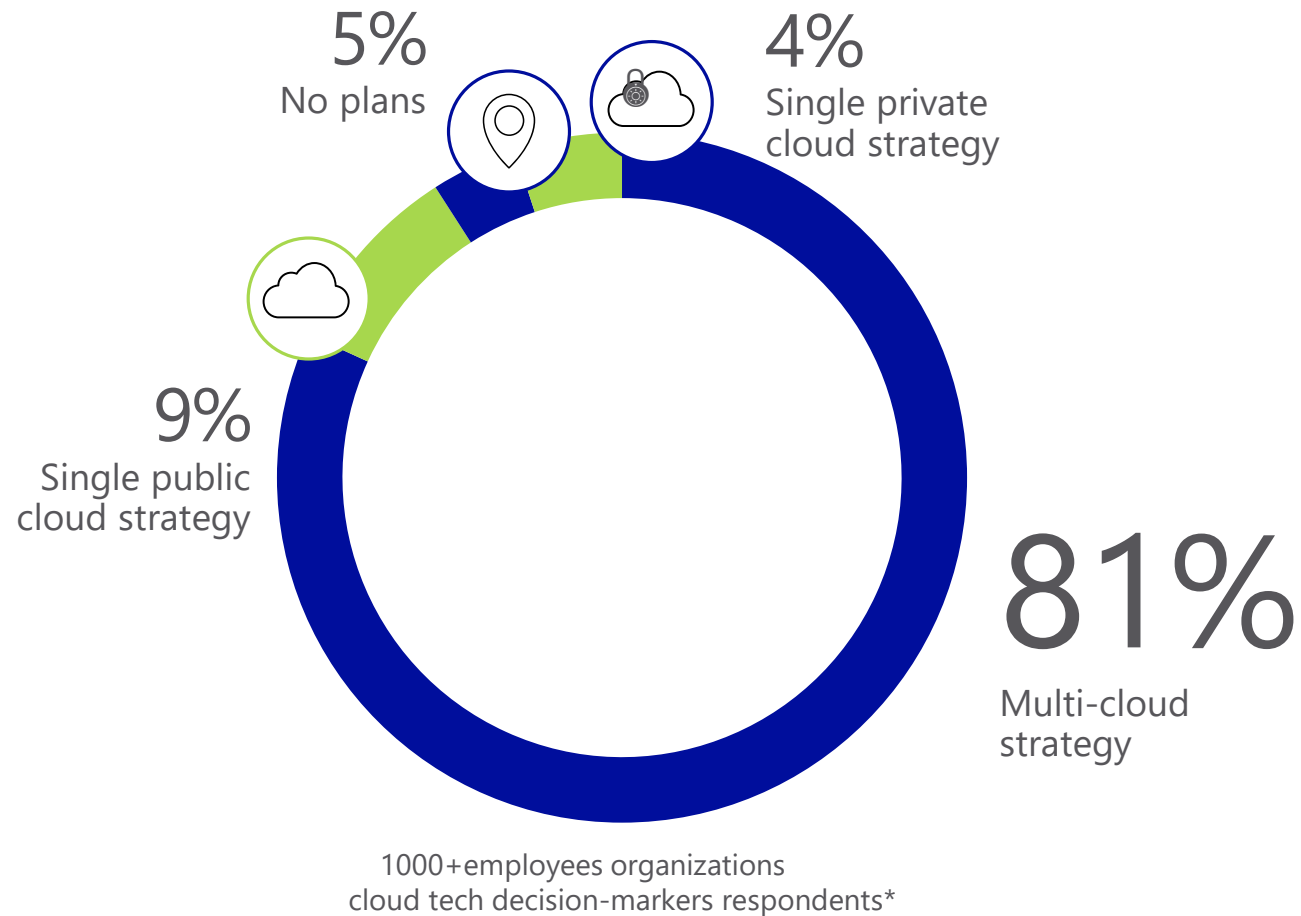
Most customers are here

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Market Insights

The Enterprise Strategy is Multi-cloud

As Public and Private Clouds Grow, Organisations Focus on Governing Costs

5%
No plans

4%
Single private
cloud strategy

9%
Single public
cloud strategy

81%
Multi-cloud
strategy

1000+employees organizations
cloud tech decision-markers respondents*

TOP BENEFITS EXPECTED

01 Multi-cloud
offers better IT **cost** management

33% of respondents*

02 Multi-cloud
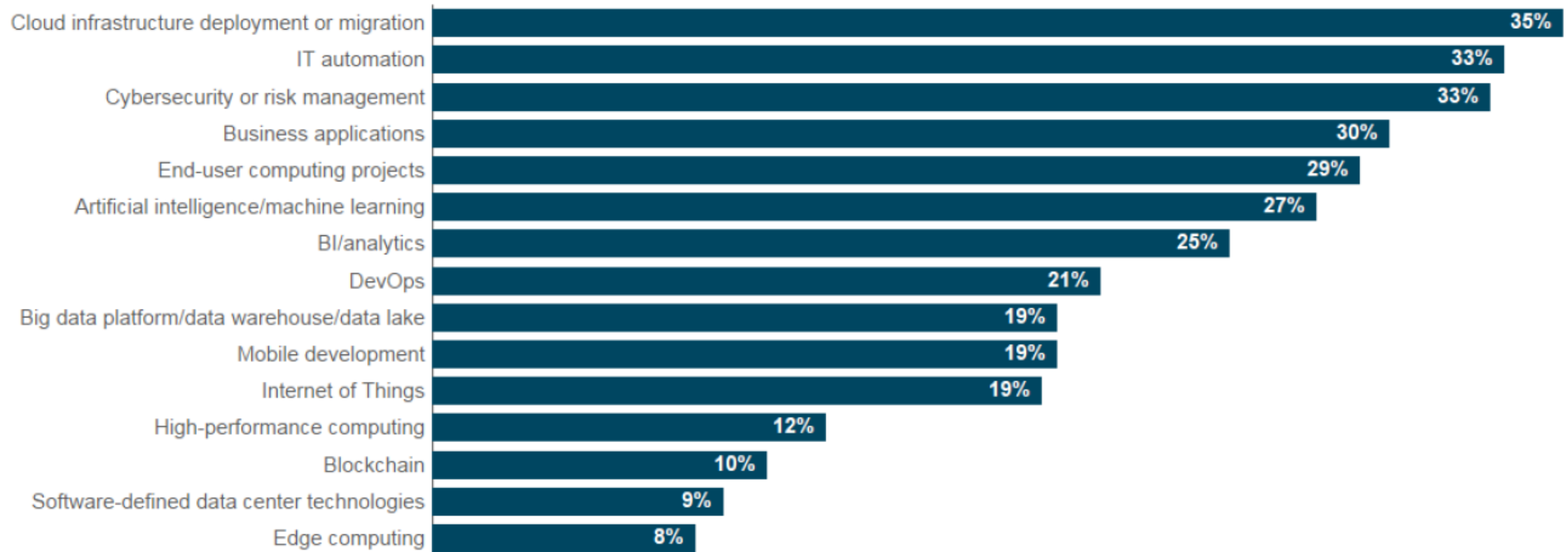improves IT infrastructure
management and **flexibility**

33% of respondents*
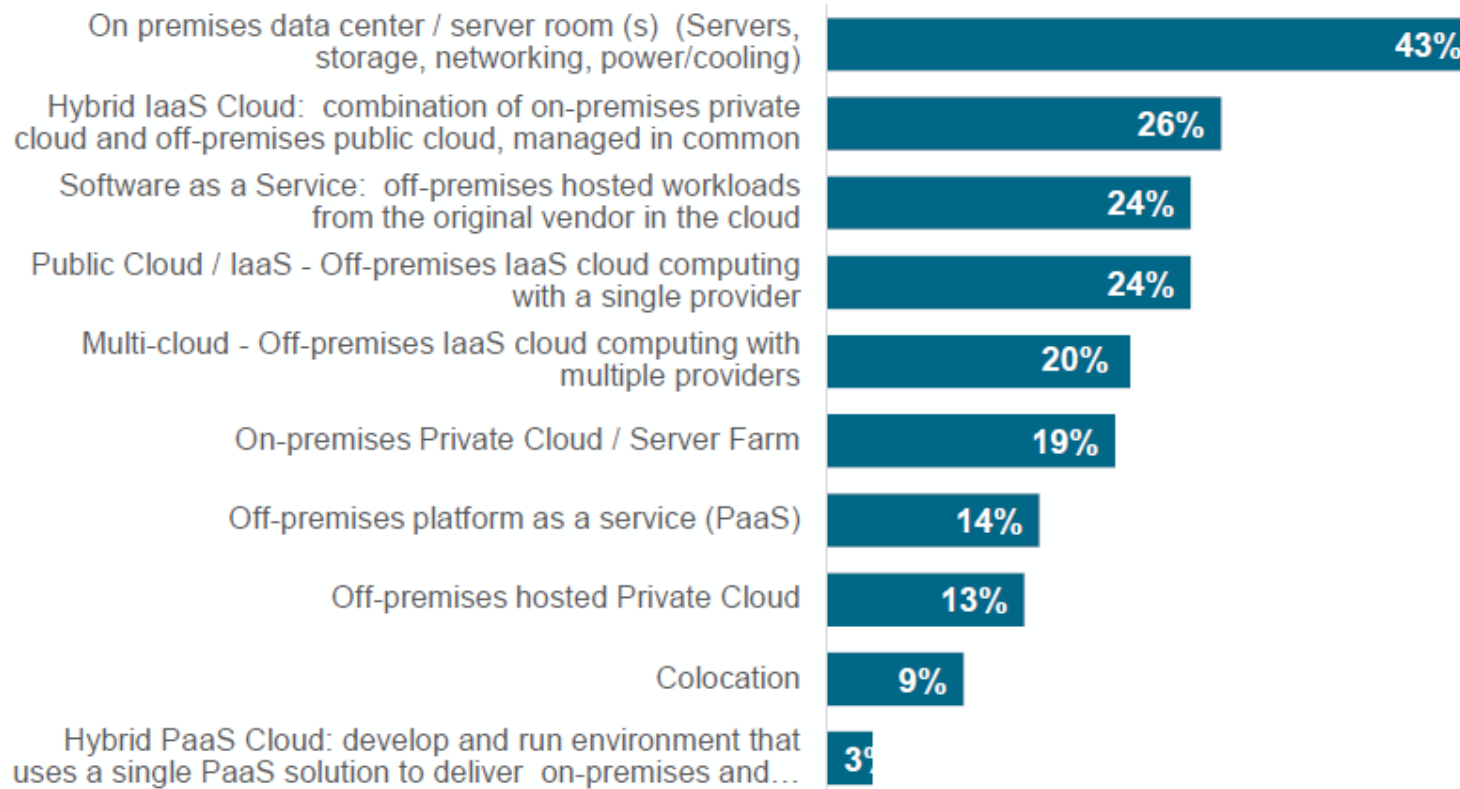
03 Multi-cloud
Improves **security** and
compliance

30% of respondents*

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*Source: RightScale 2018 State of the Cloud Report

Which of these broad initiatives will your company implement in 2019?

Initiative	Percentage
Cloud infrastructure deployment or migration	35%
IT automation	33%
Cybersecurity or risk management	33%
Business applications	30%
End-user computing projects	29%
Artificial intelligence/machine learning	27%
BI/analytics	25%
DevOps	21%
Big data platform/data warehouse/data lake	19%
Mobile development	19%
Internet of Things	19%
High-performance computing	12%
Blockchain	10%
Software-defined data center technologies	9%
Edge computing	8%

Infrastructure in place in 2020

Which of the following infrastructure deployment methodologies will best describe your environment in 2020? (choose up to 3)

Category	Percentage
On premises data center / server room (s) (Servers, storage, networking, power/cooling)	43%
Hybrid IaaS Cloud: combination of on-premises private cloud and off-premises public cloud, managed in common	26%
Software as a Service: off-premises hosted workloads from the original vendor in the cloud	24%
Public Cloud / IaaS - Off-premises IaaS cloud computing with a single provider	24%
Multi-cloud - Off-premises IaaS cloud computing with multiple providers	20%
On-premises Private Cloud / Server Farm	19%
Off-premises platform as a service (PaaS)	14%
Off-premises hosted Private Cloud	13%
Colocation	9%
Hybrid PaaS Cloud: develop and run environment that uses a single PaaS solution to deliver on-premises and…	3%

Observations

On-premises infrastructure still most widespread production environment

Hybrid cloud more widespread – main market

Multi-cloud more popular choice for larger, global organizations

So you're cloud-ready,

but
is your cloud
business-ready?

MISSION POSSIBLE

Technical Expertise

Ecommerce

Line of Business Applications

Production workloads

Mobility

Compute

Storage

Multi-cloud management and monitoring

Data Sovereignty

Scalability

Data Centre

Data Privacy

Extension | Replacement | Modernisation

Cloud is redefining business models

and there are a lot of decisions to make

SDN

GDPR

Automation

Business Resilience

Digital Transformation

Security

Business Continuity

Disaster Recovery

App refactoring

IoT

Migration Strategy

OpEx vs Cap Ex

Data analytics

Compliance

Edge computing

AI/ML/DL

Cost is no longer the constraint – execution is

Respond faster to business needs — 24% / 33%
Enable business innovation — 24% / 17%
Improve reliability and availability — 14% / 8%
Improve security — 13% / 13%
Expand/deploy new capacity — 11% / 11%
Reduce costs — 10% / 17%
Other — 4% / 2%

■ Most Important (n=1,067)   ■ Most Difficult (n=1,042)
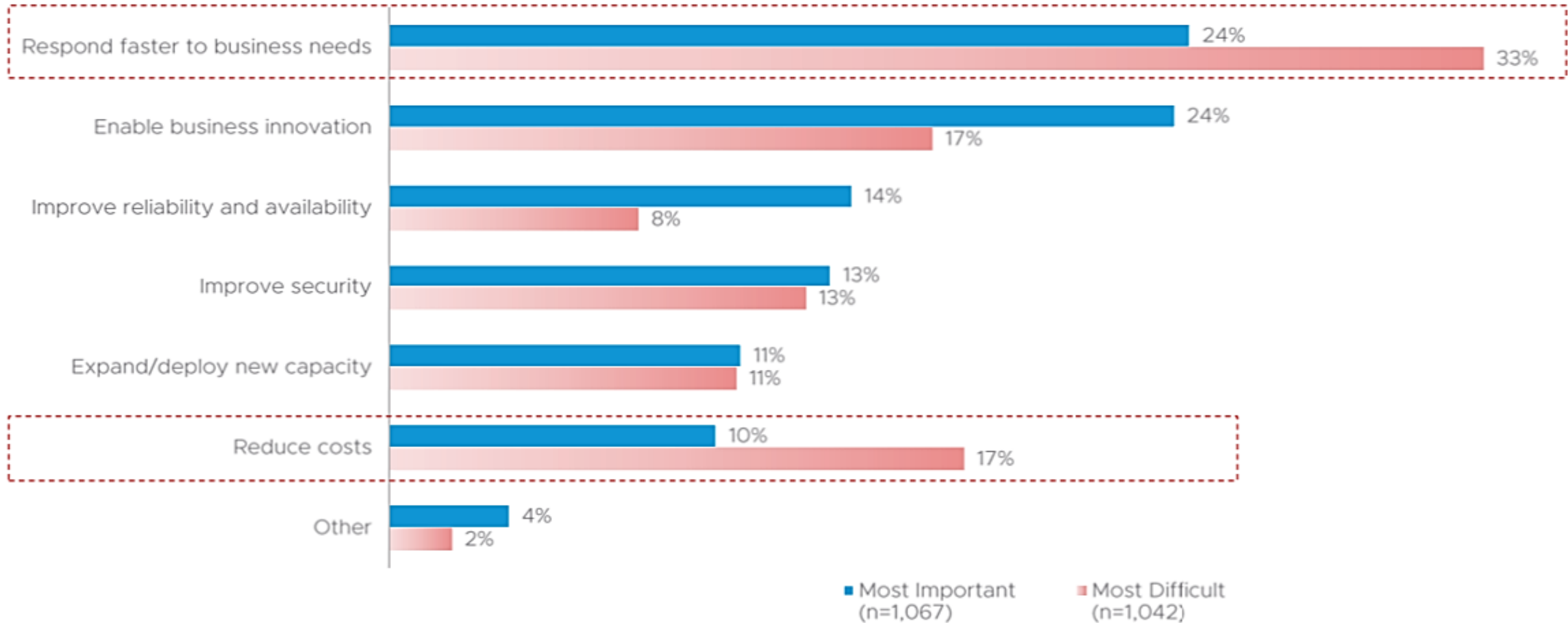
Source: 451 Research, Voice of Enterprise: Digital Pulse, Vendor Evaluations 2018

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Deliver Business Value

Faster time-to-market, innovation, ease of deployment and management, cost reduction, enhanced security, governance…

1 What value are we creating for the customer?

2 What outcomes is the product helping the business to meet?

3 How can we execute a plan to achieve this in the smartest way possible?

4 How do we measure these outcomes

Connect your on-premises to the cloud with OVHcloud Solutions

On-premises · Colocation · DCaas

Owned IT

Bare Metal Cloud · Hosted Private Cloud · Public cloud

Shared IT

Hybrid Cloud

Key takeaway

Private & public clouds don't compete but combine to offer different use cases for IT organizations.

Hybrid Cloud as the New Norm
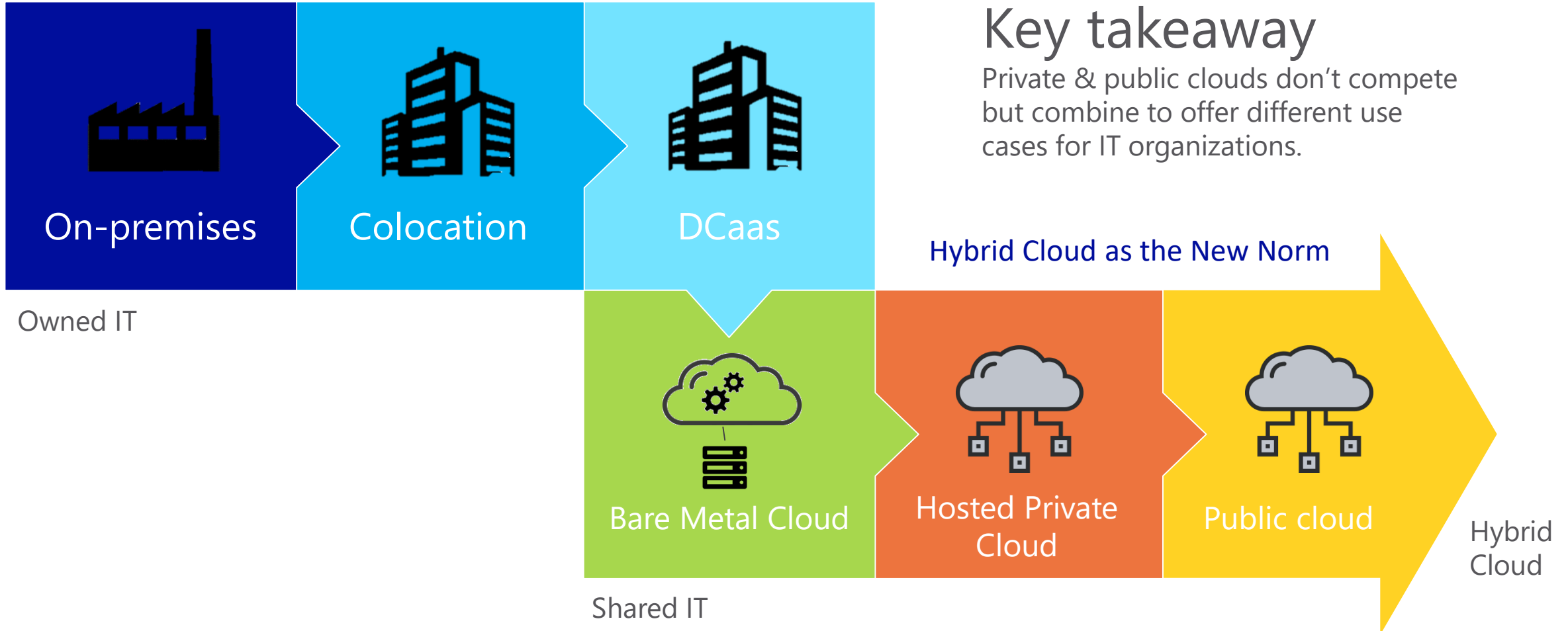
Options no matter where you are in the journey

ONE CLOUD PROVIDER?

HYBRID CLOUD

START

SCALE

OPTIMIZE

Hosted Private Cloud

Public Cloud

Bare metal Cloud
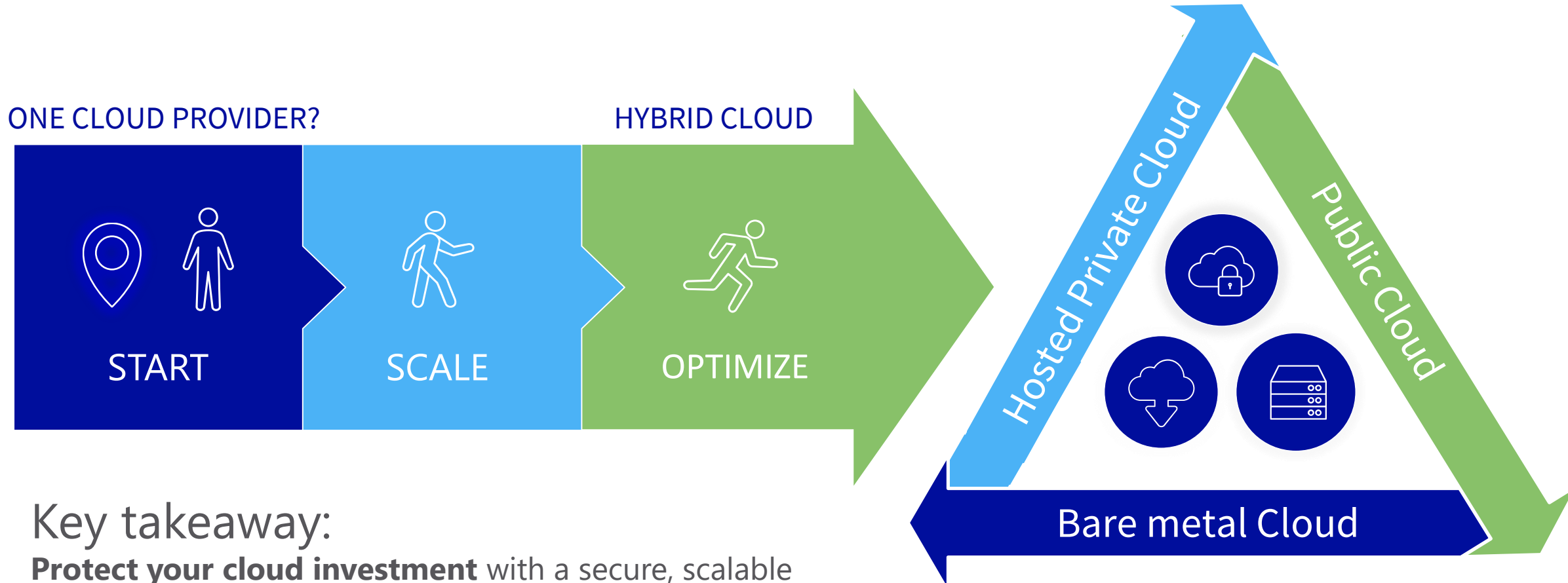
Key takeaway:
Protect your cloud investment with a secure, scalable and cost-effective **hybrid cloud** approach which is a fully **reversible** technology solution.

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Find yourself a cloud that is…

▶ Secure and compliant through policy and access controls

▶ Provides high availability

▶ Automates disaster recovery

▶ Ensures Data protection

▶ Flexible and adds scalability

▶ Maximises operational efficiency

▶ Enforces predictability

▶ Integrated and interoperable

▶ Allows reversibility

▶ Enables portability for DevOps

▶ Empowers usability

▶ Comes with no forced long-term commitment – keep it light

Nb. There is no silver bullet

Not all clouds are created equal
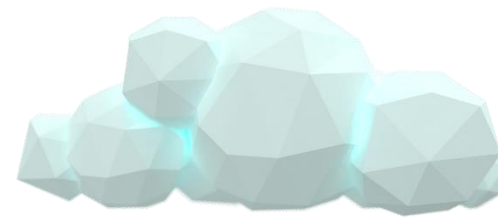
Mission-critical applications managed in-house
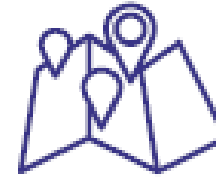
Certified solutions

Edge computing
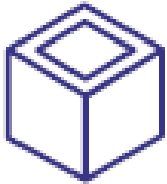
Fully managed DCaaS infrastructure

DC modernisation, extension and migration

Implementing Disaster Recovery Planning

Consolidation of worldwide DCs and perimeters

Overflow (capacity or compute) to hyperscaler hosting

Cloud migration and multi-cloud strategy

Cost optimised and sovereign storage

Digital Factory: DevOps CI/CD

AI and data-driven applications

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Why OVHcloud?

S **Simple**
Easy of use, predictable costs, saves time and resources.

M **Multi-local**
Worldwide datacentres and local teams.

A **Accessible**
Predictable pricing, quick to set up with no surprises

R **Reversible, open and interoperable**
Robust and reliable. It is a cloud that does not lock people in.

T **Transparent and responsible**
A cloud that says what it does, and does what it says.

Options no matter where you are in your Cloud journey

Hosted Private Cloud

115,000 Private Cloud VMs running using VMware cloud verified architecture

▶ Built on a foundation of SDDC technology
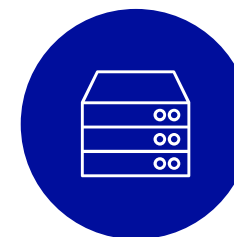
Public Cloud

300,000 Public Cloud live instances running on validated industry-standard OpenStack

▶ One of the largest OpenStack deployments in the world.

Dedicated Servers

380K Physical bare metal servers

▶ The latest high performance accelerated CPUs for intensive workloads

Close Technology Partnerships

Our Ecosystem

Our ecosystem collaboration is vital to digital innovation and problem-solving.

As a result, our customers benefit from a valuable end-to-end experience.

Technology

vmware · kubernetes · veeAM · plesk · Zerto · THE LINUX FOUNDATION · CISCO · intel · Red Hat · AMD · Microsoft · NVIDIA

Business

Capgemini · serco · accenture · Deloitte · claranet · Saagie · sopra steria

Community

SYSTRAN beyond language · cegid · PAYLEAD · JALGOS · Shift · LUCINE · NAOR INNOV · CISPE.cloud · CLOUD NATIVE COMPUTING FOUNDATION · deepomatic · NEONN · Bodyguard · openstack

Key Takeaways

Leverage the multi-cloud opportunity in the right way

Maximise your performance and business value with the right mix of infrastructure, platforms and partners.

▶ Pursue agility with flexibility, security, and simplicity

▶ Align with business goals to identify different use cases

▶ Combine private & public clouds to enable innovation

▶ Integrate open standards via APIs and maximise interoperability

▶ Consider all costs, governance and managing change

▶ Protect the business investment with reversible and hybrid cloud

▶ Remember that cloud is a strategy and not a destination. *Don't* get caught in complexity, chasing maximum use cases, legacy systems, or TCO overlooking ROI.

Thank You!

Talk with us

See us on Stand C1270

Stay Connected:

- (in) **ovhgroup**
- (twitter) **twitter.com/ovhcloud_uk**
- (f) **facebook.com/ovhcom**

We are hiring! Check **careers.ovh.com**

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