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Technology on Tap: Technology Transitions in Perspective

#TechOnTap

Paiman Nodushani

The Collaborative Cloud

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Cloud – An Overused Word ?

Software as a Service

Platform as a Service

IT as a Service

Desktop As A Service

STORAGE AS A SERVICE

Cloud Computing

Public Cloud

Infrastructure as a Service

Private Cloud

Virtualization

Hybrid Cloud

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How Do We View Cloud – Common Vocabulary

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Services

Virtualization/OS Layer

- Service Catalog
- Middleware
- Database
- Virtualization/OS
- Hardware Infrastructure

IBM redhat. vmware ORACLE

Infrastructure as a Service

- APIs
- Billing/Metering
- Service Catalog
- Middleware
- Database
- Virtualization/OS
- Hardware Infrastructure

amazon web services™
rackspace cloud

Platform as a Service

- SDK
- Developer Tools
- APIs
- Billing/Metering
- Service Catalog
- Middleware
- Database
- Virtualization/OS
- Hardware Infrastructure

Azure vmforce heroku twilio

Software / Application as a Service

- User Interface
- Application Logic
- SDK
- Developer Tools
- APIs
- Billing/Metering
- Service Catalog
- Middleware
- Database
- Virtualization/OS
- Hardware Infrastructure

Salesforce™

Deployment Model

Public Private Hybrid

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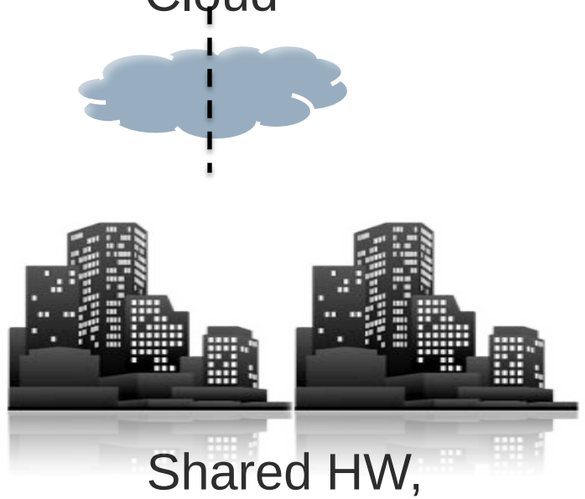
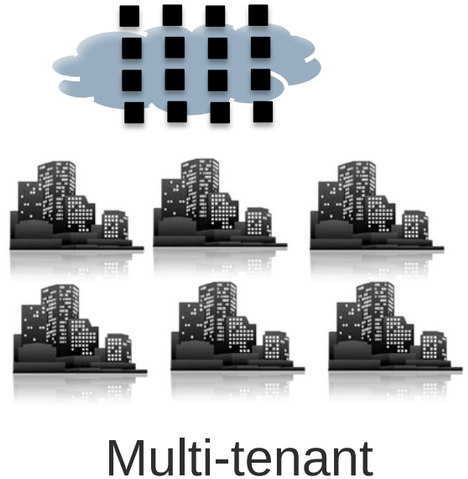
Cloud Delivery Definition

Cloud Delivery Model	Private Cloud	Hosted Private Cloud	Virtual Private Cloud	SAAS/ CAAS Cloud
				
	On premise	Dedicated, Hosted	Shared HW, dedicated VM	Multi-tenant

Cloud is about business model change

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Avaya Strategy for Delivering Cloud Solutions

Build-Partner-Enable

Software/ Application as a Service	**SAAS/ CAAS Application/ Services**	▸ Applications & services from Avaya's portfolio offered via the cloud
	Avaya's "Cloud"	▸ Offer "try and buy" apps and services via Avaya cloud ▸ Scale through partners
	Cloud Federation Service	▸ Enable rich collaboration between users outside the enterprise domain ▸ Directory Services, Directory Look-up and Introduction Process, Federation Policy, etc
	"Outside in"	▸ New opportunity to tie "cloud" services and endpoints – ride the technology curve with HTML5
Platform as a Service	**App Dev Environment**	▸ Application development environment – vertical
Infrastructure as a Service	**Network Infrastructure**	▸ Avaya Networking enables differentiated private and public clouds

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Communication Styles and Technology

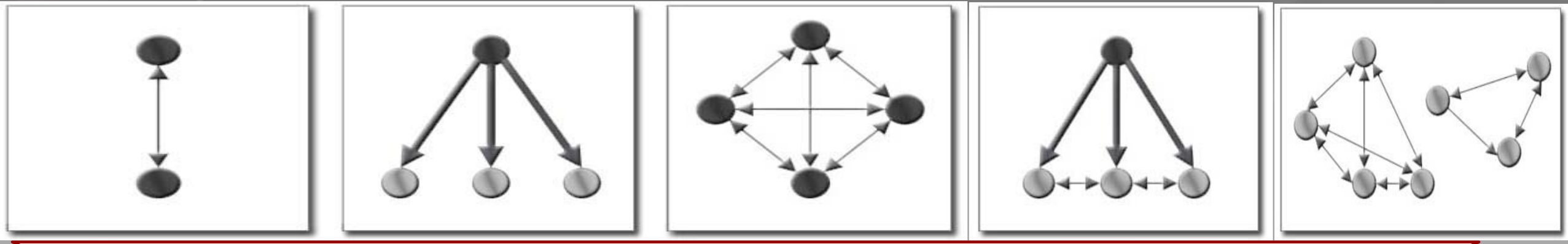
one on one conversation

broadcast

round-table

broadcast w/ peer-to-peer interaction

free-flowing



How do we move from Communication to Collaboration to Engagement – Business Social

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Creating Engagement

- Establish cognitive and social presence
- Look and feel of being there
  - Sounds
  - Interaction
    - Side bar conversation, standing up, sitting down, clapping, jumping, shaking hands
  - Free-flowing discussions
- Flow from small teams to large group conversation
- Tools for sharing

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Face-to-face Interaction Engagement

- Integrate virtual world and real world
- Avatars make speakers visible, provide face-to-face context
- Make a connection with your audience
- Attention grabbing 3D visuals and spatial audio
- Free flowing conversation
- Leading 3D gaming graphics engine
- Full web-sharing capabilities: slides, files, websites, videos

Offered as a SaaS from the cloud

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HTML 5

Extend the consumption of cloud-based services

- Browser role changes
  - Interpreter → Extensible Platform
- Industry Momentum: major browsers support
- Analyst & Popular Media Attention
  - Apple adoption of HTML5, CSS and Javascript over Flash
  - Amazon (Kindle), Financial Times using HTML5 web apps to avoid Apple iOS restrictions

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HTML5 – Opportunities for Disruption

- **Web Apps support rich, high-quality real-time communications**
- **Cloud-based delivery extends end-user reach & stickiness**
- **Consume Cloud-based Services via Standard Browser**

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Final Thoughts

Cloud Transition will continue – Led by Applications

Companies will consume cloud AND premise-based services

Avaya continues to innovate in Infrastructure, Apps & Services

Our “Full Stack” provides differentiated communication services

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