

# Ignite Innovation by turning your Developers loose on Hybrid Cloud

JARET CHILES  
CLOUD SOLUTIONS ARCHITECT, ENTERPRISE CLOUD SOLUTIONS

TERRENCE DEJAGER  
SENIOR MANAGER, ENTERPRISE CLOUD SOLUTIONS

JUNE, 2013

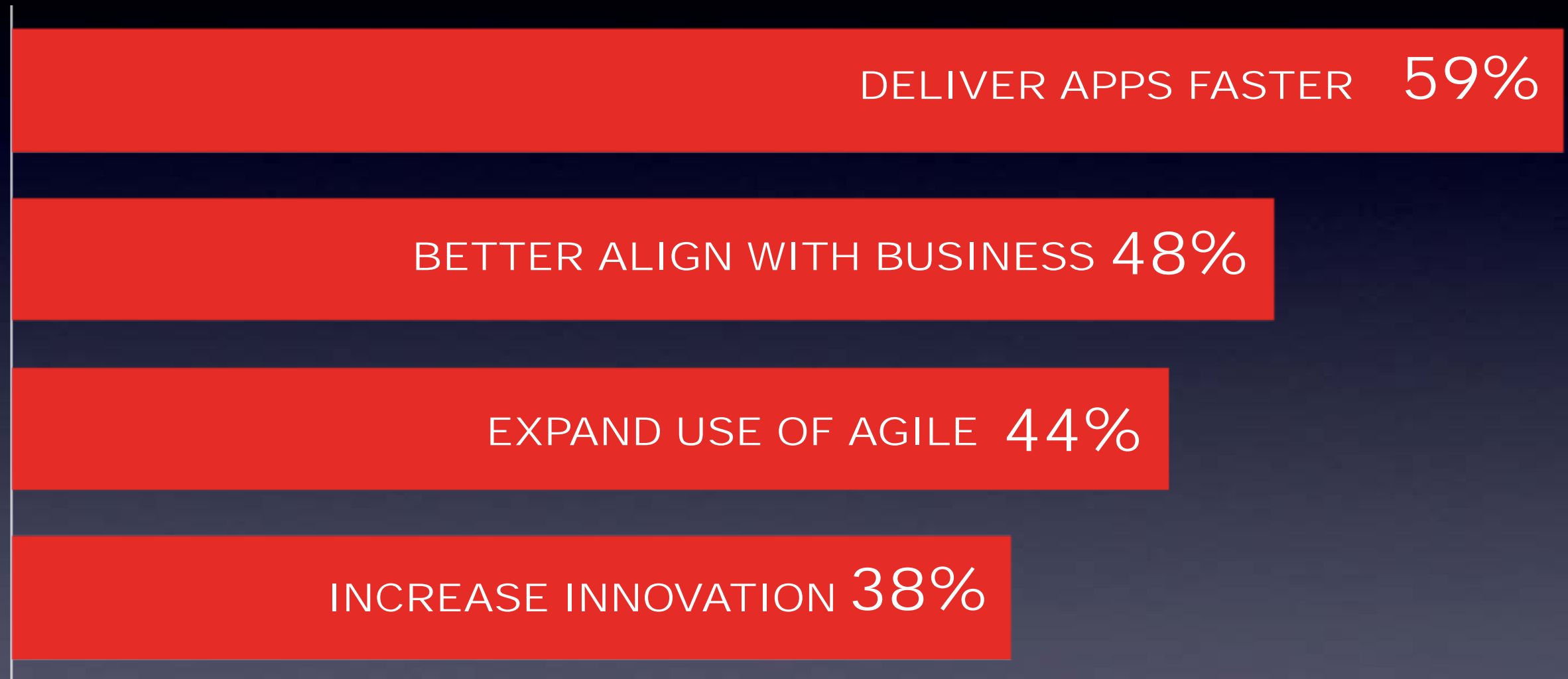


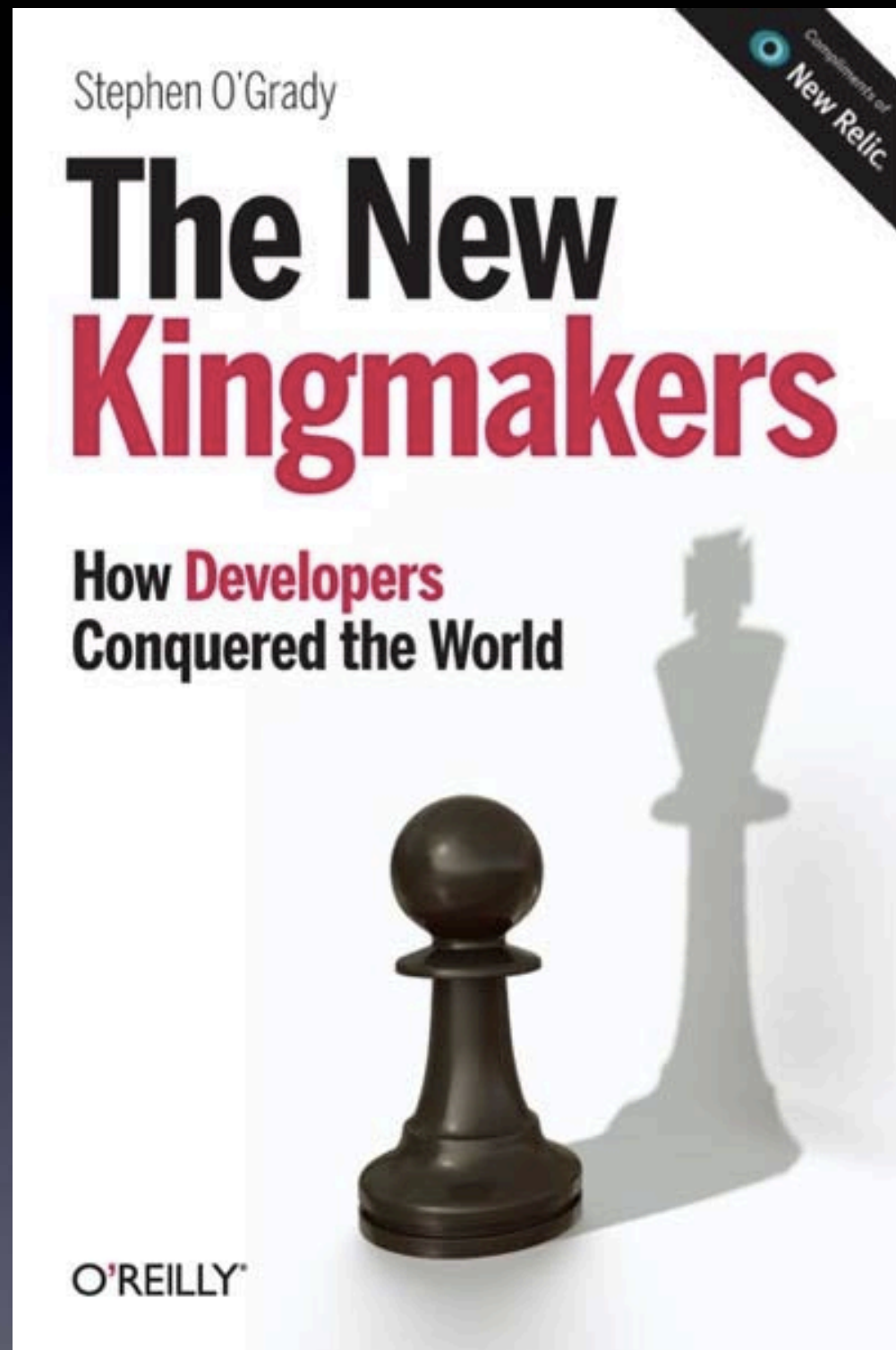
# DEVELOPERS RULE





# The changing priorities of IT





“Developers are the most-important constituency in technology. They have the power to make or break businesses, whether by their preferences, their passions, or their own products”

- STEPHEN O' GRADY  
THE NEW KINGMAKERS



# Driving the Shift:



1. Open source
2. The cloud
3. The Internet
4. Seed-stage funding

# HOW COMPANIES WOO DEVELOPERS



Sign Up

My Account / Console

English

AWS Products & Solutions

Developer Tools



Developers

Support

### Browse By Category

- Amazon CloudFront
- Amazon Elastic Compute Cloud
- Amazon Elastic MapReduce
- Amazon Fulfillment Web Service
- Amazon Mechanical Turk
- Amazon Relational Database Service
- Amazon Route 53
- Amazon SimpleDB
- Amazon Simple Email Service
- Amazon Simple Queue Service
- Amazon Simple Storage Service
- AWS CloudFormation
- AWS Data Pipeline
- AWS Elastic Beanstalk

## Developer Tools

Developer Tools help developers create and manage applications built on AWS. Both Amazon and the AWS developer community have produced a large number of tools to assist developers optimize their productivity by making good use of AWS. You can browse through these tools here.



### AWS Management Console

Access and manage Amazon's growing suite of infrastructure web services through a simple and intuitive, web-based user interface. The AWS Management Console provides convenient management of your compute, storage, and other cloud resources through an easy-to-use graphical user interface.



### AWS Toolkit for Eclipse

The AWS Toolkit for Eclipse is a plug-in for the Eclipse Java IDE that makes it easier to develop, deploy, and debug Java applications using Amazon Web Services. The AWS Toolkit for Eclipse includes the AWS Explorer which enables you to interact with many AWS services from inside the Eclipse IDE. The toolkit has integrated support for AWS Elastic Beanstalk which makes it easy for you to deploy your Java application to AWS. The toolkit includes the latest version of the AWS SDK for Java.



### AWS Toolkit for Microsoft Visual Studio

The AWS Toolkit for Microsoft Visual Studio is a plug-in for the Visual Studio IDE that makes it easier to develop and deploy .NET applications that use Amazon Web Services. The AWS Toolkit for Visual Studio includes the AWS Explorer which enables you to interact with many AWS services from inside the Visual Studio IDE. The toolkit's support for CloudFormation makes it easy for you to deploy your .NET Framework application to AWS. The toolkit includes the latest version of the AWS SDK for .NET.

### Featured Developer Tools





Sign Up

My Account / Console

English

### Related Resources

- Amazon Machine Images (AMIs)
- Articles & Tutorials
- AWS Management Console
- Public Data Sets
- Sample Code & Libraries

### Developer Centers

- Java
- JavaScript
- Mobile
- PHP
- Python
- Ruby
- Windows & .NET

## Documentation

Welcome to the Amazon Web Services (AWS) Documentation. Whether you are new to AWS or an advanced user, you can find useful information about the services ranging from introductions to advanced features.

To learn how you can get started with AWS, see our [Getting Started with AWS](#) guide. If you are interested in learning more about our AWS Free Usage Tier, see our [AWS free usage tier](#) article.

Read the AWS documentation on Amazon Kindle.

### Getting Started with AWS

- Getting Started with AWS
- Getting Started with AWS Free Usage Tier
- AWS Getting Started Guides for Common Use Cases
- About AWS Account Billing

### Compute

- Amazon Elastic Compute Cloud (EC2)
- Amazon Elastic MapReduce
- Auto Scaling

### Content Delivery

- Amazon CloudFront

### Database

### Networking

- Amazon Route 53
- Amazon Virtual Private Cloud (VPC)
- AWS Direct Connect
- Elastic Load Balancing

### Payments & Billing

- Amazon Flexible Payments Service (FPS) and Amazon Simple Pay
- Amazon DevPay

### Software Development Kits (SDKs)

- AWS SDK for Android
- AWS SDK for iOS
- AWS SDK for Java

## .NET DEVELOPER CENTER

# Create highly available & scalable multi-tier applications

// Deliver great SaaS solutions with Windows Azure Cloud Services  
// Support automated deployments & elastic scale

[tutorial: multi-tier app](#)

### Quick Links

[install the SDK](#)

[SDK release notes](#)

[source code on GitHub](#)

[get help on forums](#)



### Tutorials and Resources



Compute



Data Services



App Services

### Reference Docs

[Access Control / REST](#)

[Blob Service / API / REST](#)

[CDN](#)

[Cloud Service Caching / API](#)

[Cloud Service Diagnostics / API](#)

NOT JUST CLOUD PROVIDERS



GET STARTED

APIs

SHOWCASE

LABS

REQUEST A KEY

# APIs ARE FOR NERDS

(Nerds who build freaking awesome sports stuff)

## REGISTER

You'll need a developer key to use the API. Sign up!

REQUEST A KEY

## BROWSE

Access exclusive data, sports content, scores & more.

EXPLORE APIS

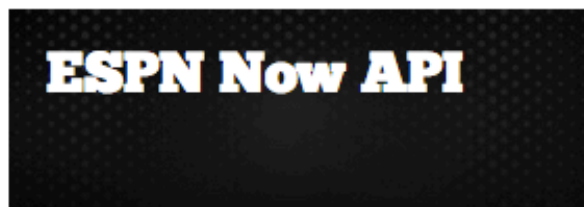
## BUILD

Have a key and ready to create something?

GET STARTED



## LATEST API NEWS



## APP SHOWCASE



## WE'RE HIRING



### API Documentation and Tools

You already know that NYTimes.com is an unparalleled source of news and information. But now it's a premier source of data, too — why just read the news when you can hack it?

#### Overview

APIs

Keys

Tools

Forum

Gallery

API Console

### Getting Started

The Times Developer Network is our API clearinghouse and community. Here's how to get started:

- Request an [API key](#)
- Read the [API documentation, FAQ and Terms of Use](#)
- Use the [API Tool](#) to experiment without writing code
- Browse the [application gallery](#)
- Connect with other developers in the [forum](#)

To see your API keys and rate limits, visit the [Keys page](#).

### News

#### New York State Legislature API Deprecated

As of April 15, the New York State Legislature API is no longer supported. Learn more on the [Open blog](#).

#### Article Search API: Full Service Restored

*Jan. 30:* After an outage over the weekend, the Article Search API is now working properly. Thanks for your patience.

#### API Logos and Branding Guide

Get Times API logos for your apps: review [The New York Times Branding Guide](#) and the [Attribution Guidelines](#).

## OPEN



A blog written by New York Times developers.

[Go to Open Blog »](#)

### Blogroll

#### NOTABLE SITES

- [Amazon Web Services](#)  
The AWS blog
- [BBC Backstage](#)  
The BBC's developer network
- [Daylife](#)
- [Google Code](#)
- [Mashable](#)
- [Programmable Web](#)
- [ReadWriteWeb](#)
- [Reuters Labs](#)
- [The Sunlight Foundation](#)
- [Yahoo Developer](#)

#### OPEN-SOURCE SOFTWARE

- [The Apache Software Foundation](#)
- [Django](#)
- [MySQL](#)
- [PHP](#)
- [Ruby on Rails](#)

#### JOURNALISM & TECHNOLOGY

- [Adrian Holovaty](#)  
Creator of Django
- [NICAR](#)  
The National Institute for Computer-Assisted Reporting

Get the Silverlight kit for New York Times APIs.

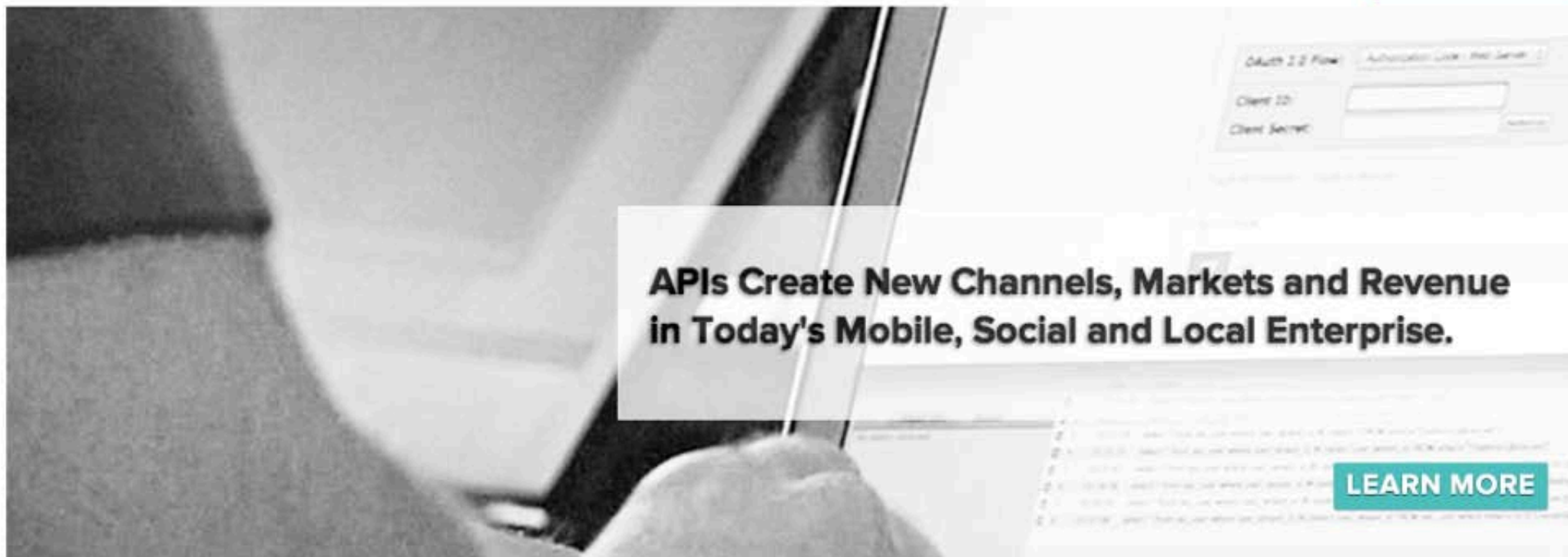


Microsoft®  
**Silverlight™**





30 DAY TRIAL



# APIs Create New Channels, Markets and Revenue in Today's Mobile, Social and Local Enterprise.

LEARN MORE

CONTACT US

## BUSINESS MANAGERS

Create your API strategy to safely unlock data and start driving business value.

LEARN MORE

## IT MANAGERS

Measure API impact on your business.

READ MORE

## DEVELOPERS

Join over 200,000 developers with API keys across our network.

START BUILDING

## INSIDE MASHERY API MANAGEMENT

A PRODUCT DEMO

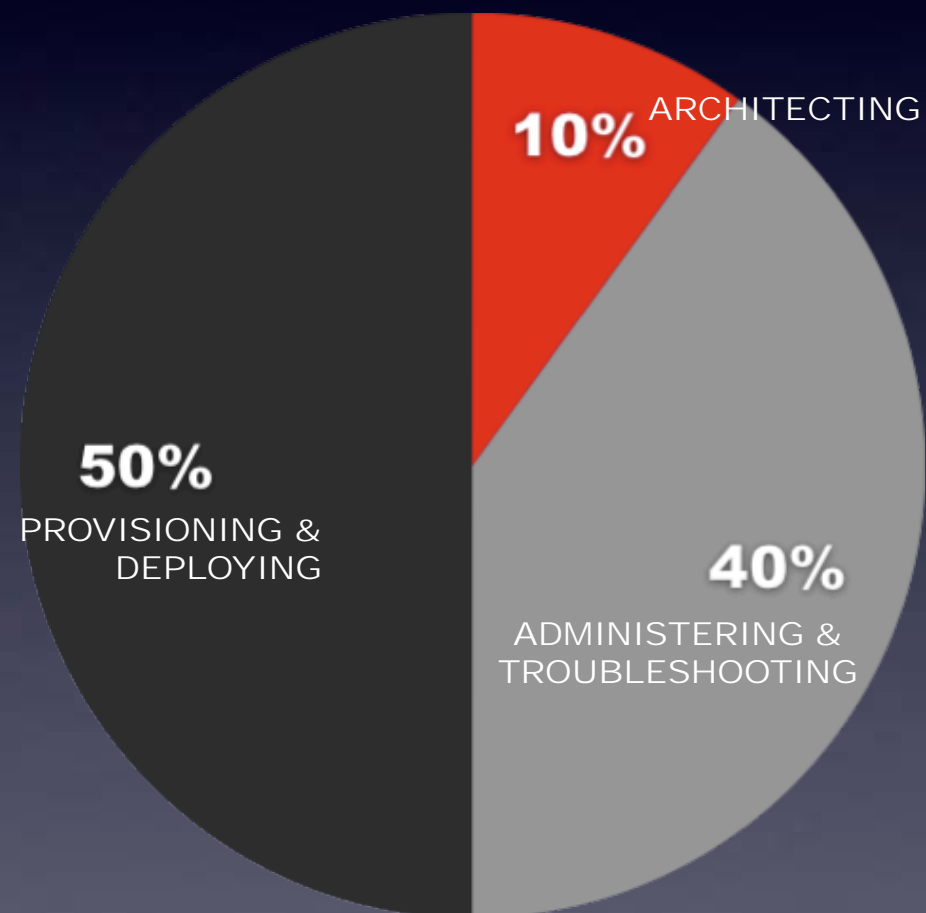
REGISTER NOW

The world's leading brands and enterprises use Mashery to manage their APIs.

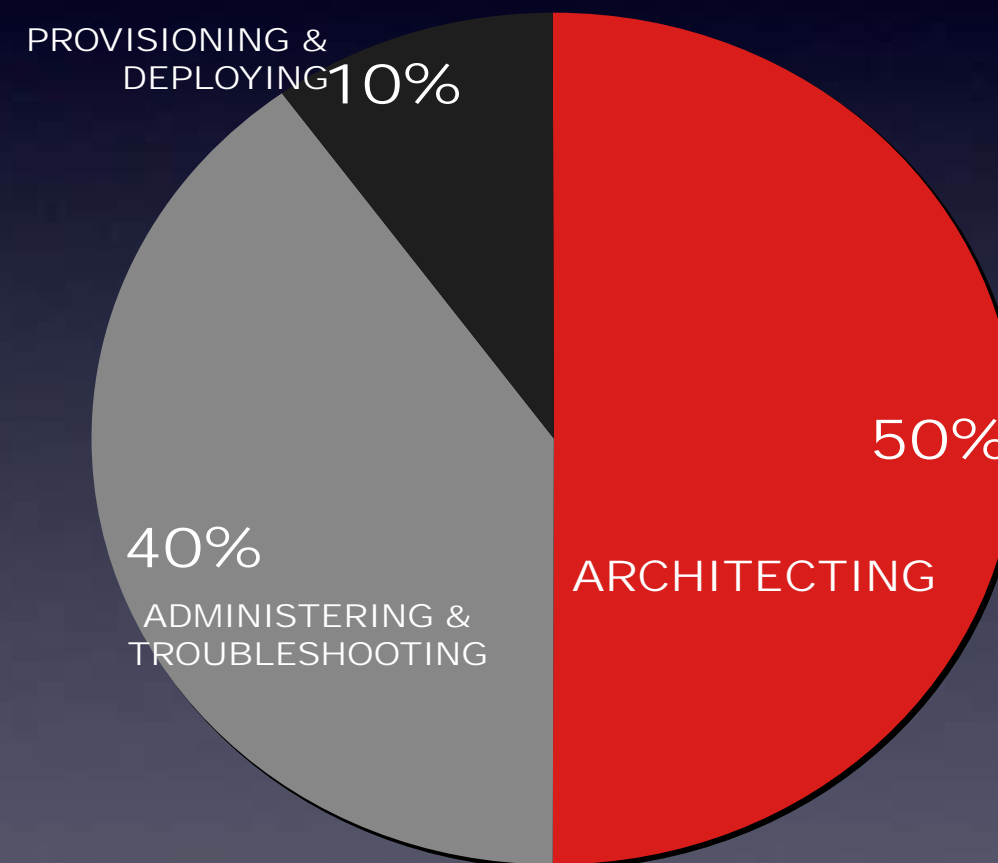
IMPLICATIONS FOR OPERATORS

# The Evolution of Fanatical Support

FROM:



TO:



# Developers Typically Start

The screenshot shows a Google search for "rackspace developer". The search bar contains the text "rackspace developer" and the Google logo is on the left. The user's name "John Engates" and a notification badge with the number "12" are visible in the top right. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", and "More", along with "Search tools". The search results show "140 personal results. 5,750,000 other results." An advertisement for Rackspace Open Cloud is displayed, featuring the text "Rackspace® Open Cloud 1 (877) 416 3868" and "www.rackspace.com/". Below the ad, there are four links: "Order Now", "Cloud Servers", "Cloud Files", and "Cloud Sites". The search results list several documents from Rackspace, including "Rackspace Cloud API Documentation", "Rackspace", "Rackspace Cloud Load Balancers Developer Guide - Rackspace ...", "Cloud Files™ Developer Guide - Rackspace Cloud API ...", and "Preface - Next Generation Cloud Servers™ Developer Guide - API v2".

140 personal results. 5,750,000 other results.

Ad related to **rackspace developer**

**Rackspace® Open Cloud** 1 (877) 416 3868  
[www.rackspace.com/](http://www.rackspace.com/)  
Don't Let Your Data Get Locked Down Sign Up Now For The Open Cloud!  
Rackspace has 9,008 followers on Google+

[Order Now](#) [Cloud Files](#)  
[Cloud Servers](#) [Cloud Sites](#)

**Rackspace Cloud API Documentation**  
[docs.rackspace.com/](http://docs.rackspace.com/)  
API Developer Guide. These documents are intended for software developers interested in developing applications using the Rackspace Application ...  
[Overview](#) - [Preface](#) - [Cloud Sites](#) - [The First 48](#) - [Chapter 1. Overview](#)

**Rackspace**  
[www.rackspace.com/](http://www.rackspace.com/)  
More than 205000 businesses trust Rackspace, the open cloud company. ...  
Rackspace Launches Mobile Cloud Stacks to Accelerate Development of Mobile ...  
You, Lew Moorman, BK Box and 12 other people +1'd this

**Rackspace Cloud Load Balancers Developer Guide - Rackspace ...**  
[docs.rackspace.com/loadbalancers/api/v1.0/clb-devguide/.../index.html](http://docs.rackspace.com/loadbalancers/api/v1.0/clb-devguide/.../index.html)  
This document is intended for software developers interested in ...

**Cloud Files™ Developer Guide - Rackspace Cloud API ...**  
[docs.rackspace.com/files/api/v1/cf-devguide/content/index.html](http://docs.rackspace.com/files/api/v1/cf-devguide/content/index.html)  
This document is intended for software developers interested in ...

**Preface - Next Generation Cloud Servers™ Developer Guide - API v2**  
[docs.rackspace.com/servers/api/v2/cs-devguide/.../ch\\_preface.html](http://docs.rackspace.com/servers/api/v2/cs-devguide/.../ch_preface.html)  
Some of these extensions are generally available through OpenStack while others implement Rackspace-specific features to meet customers' expectations and



# Developers Developers Developers

The image shows a screenshot of the Rackspace website homepage. At the top, there is a navigation bar with the Rackspace logo and the tagline "the open cloud company". The main headline reads "YOU'VE GOT CODE TO WRITE" followed by "LET US MANAGE THE REST". A developer is shown working on a laptop. A circular call-to-action button says "SEE HOW IT WORKS". A badge on the left indicates "Live Chat". A curved arrow points to the text "NEAR 100% UPTIME". The bottom of the page features four service categories: "THE OPEN CLOUD", "MANAGED CLOUD", "MAGENTO HOSTING", and "SAAS HOSTING".

Navigation: Email Us, Start a Chat, Sales: +44 (0)20 8712 6537, Support, Login, UK

Menu: Rackspace, Cloud Hosting, Managed Hosting, Email & Apps

Search: Search

Live Chat

**YOU'VE GOT CODE TO WRITE**  
LET US MANAGE THE REST

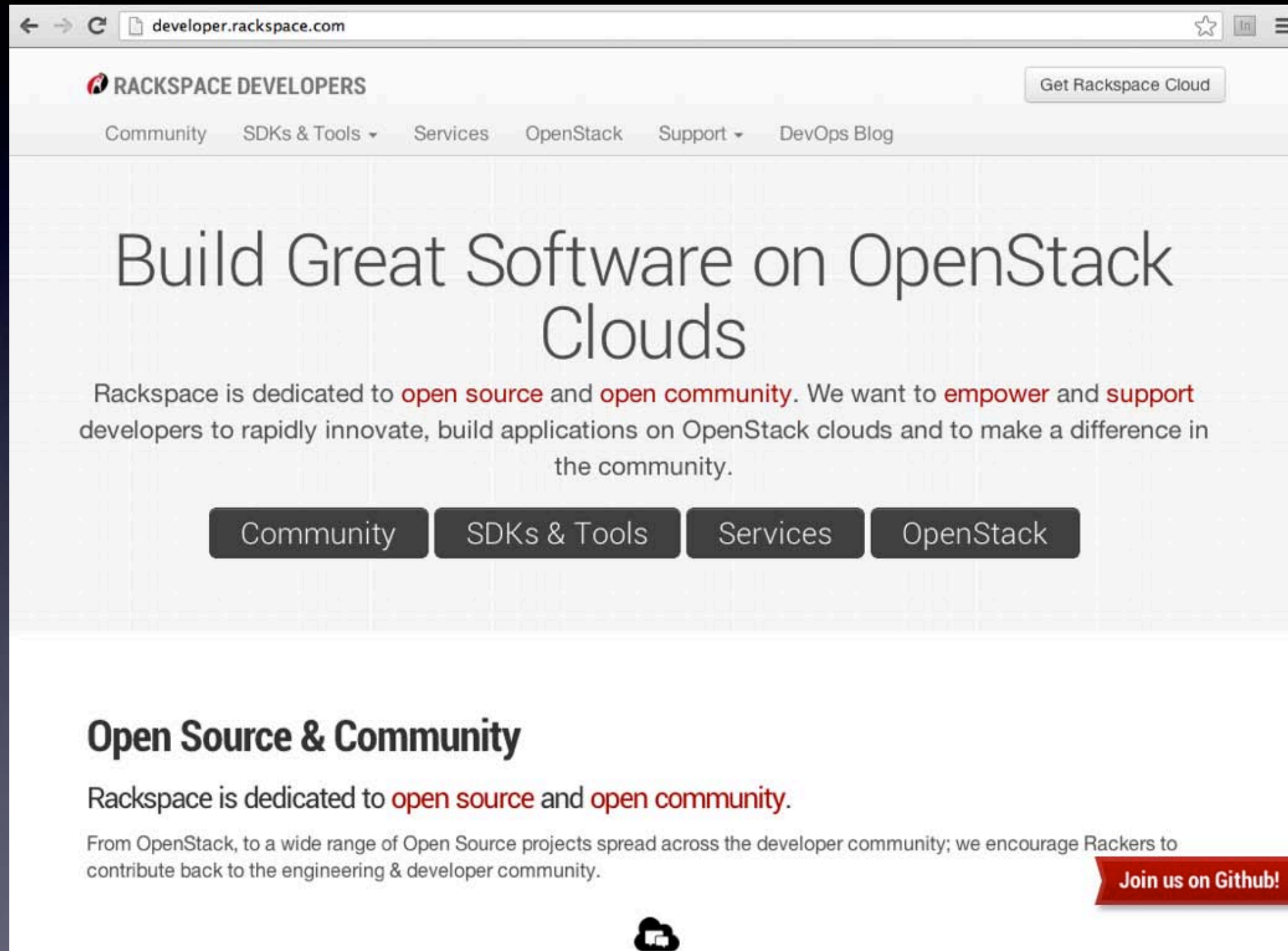
SEE HOW IT WORKS

NEAR 100% UPTIME

THE OPEN CLOUD | MANAGED CLOUD | MAGENTO HOSTING | SAAS HOSTING



# SDKs and APIs



The image is a screenshot of a web browser displaying the Rackspace Developers website. The browser's address bar shows the URL 'developer.rackspace.com'. The website's header includes the Rackspace logo and the text 'RACKSPACE DEVELOPERS', a 'Get Rackspace Cloud' button, and a navigation menu with links for 'Community', 'SDKs & Tools', 'Services', 'OpenStack', 'Support', and 'DevOps Blog'. The main content area features a large heading 'Build Great Software on OpenStack Clouds' and a paragraph stating: 'Rackspace is dedicated to open source and open community. We want to empower and support developers to rapidly innovate, build applications on OpenStack clouds and to make a difference in the community.' Below this text are four dark buttons labeled 'Community', 'SDKs & Tools', 'Services', and 'OpenStack'. A lower section is titled 'Open Source & Community' and contains the text: 'Rackspace is dedicated to open source and open community. From OpenStack, to a wide range of Open Source projects spread across the developer community; we encourage Rackers to contribute back to the engineering & developer community.' A red button labeled 'Join us on Github!' is positioned at the bottom right of this section. The footer of the page features a small OpenStack logo.

← → ↻ developer.rackspace.com ☆ In ☰

**RACKSPACE DEVELOPERS** Get Rackspace Cloud

Community SDKs & Tools Services OpenStack Support DevOps Blog

## Build Great Software on OpenStack Clouds

Rackspace is dedicated to **open source** and **open community**. We want to **empower** and **support** developers to rapidly innovate, build applications on OpenStack clouds and to make a difference in the community.


Community SDKs & Tools Services OpenStack

### Open Source & Community

Rackspace is dedicated to **open source** and **open community**.

From OpenStack, to a wide range of Open Source projects spread across the developer community; we encourage Rackers to contribute back to the engineering & developer community.

[Join us on Github!](#)



# On GitHub

The screenshot shows a web browser window displaying the GitHub profile for 'rackerlabs'. The browser's address bar shows 'https://github.com/rackerlabs'. The GitHub logo is in the top left, and navigation links for 'Explore GitHub', 'Search', 'Features', and 'Blog' are in the top right, along with 'Sign up for free' and 'Sign in' buttons. The profile header includes the 'Rackspace Hosting' logo, the name 'rackerlabs', and location 'San Antonio, TX'. It also shows '83 public repos' and '50 members'. The main content area is titled 'Repositories' and contains a search bar and a list of repositories. The first repository is 'jclouds.github.com', which is a fork of 'jclouds/jclouds.github.com' and contains 'static content for jclouds.org'. Other repositories listed include 'jclouds-examples' (forked from 'jclouds/jclouds-examples'), 'wadi-tools', 'stacktach', and 'jclouds-labs' (forked from 'jclouds/jclouds-labs'). Each repository entry includes its name, description, last update time, programming language, star count, and fork count.

**GitHub** Explore GitHub Search Features Blog Sign up for free Sign in

**Rackspace Hosting**  
rackerlabs

San Antonio, TX  
<http://developer.rackspace.com>  
Joined on May 13, 2009

**83** public repos **50** members

Repositories Members

Find a Repository... All Sources Forks Mirrors

**jclouds.github.com** ★ 1 25  
forked from [jclouds/jclouds.github.com](#)  
static content for jclouds.org  
Last updated 7 hours ago

**jclouds-examples** Java ★ 0 51  
forked from [jclouds/jclouds-examples](#)  
examples of how to use jclouds  
Last updated 7 hours ago

**wadi-tools** XML ★ 13 4  
Last updated 2 days ago

**stacktach** Python ★ 20 12  
Last updated 2 days ago

**jclouds-labs** Java ★ 0 19  
forked from [jclouds/jclouds-labs](#)  
incubating apis and providers for jclouds

# Community



Cloud Hosting Managed Hosting Email & Apps About

Sales: 1-800-961-2888 Support: 1-800-961-44



Join or Sign in

General Discussion

Product Forums

Developer Forum

Dedicated & Hybrid Hosting

Community Central

[Home](#) » [Developer Forum](#)



## Developer Forum

For our community members who dream in 1's and 0's, who look at the world as being just a few lines of code from perfection - this is the place for you to be! Jump right in and get your dev-speak on with other like minded members!

Get this RSS feed

Create New Topic

1 2 3

All Recent

Unanswered

TOPIC ▼

REPLIES ▼

VIEWS ▼

LATEST POST BY ▼

**how to set expiration time for X-Auth-Token**

Posted by: [mudasirmirza](#) on Apr 26, 2013 2:01 PM

3

24



FanaticalEvan

Apr 27, 2013 1:48 AM

**Develop Mobile Apps Quickly On The Rackspace Cloud**

Posted by: [Charnell](#) on Apr 24, 2013 8:01 PM

0

58



Charnell

Apr 24, 2013 8:01 PM

Go ▶

Search Everything

Search Developer Forum

### Feedback

Let us know what you think of the Open Cloud Community.

# DevOps Blog

The screenshot shows a web browser window with the title "Vagrant now supports Rackspace Open Cloud - DevOps: A Rackspace Blog". The address bar contains the URL "devops.rackspace.com/vagrant-now-supports-rackspace-open-cloud.html#.UXswTL-X1bx". The browser interface includes navigation buttons, a "Reader" mode button, and window control icons.

The page header features the Rackspace logo and navigation links: "Developer Center", "Developer Community", "Launch Guide", and "Events". There are also "Sign Up" and "Log In" buttons.

The main content area has a sub-header "RACKSPACE DEVOPS BLOG" with a cloud icon. Below this is a navigation bar with links for "API Information", "Reference Architecture", "SDKs", and "System Status", along with a search box and an "Atom" feed link.

The article content includes the date "MAR 14TH, 2013" and the title "Vagrant Now Supports Rackspace Open Cloud" by Tomaz Muraus. It features social media sharing icons for Facebook, Twitter, LinkedIn, and Google+. The text of the article begins with "We are happy to announce support for Rackspace Open Cloud in [Vagrant 1.1!](#)" and continues with "Vagrant is a Ruby-based tool for building and deploying virtualized development environments. Developers love it because it allows them to easily create and deploy reproducible development environments." and "With Vagrant 1.1 and the new Rackspace driver you aren't limited to your local machine and VirtualBox anymore. You can now also run your development machines on Rackspace Open Cloud".

The right sidebar contains a section titled "Empowering developers to successfully consume and build on the Rackspace Open Cloud". Below this is a "Recent Posts" section with links to "Thoughts from ChefConf: Day 1", "Getting started with Hadoop using Hortonworks Sandbox", "Cloud Monitoring Adds PagerDuty Integration", "Displaying prepared code with syntax highlighting on Android", and "Love, Magic, & APIs". At the bottom of the sidebar is a "GitHub Repos" section with a link to "jclouds".

# DEVELOPER TOOLS



# Mailgun

The screenshot shows the Mailgun website homepage. At the top, there's a navigation bar with the Mailgun logo (a red '@' symbol followed by 'mailgun by rackspace'), and links for 'Pricing & Plans', 'Documentation', 'The Blog', and a 'Login' button. Below the navigation, the main heading is 'Email For Developers', followed by a sub-headline: 'Mailgun is a set of powerful APIs that allow you to send, receive and track email effortlessly.' A blue button labeled 'Pricing & Plans' is positioned below the text. To the right of the text is an illustration of a futuristic email machine with a satellite dish and a power button. Below this section, there's a 'CUSTOMERS' section with a 'case studies' link and logos for GitHub, uservoice, stripe, Parse, 37signals, and heroku. The 'FEATURES' section is partially visible at the bottom, with a 'more features' link and the heading 'Built For Developers'. It includes the text 'Control everything through intuitive, RESTful APIs.' and a list of features: 'Fast and simple HTTP API or SMTP interface.' and 'Server-side MIME assembly. No libraries required.'

mailgun by rackspace

Pricing & Plans Documentation The Blog Login

## Email For Developers

Mailgun is a set of **powerful APIs** that allow you to **send, receive** and **track** email effortlessly.

[Pricing & Plans](#)

CUSTOMERS [case studies](#)

GitHub uservoice stripe Parse 37signals heroku

FEATURES [more features](#)

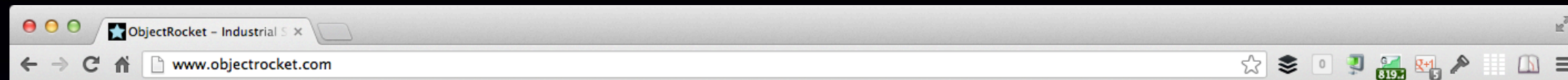
### Built For Developers

Control everything through intuitive, **RESTful APIs**.

- Fast and simple HTTP API or SMTP interface.
- Server-side MIME assembly. No libraries required.

```
sender = 'ev@mailgun.net'
recipient = 'taylor@mailgun.net'
subject = 'App Invite'
body = "<html>
<body>
<header>
```

# ObjectRocket



Home

Pricing

Details

About

Careers

Contact

Support

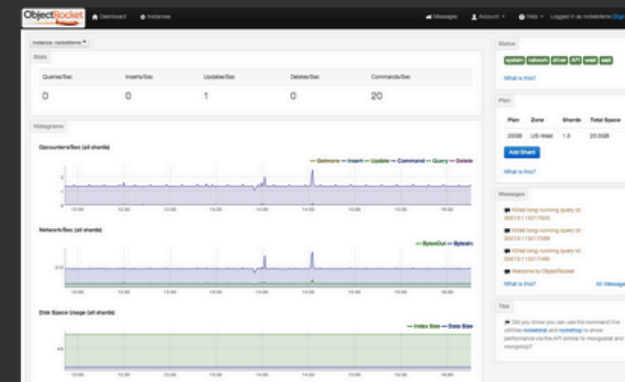
Blog

Docs

Login


## Say Hello to Industrial Strength MongoDB

Built from the ground up, ObjectRocket is the premium MongoDB database-as-a-service (DBaaS). The only solution that is by default highly available, automatically sharded and unbelievably fast.



Plans start at \$29/mo for pure SSD shards. First 30 days are free!


Start Your Free Trial


 Highly Available

Most DBaaS solutions are

 Scalable

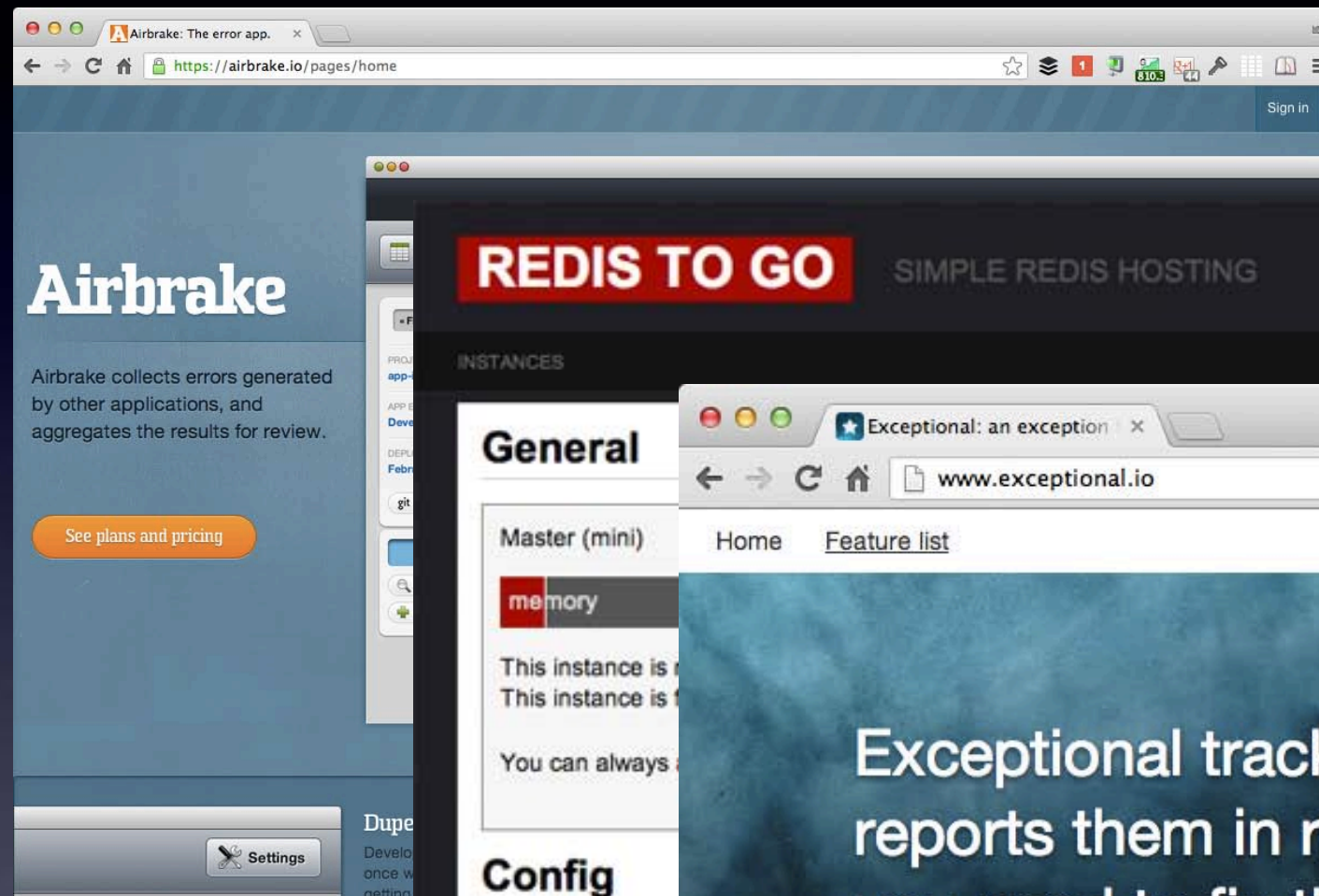
ObjectRocket is the only

 Amazing Support

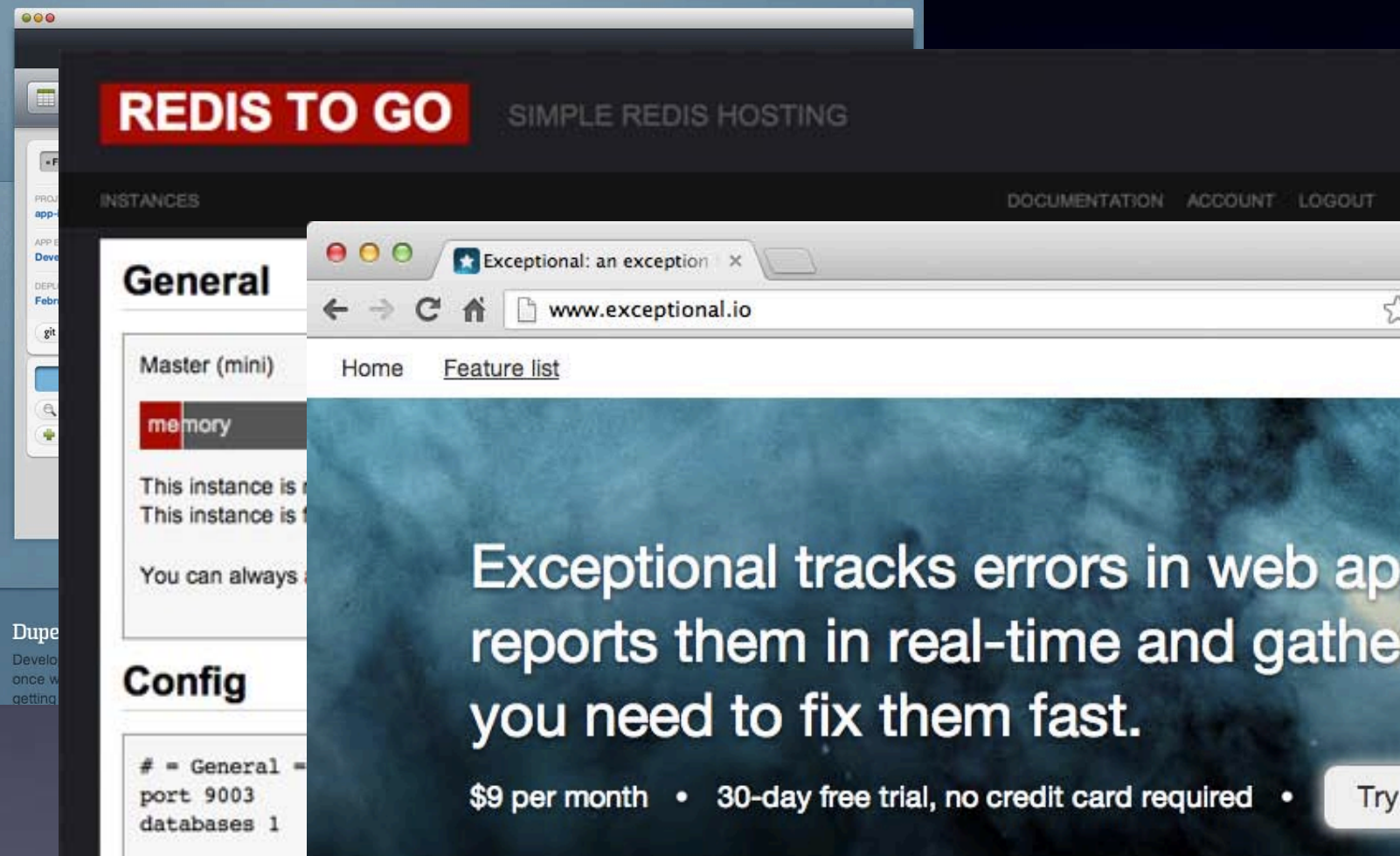
 Performance

ObjectRocket has been

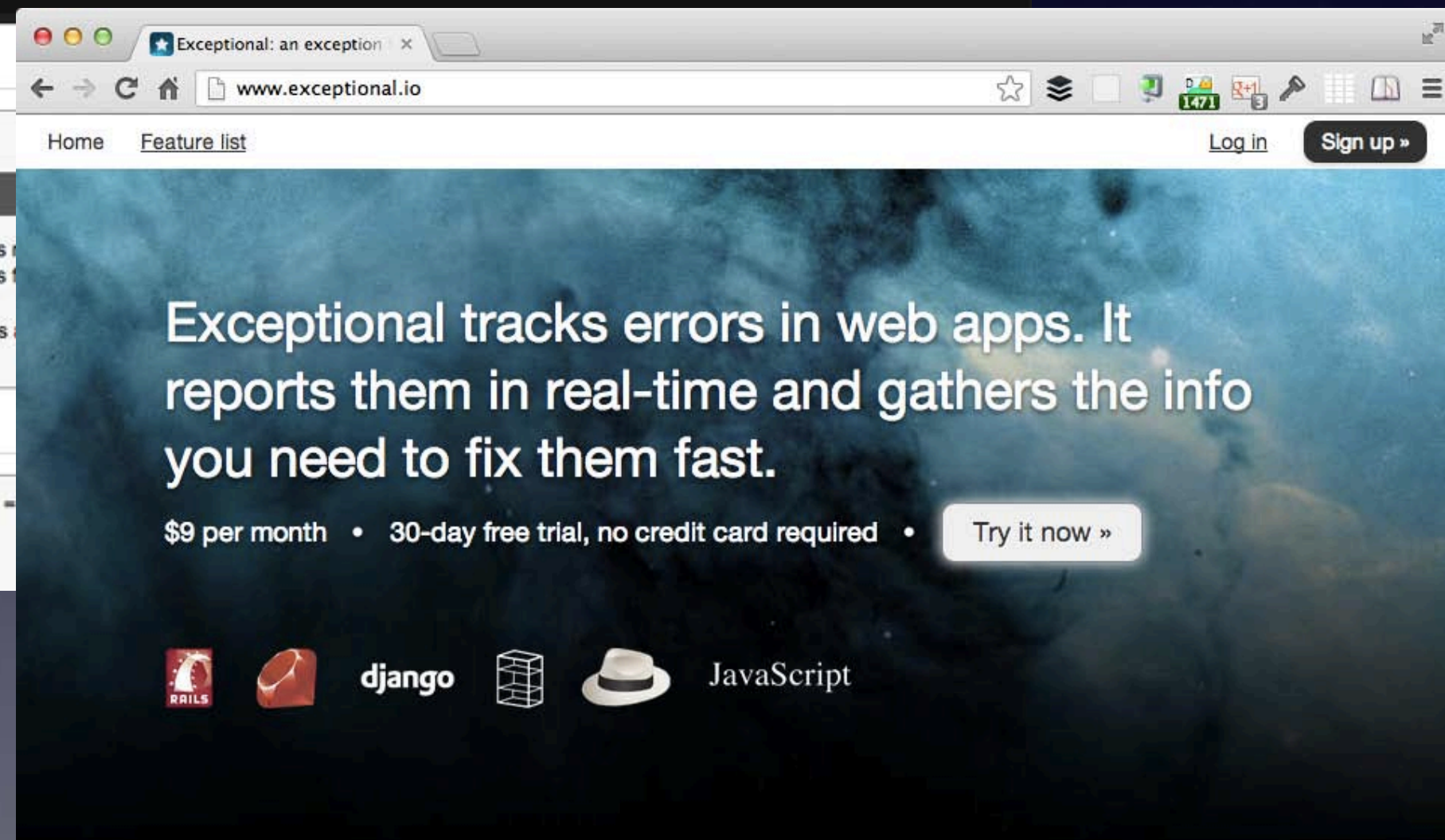
# Exceptional Cloud Services



A screenshot of the Airbrake website. The page features the Airbrake logo and a description: "Airbrake collects errors generated by other applications, and aggregates the results for review." Below this is an orange button labeled "See plans and pricing". At the bottom, there is a "Settings" button.



A screenshot of the Redis To Go website. The header includes the "REDIS TO GO" logo and the tagline "SIMPLE REDIS HOSTING". Below the header, there are sections for "General" and "Config". The "General" section includes a "memory" section and text: "This instance is...", "This instance is...", and "You can always...". The "Config" section shows "# = General =", "port 9003", and "databases 1".



A screenshot of the Exceptional website. The page features a large blue background with the text: "Exceptional tracks errors in web apps. It reports them in real-time and gathers the info you need to fix them fast." Below this is a pricing section: "\$9 per month • 30-day free trial, no credit card required • Try it now »". At the bottom, there are logos for Rails, Django, and JavaScript.

HYBRID CLOUD  
GIVES DEVELOPERS  
THE MOST POWER



# HYBRID CLOUD





# HYBRID CLOUD



WHY?

# “2013: Year of the Hybrid Cloud”

**NETWORKWORLD**

“Savvy IT organizations are devising a hybrid IT strategy that is built on internal and external clouds”

— Gartner 2013 Cloud Planning Guide

**Gartner.**

"Three quarters of firms using IaaS today use or plan to use a hybrid cloud strategy”

—Forrester Research, 2013

**FORRESTER**

"I'm convinced 2013 is going to be the year of the hybrid cloud infrastructure."

— Tracy Corbo, principal research analyst  
at Enterprise Management Associates.

**EMA**

# 3 MYTHS

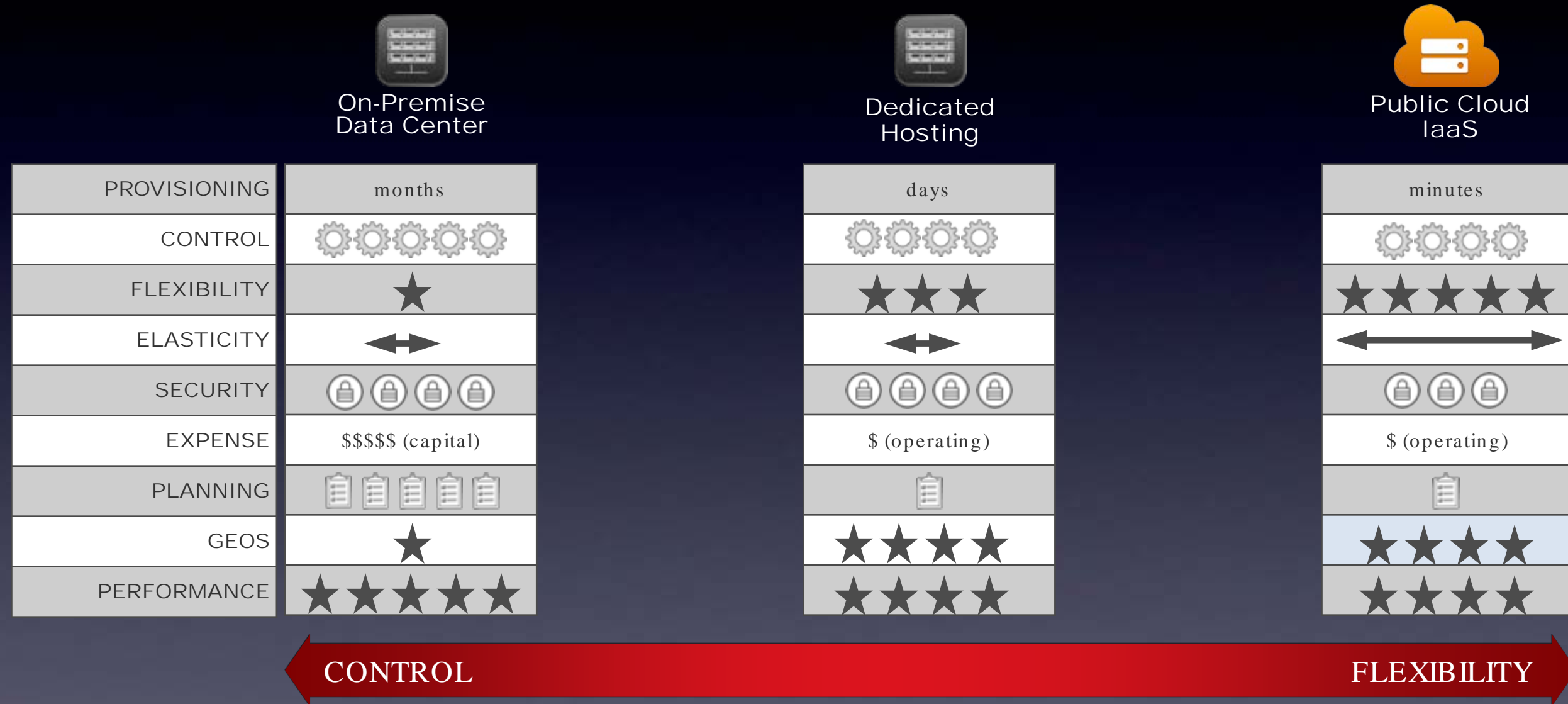
# 3 MYTHS OF PUBLIC CLOUD

- **All apps run best in the public cloud**
- **It's always cheaper to run on public cloud**
- **Everything can be automated in a public cloud/(So who needs support?)**

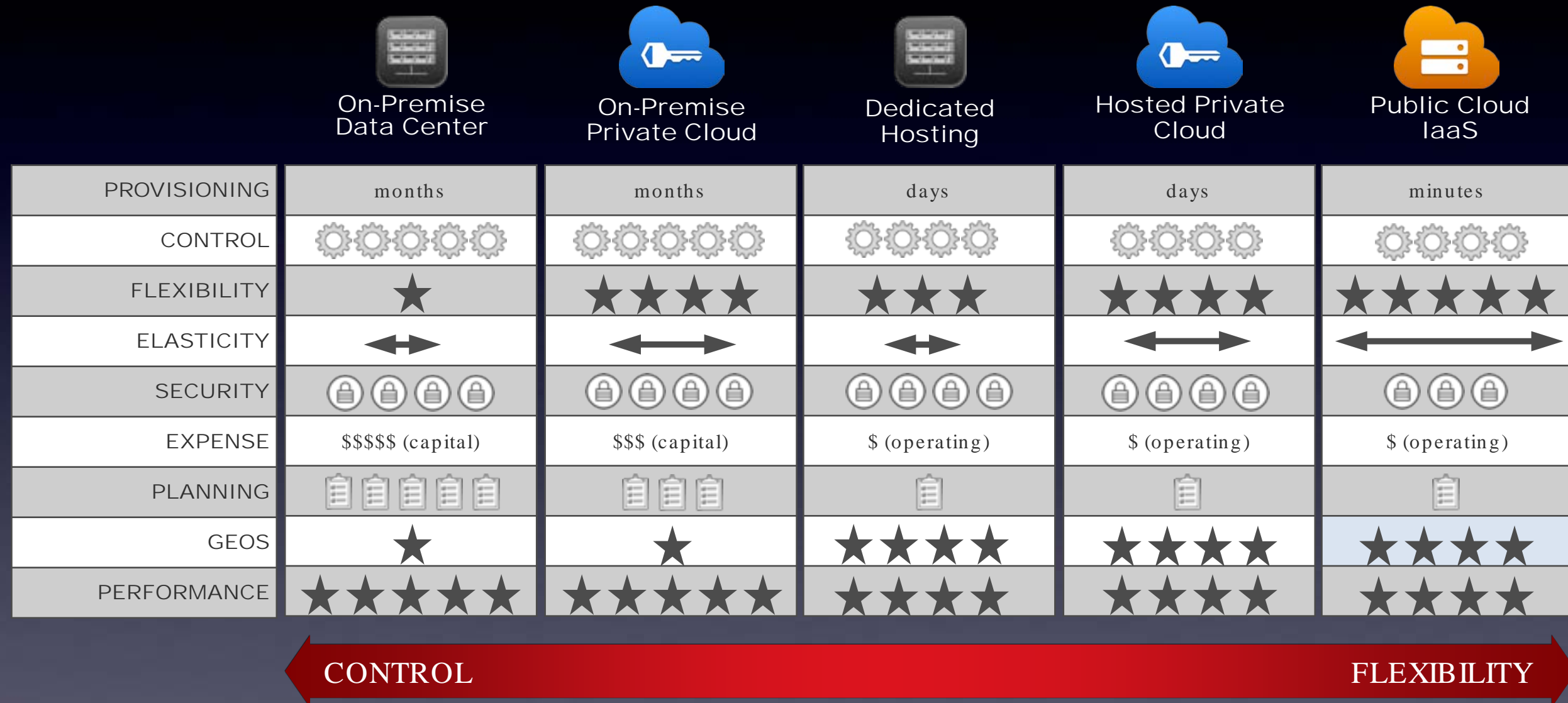




# HYBRID CLOUD: THE RIGHT FIT FOR ENTERPRISE



# HYBRID CLOUD: THE RIGHT FIT FOR ENTERPRISE



How do you meet all these needs?

SECURITY



SCALABILITY



AGILITY



AVAILABILITY



**HYBRID CLOUD**



NEW SHOW!  
MONDAY  
AT 7 P.M.!

the **Real Executives**  
OF HOLLYWOOD

**CAUTION:**  
Players at Play

FULLHD





PLAY GAME

POINTS

LEVELS

PERKS



**the Real Executives**  
OF HOLLYWOOD







**the Real Executives**  
OF HOLLYWOOD



**CAUTION:**  
Players at Play

**PLAY VIDEO**

# the Real Executives

OF HOLLYWOOD



**CAUTION:**  
Players at Play

**PLAY GAME**

**LEVELS**

**POINTS**

**PERKS**









# Every app = unique needs



SECURITY



SCALABILITY



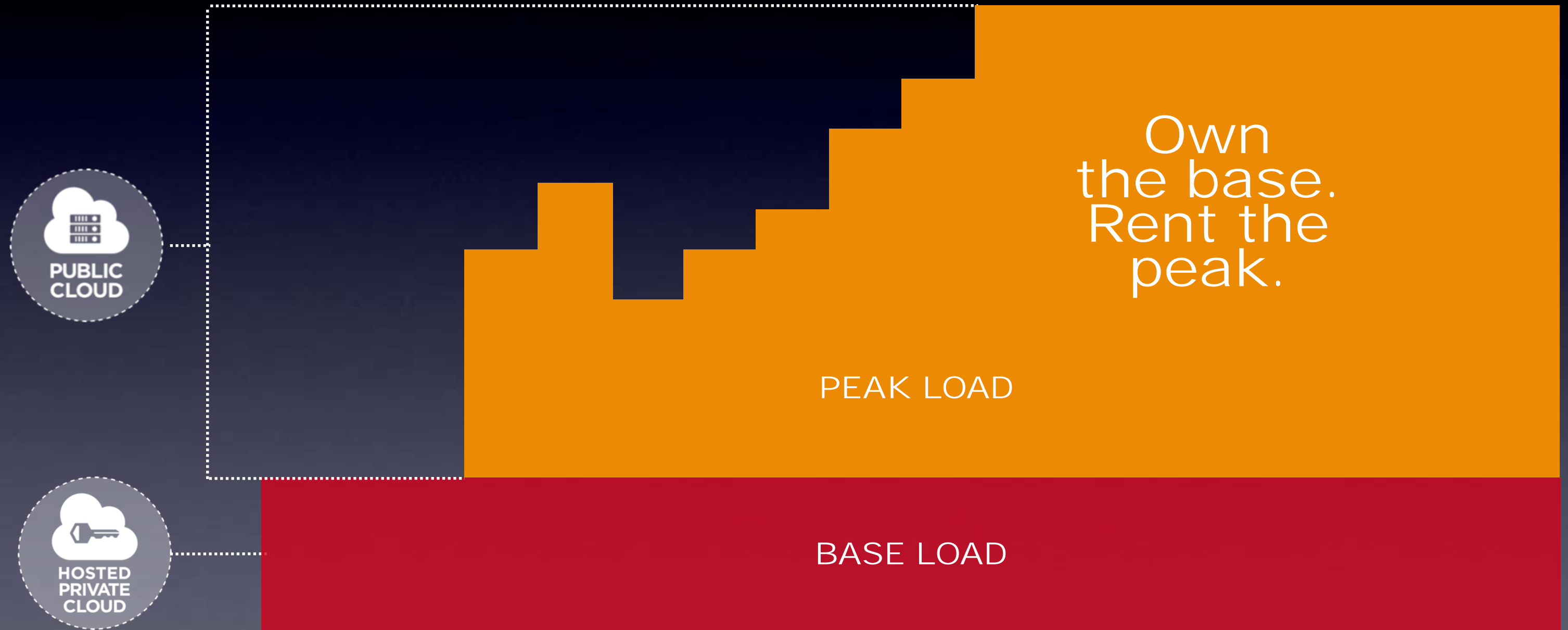
AGILITY



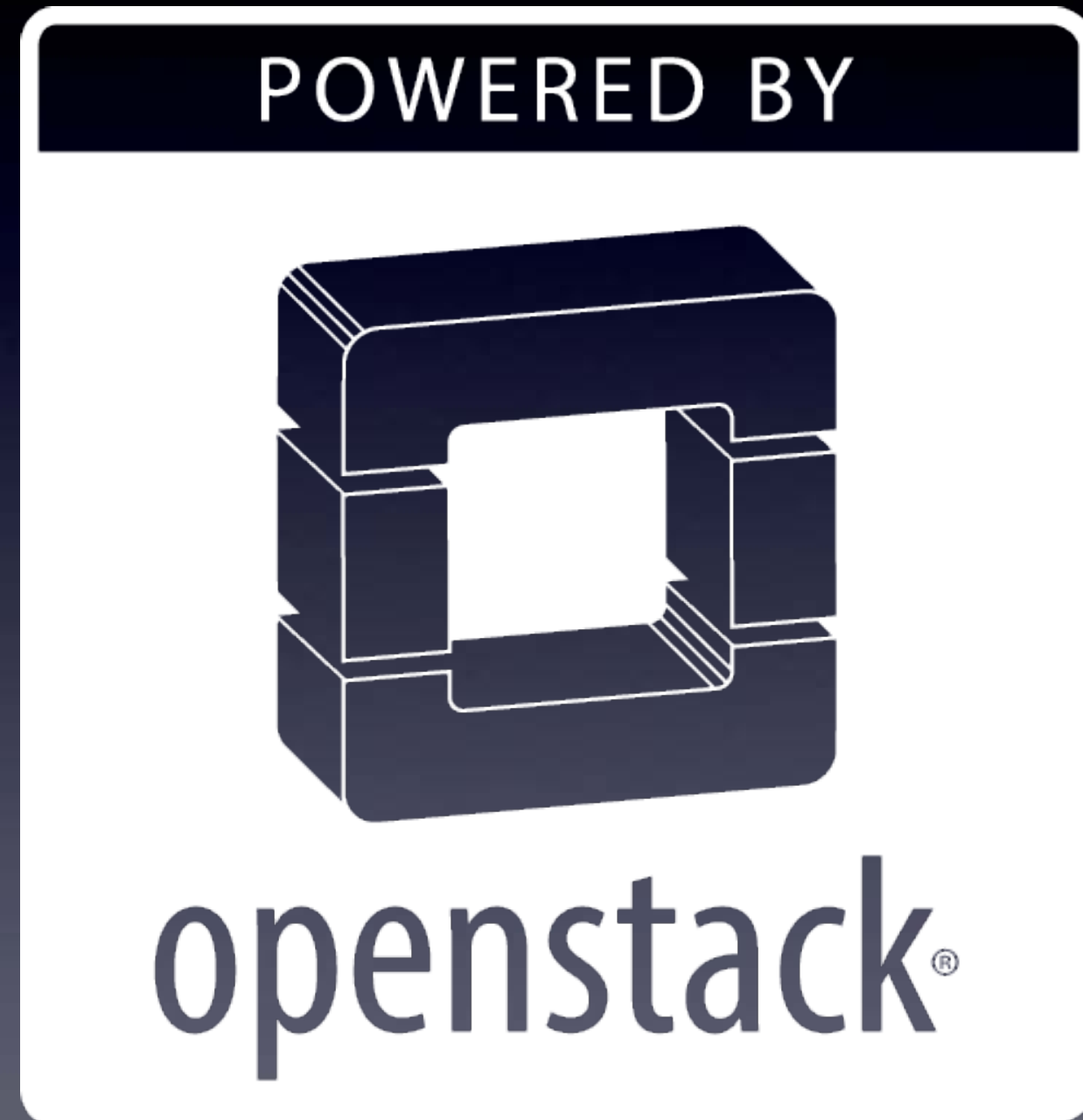
AVAILABILITY



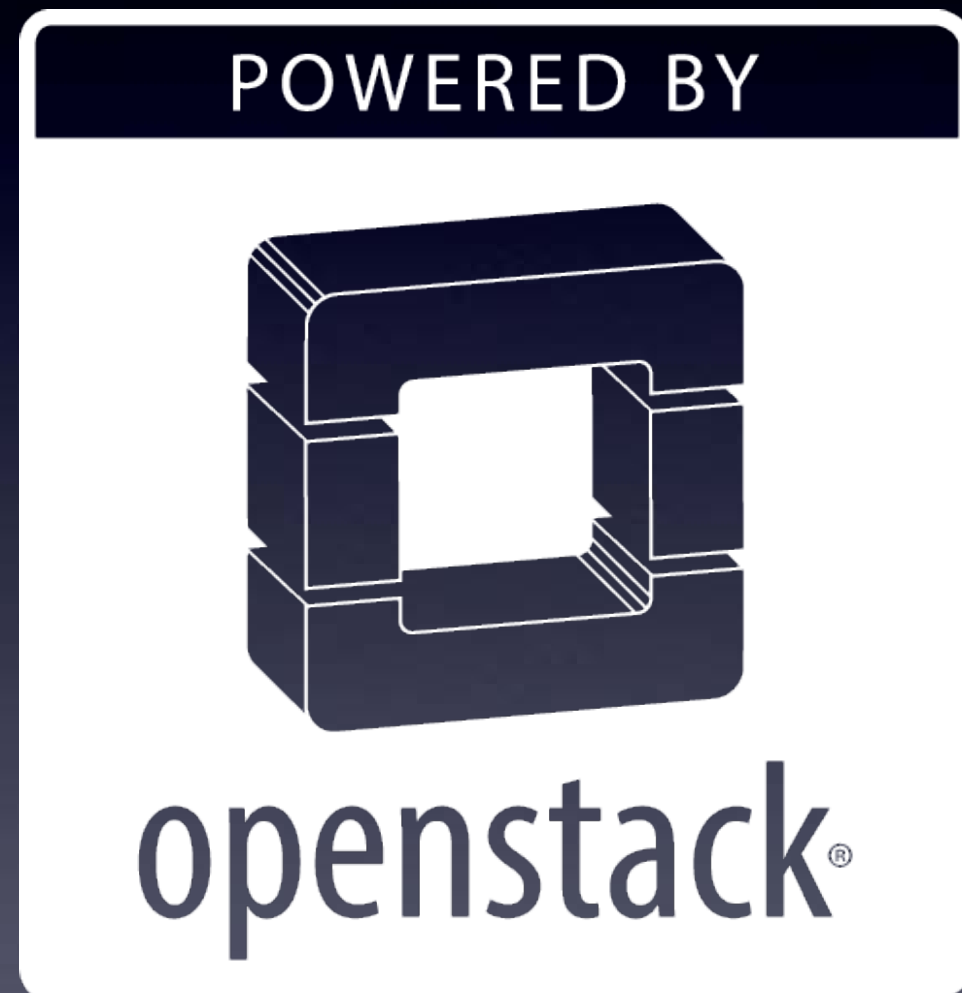
# Hybrid Cloud



# Open Enables Hybrid

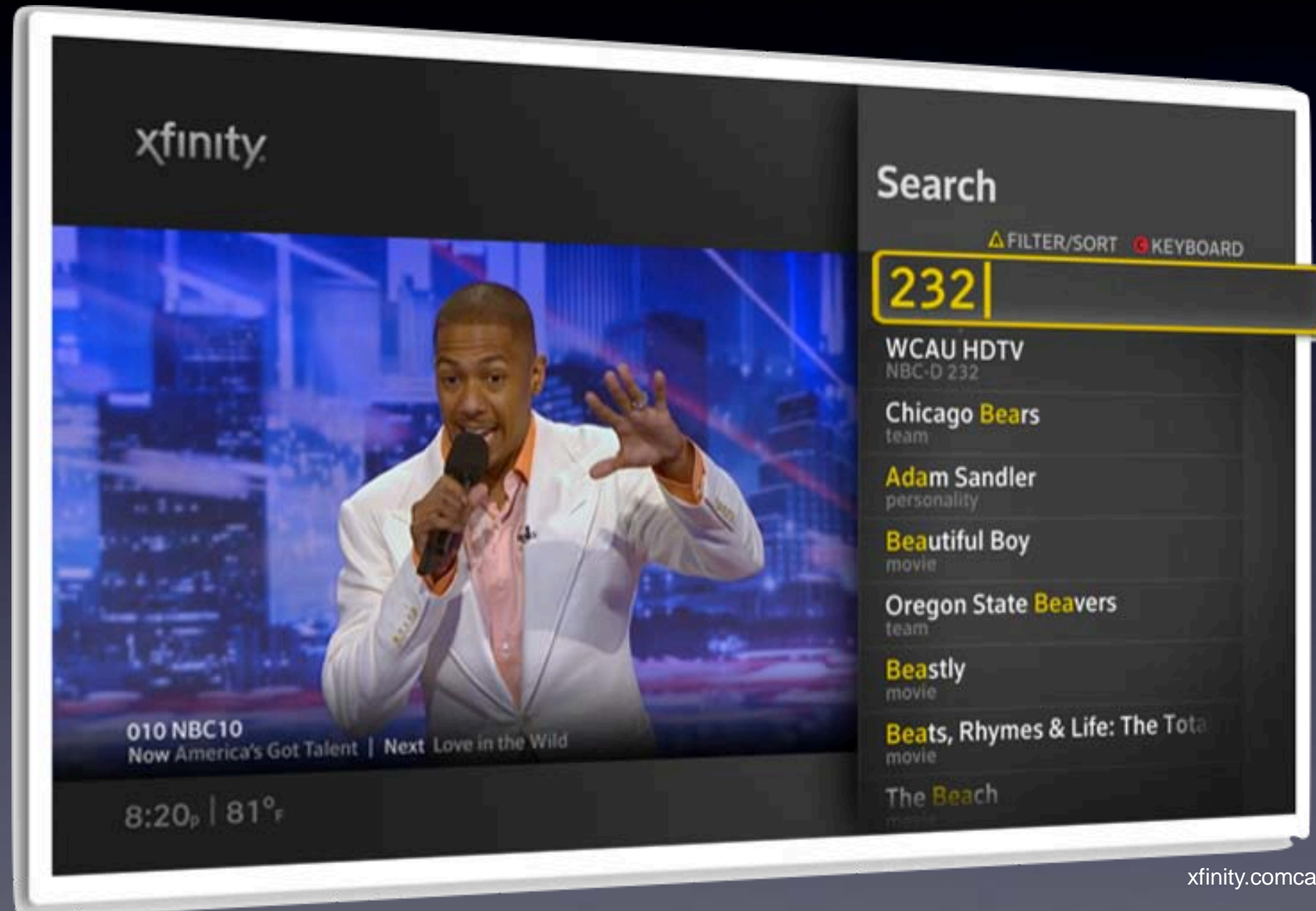


# Companies turning their developers loose on OpenStack



- Comcast
- Bloomberg
- Best Buy
- PayPal
- CERN
- HubSpot

# Comcast XFINITY X1 runs on OpenStack





# GUARDRAILS

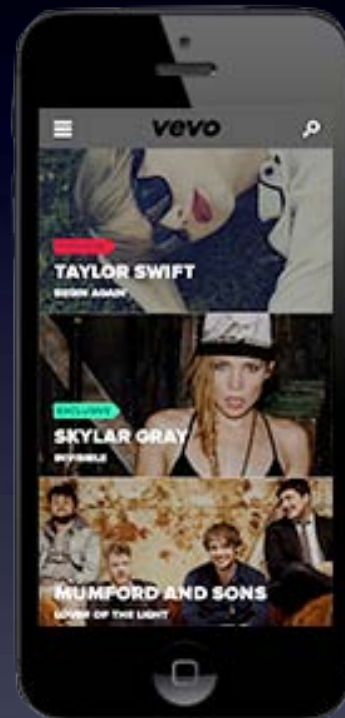


# CASE STUDIES

CASE STUDY

**vevo**

# vevo



## SITUATION

- Web-based music video and entertainment service
- 68 million visitors/month
- 3 billion video streams/month

## CHALLENGES

- Storage and transfer of large media files

# vevo



**DEDICATED  
HOSTING**



**PUBLIC  
CLOUD**

## SOLUTION

- Hybrid solution
- RackConnect for management of large media files
- Dedicated environment
- Custom servers
- Managed storage
- Scalable compute in the cloud for CPU-intensive transcoding



CASE STUDY:

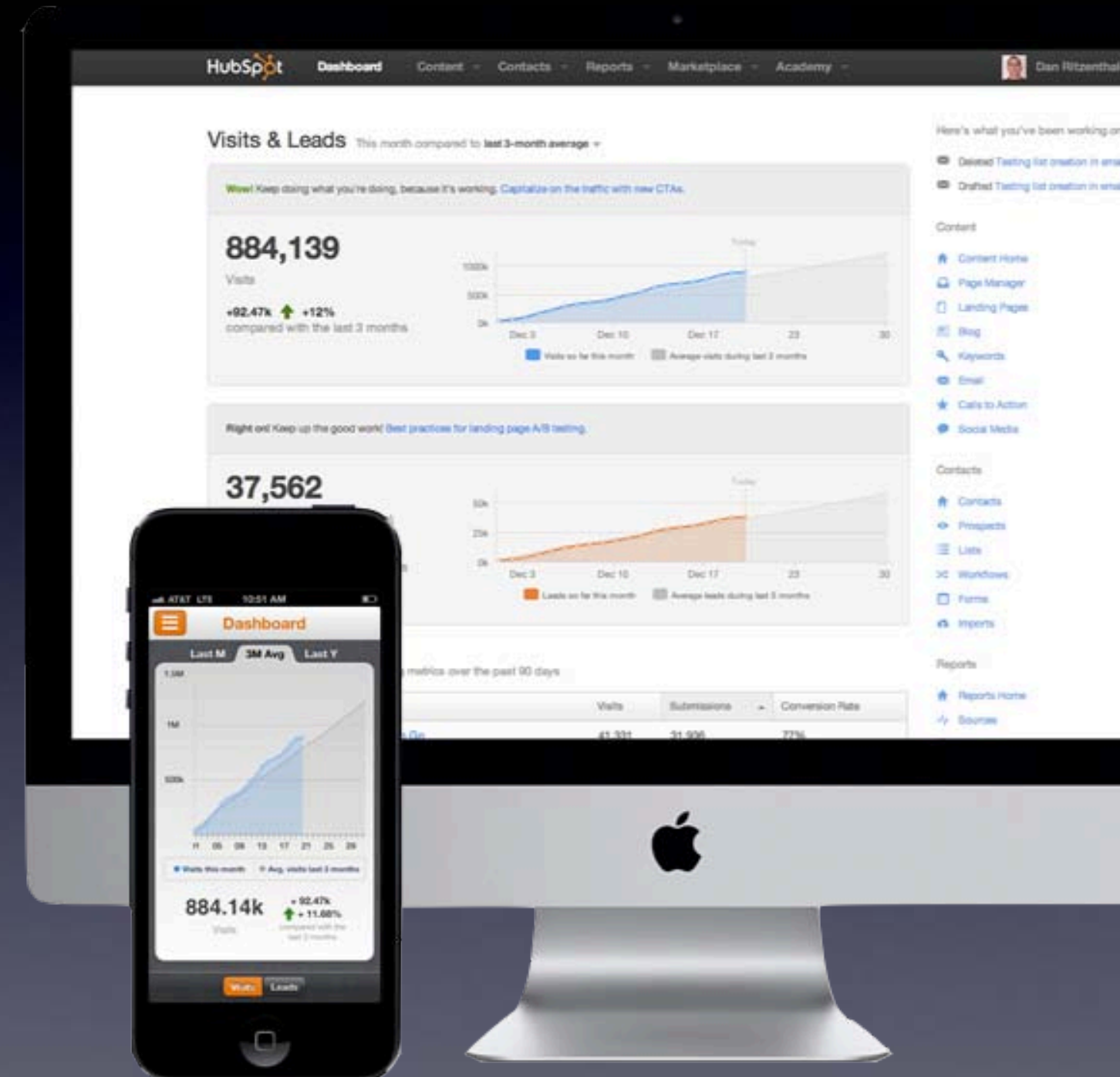


## SITUATION

- 8,000 customers / 56 countries
- Continuous deploy and provision
- 75 updates/day
- Idea to production=20 mins.
- Ran only Public Cloud

## CHALLENGES

- More control
- More reliability (Goal=99.99%)
- Image parity
- Determine own destiny

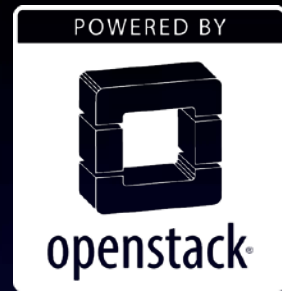




## SOLUTION

- Hosted Rackspace Private Cloud
- Dedicated (Bare Metal)
- Hybrid Cloud

# HubSpot

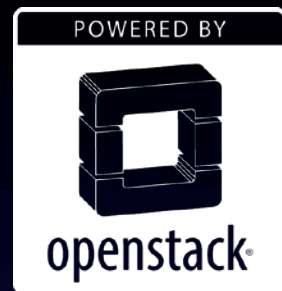


11/2011



Diablo  
108 Cores  
0.9TB RAM

# HubSpot



11/2011



Diablo  
108 Cores  
0.9TB RAM

8/2012



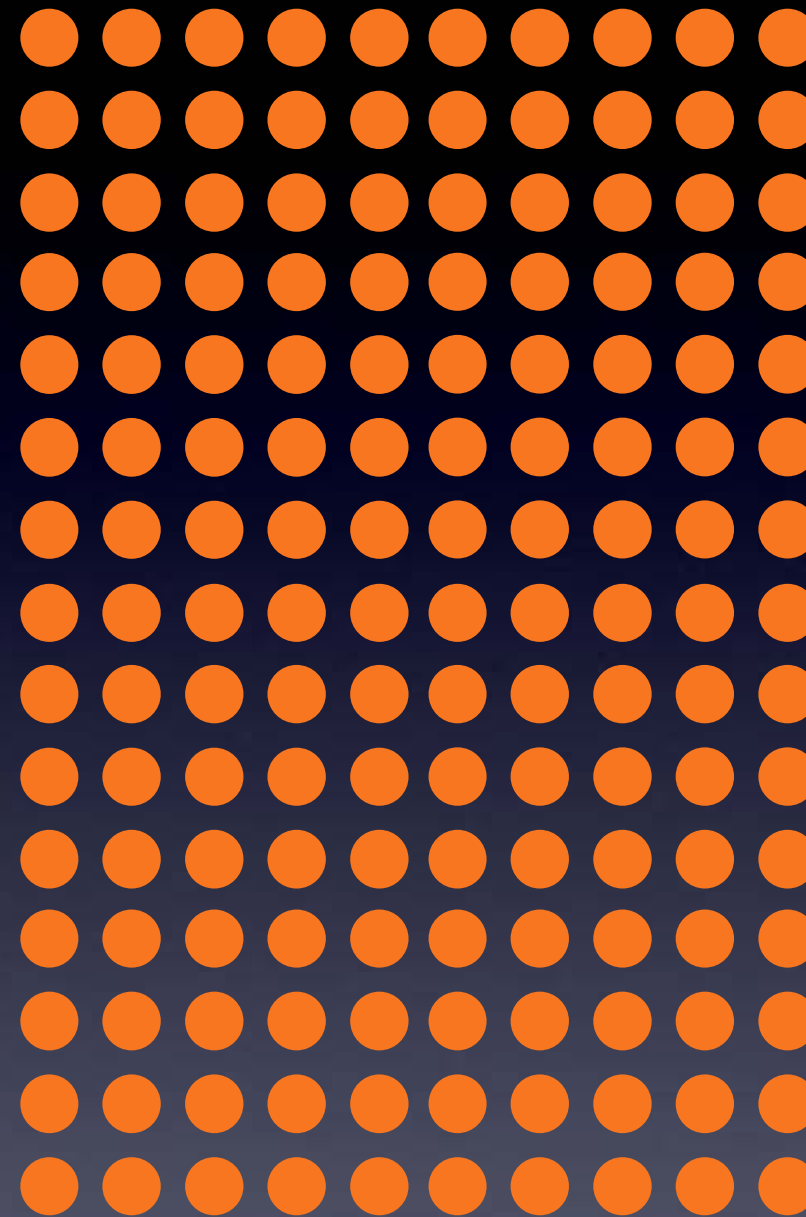
Essex  
224 Cores  
1.8TB RAM



# HubSpot



1/2013



11/2011



Diablo  
108 Cores  
0.9TB RAM

8/2012



Essex  
224 Cores  
1.8TB RAM

Folsom  
2004 Cores  
21TB RAM



RESULTS **4x**

EFFICIENCY  
IN THE  
SAME WORKLOADS

IMAGE PARITY



# WHY OPEN MATTERS



# KEY TAKEAWAYS

- Developers Rule
- Hybrid Cloud Gives Developers the Most Power and Freedom
- Developers with Power Drive Innovation



# Ignite Innovation by turning your Developers loose on Hybrid Cloud

JARET CHILES  
CLOUD SOLUTIONS ARCHITECT, ENTERPRISE CLOUD SOLUTIONS

TERRENCE DEJAGER  
SENIOR MANAGER, ENTERPRISE CLOUD SOLUTIONS

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