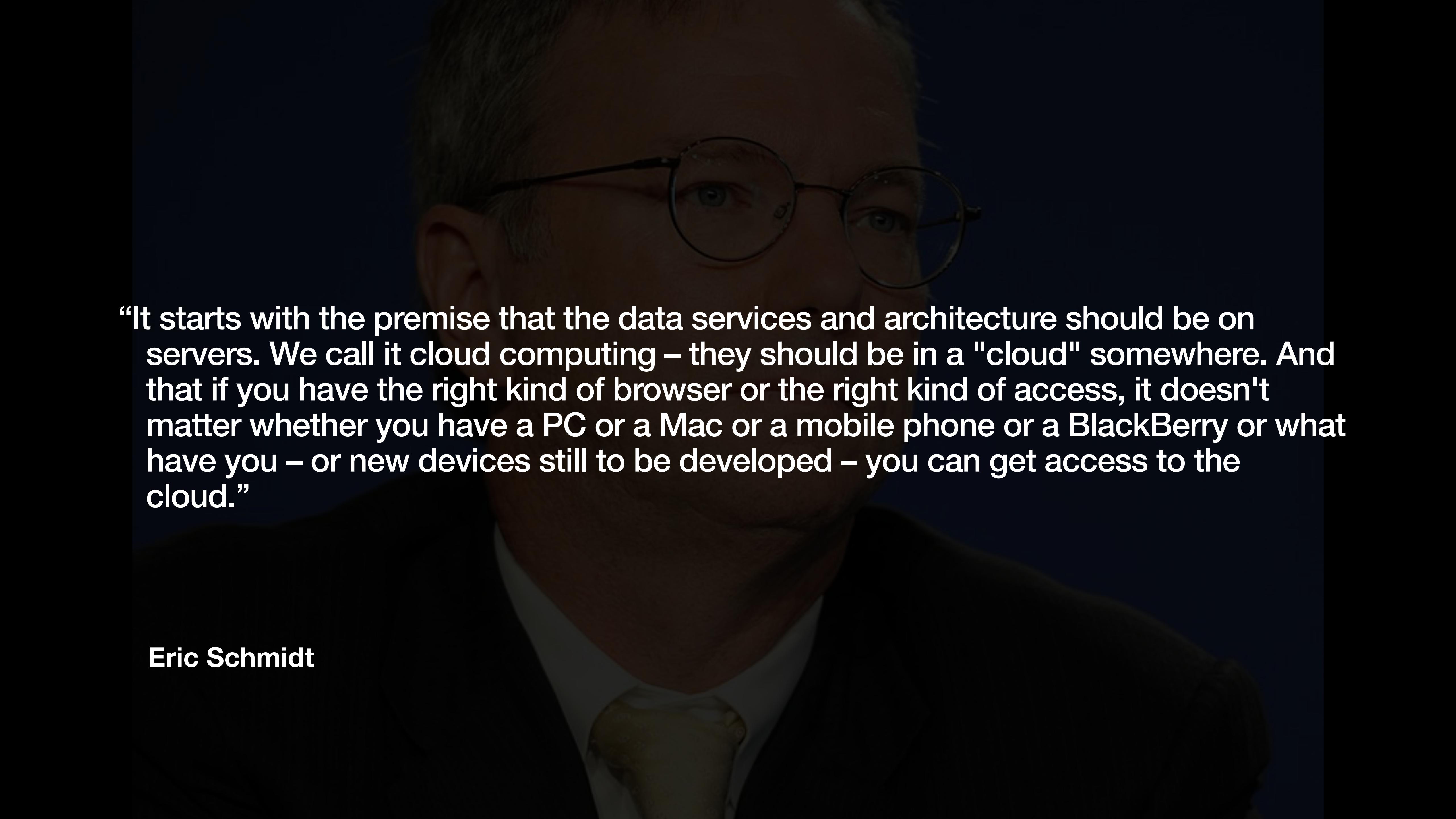


# Cloud Computing

## Architecture

A dark, low-key portrait of Eric Schmidt. He is shown from the chest up, wearing round-rimmed glasses and a dark suit jacket over a white shirt and a patterned tie. The lighting is dramatic, with strong highlights on his face and hands, while the background is mostly in shadow.

**“It starts with the premise that the data services and architecture should be on servers. We call it cloud computing – they should be in a "cloud" somewhere. And that if you have the right kind of browser or the right kind of access, it doesn't matter whether you have a PC or a Mac or a mobile phone or a BlackBerry or what have you – or new devices still to be developed – you can get access to the cloud.”**

**Eric Schmidt**



CONFIDENTIAL

Internet Solutions Division Strategy  
for Cloud Computing

COMPAQ COMPUTER CORPORATION

CST presentation  
November 14, 1996

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How Soel & Machine

Are Conquest  
Define the VANS  
Define EDI.

High Security  
Edge Service  
Store & forward  
Vertical

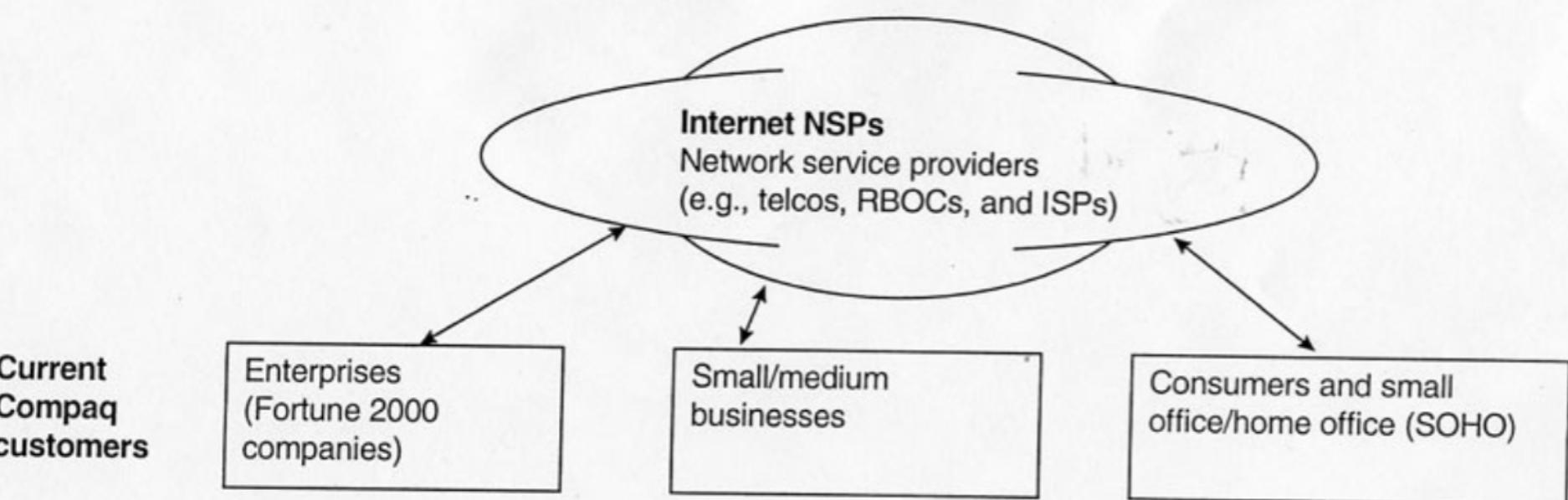
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How Soel & Maire  
Are Conquist  
the VANS

**COMPAQ**

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## INTERNET CLOUD WILL HAVE SUBSTANTIAL IMPACT ON COMPAQ CUSTOMERS



Current  
Compaq  
customers

Enterprises  
(Fortune 2000  
companies)

Small/medium  
businesses

Consumers and small  
office/home office (SOHO)

Internet-  
related  
opportunities  
for Compaq  
customers

- Intracompany connectivity (e.g., intranets, collaboration, remote access)
- Intercompany connectivity (e.g., extranets) including security, reliability, and quality of access
- E-commerce as new channel
- Internet as information source
- Intercompany connectivity (e.g., with supplier and customers) and reliability of access
- Internet as business resource (e.g., information source, channel)
- High bandwidth products for basic access
- Fully integrated access to desired content
  - Ease of use
  - Cost of access

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Compaq Confidential

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How Soel & Machine  
Are Conquist  
the VANS

**COMPAQ**  
Internet Solutions Division Strategy  
for Cloud Computing

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COMPAQ COMPUTER CORPORATION

Internet NSPs  
Network service providers  
(e.g., telcos, RBOCs, and ISPs)

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Current  
Compaq  
customers

Enterprises  
(Fortune 2000  
companies)

Internet-  
related  
opportunities  
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customers

- Intracompany conn (e.g., intranets, collaboration, remote access)
- Intercompany conn (e.g., extranets) in security, reliability, quality of access
- E-commerce as new channel
- Internet as information source

**COMPAQ**

EXECUTIVE SUMMARY

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- The emergence of the Internet is driving the migration of communication and collaboration applications into the Internet "cloud" (e.g., telephony, fax). This migration is resulting in increased infrastructure spending as well as raising new challenges for CIOs to integrate the cloud into future enterprise-wide IT solutions
- • ISD is specifically targeting Network Service Providers, the providers of "cloud" services. ISD will enable NSPs to transition from providing basic services today (access only) to providing value-added services
  - ISD strategy will generate significant incremental revenues for Compaq by providing key technologies and services to NSPs
    - Provide virtual SKUs and new hardware platforms
    - Define a service management layer to enable NSPs to deliver more value-added services
    - Provide services to the NSPs to enable them to deliver more value-added services
  - ISD is pursuing specific initiatives to implement its strategy
    - Near-term wins have been achieved at EMEA, APD and NA
    - Plans are in place to develop a showcase, pursue investment in NetCentric, and implement sales and marketing programs

Compaq Confidential 12

# Characteristics

# Characteristics

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- Servers and storage can be provisioned **on-demand** without human interaction.

# Characteristics

- **Standardised access** for heterogeneous thin and thick clients to resources and capabilities.

# Characteristics

- **Resource pooling** through multi-tenant access to infrastructure.

# Characteristics

- **Rapid elasticity** of capabilities towards demands of client, affording almost unlimited resources for short bursts.

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- **Measured service** that can be monitored and used to determine resource usage.

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