**Private Cloud Economics White Papers**

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| Internal HDS Paper | External Customer Version Paper |
| * Large install of USP * Opportunity to convert USP to HUS VM * How to start this conversation * Private concerns and hidden cost of public cloud * What does the customer need for the transformation and how we can help   + Service catalog   + Charge-back and tracking   + Current costs baseline * What key messages for sales to take   + Unit cost reduction   + Improved functionality   + Agility   + Pay as you go   + Use tech refresh as the time to move to a private cloud * Customers can take advantage of utility pricing with localized control, management * Link to external clouds for some extended price and cost benefits when needed * GSS important in this transformation   + Metrics, architecture, transformation, migration, new management   + Manages services * Key ingredients for private cloud architectures (if you don’t have this, needs to be in place)   + Virtualization   + Compression, de-dupe, thinning   + Tiering   + Policies for tiering, aging, archive   + Catalog   + Metering, charge   + Efficiency and cost metrics   + Option for managed services | Private cloud can reduce OPEX and CAPEX without a distruptive migration to public cloud with all the inherent risks and problems  Look for and compare to key inflection points   * Key ingredients for private cloud architectures (if you don’t have this, needs to be in place)   + Virtualization   + Compression, de-dupe, thinning   + Tiering   + Policies for tiering, aging, archive   + Catalog   + Metering, charge   Efficiency and cost metrics  Differneces between cloud, managed services, new acquisition models |