THE SDN (R)EVOLUTION

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www.vyatta.com

Industrial Lock

Certified pros

Customer relationships

Channel power

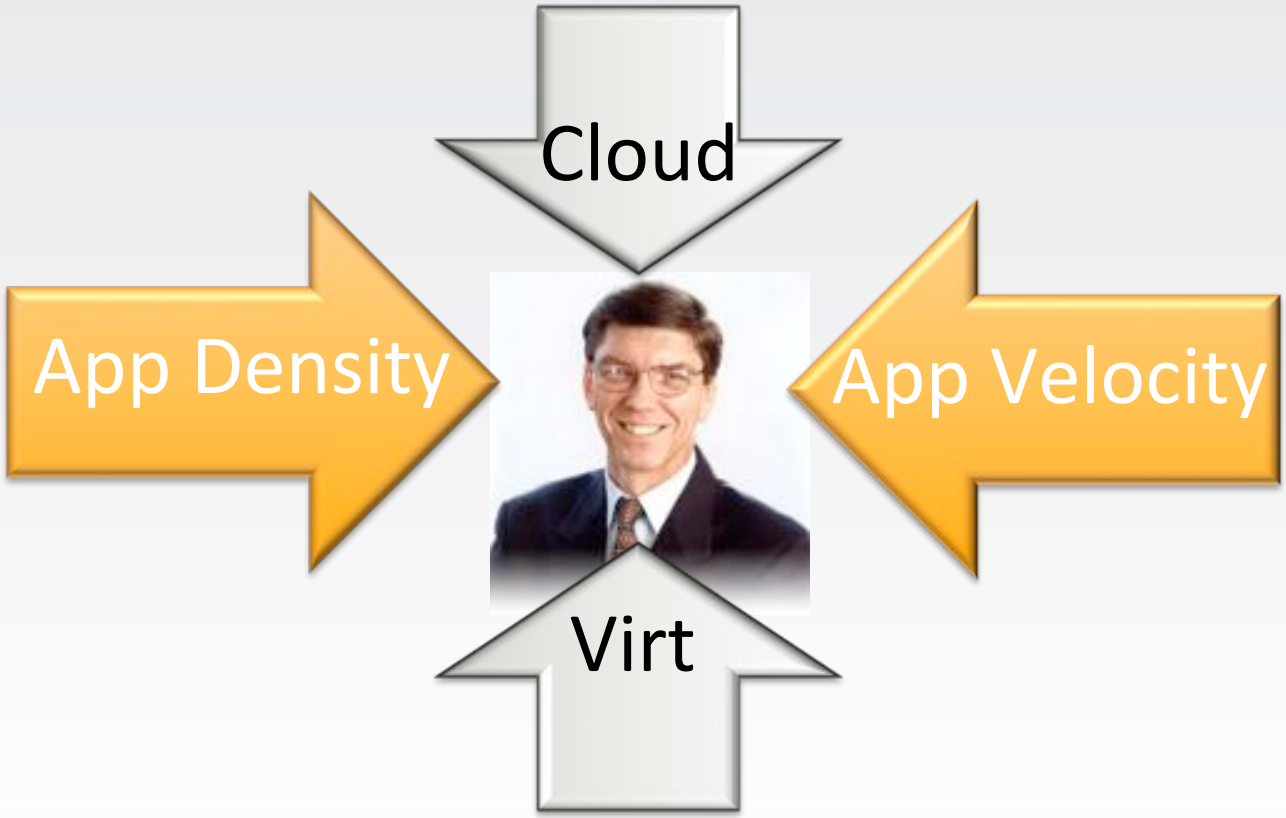
How many psychologists does it take to change a light bulb?

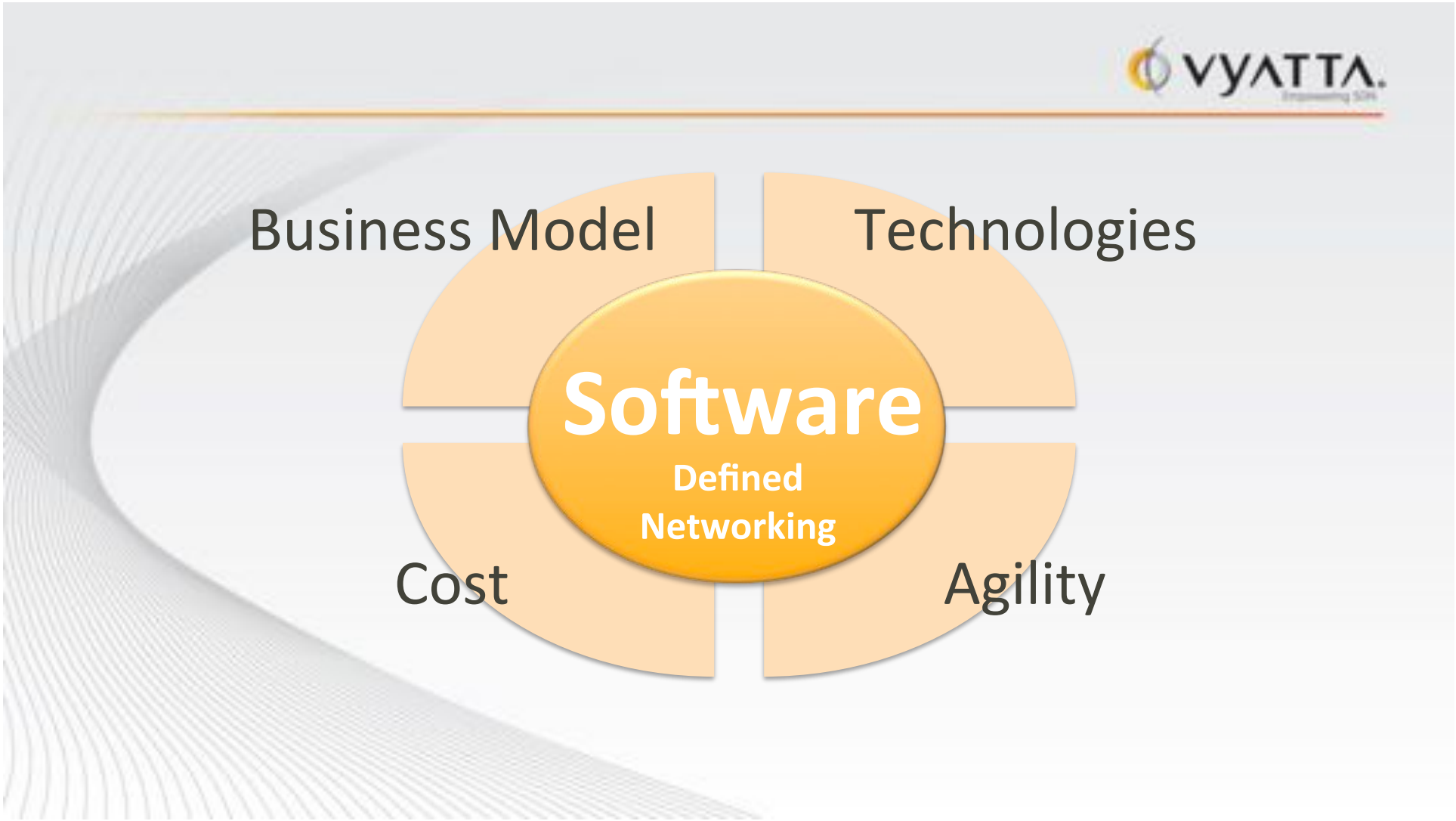
Only one.

But the light bulb must want to change.

"Data center networks are in my way."
- 2009, James Hamilton, VP/DE Amazon Web Services

Driving Factors for Network Change




VYATTA.
Business Model
Technologies
Software
Defined
Networking
Cost
Agility

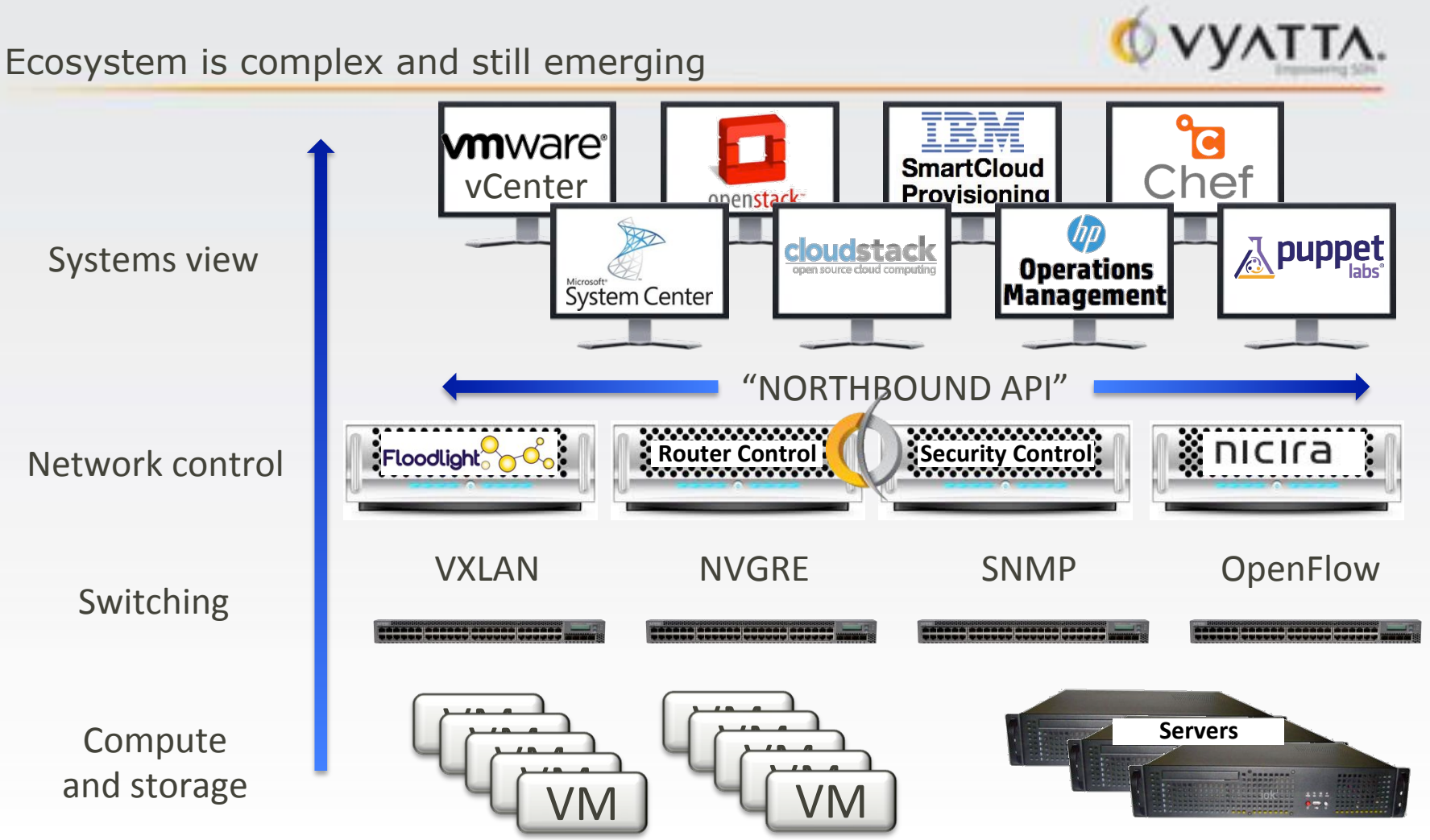
Vyatta: Software-Based Networking & Security

- Founded 2006
  - $45m in funding to date
  - 60+ employees
- Layer 3+, enterprise-class
  - Routing, firewall, VPN
  - Hypervisor agnostic
  - REST API
- 1,000,000 downloads
- 100% annual compound sales growth
- 1,000 customers
- Annual subscription pricing model

CUSTOMERS

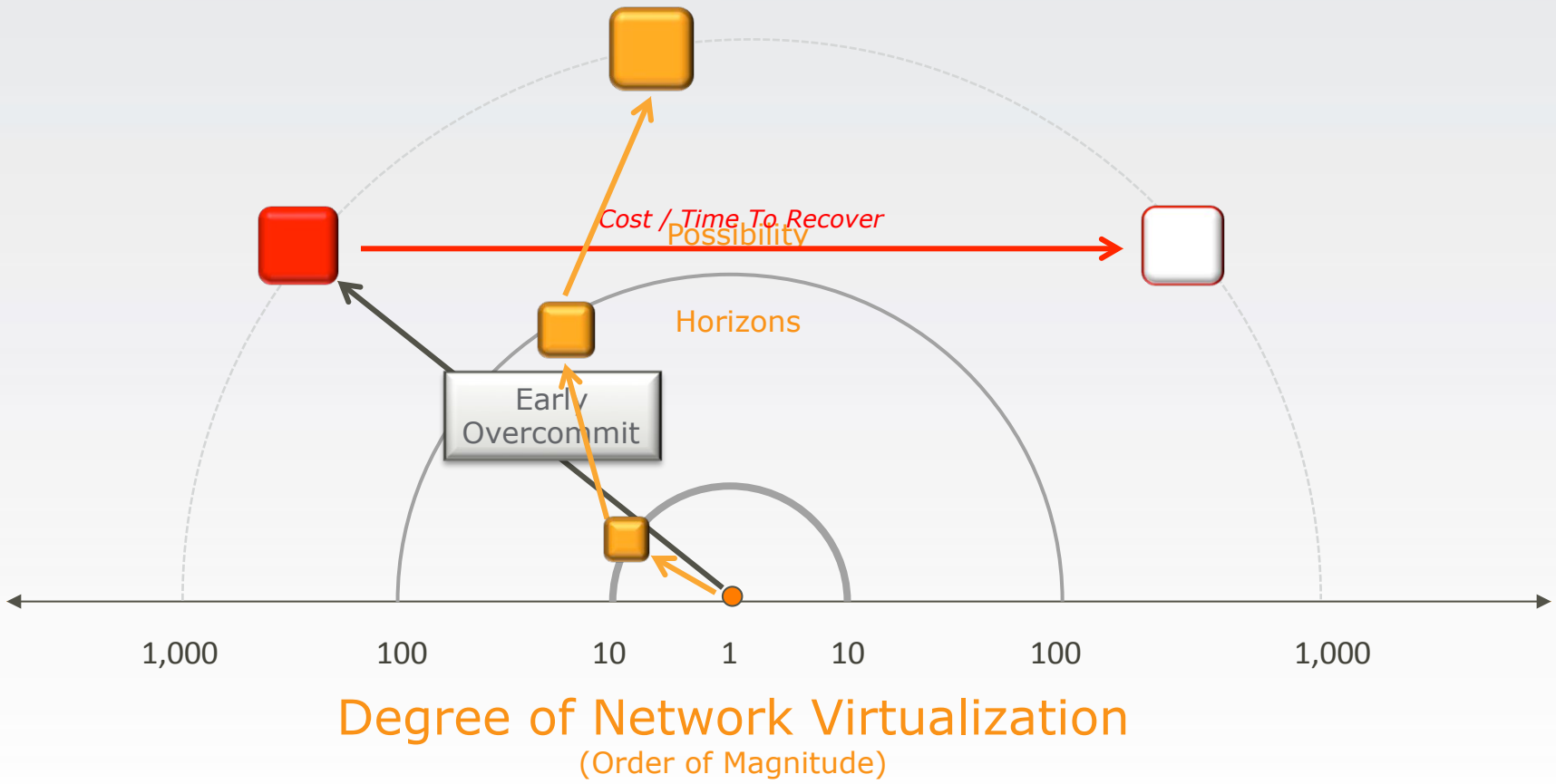
DELL
BIRMINGHAM SCIENCE PARK ASTON
Honeywell
amazon.com
vmware
EVERNOTE
NS Solutions
Warwick Net
The Science Park ISP
Rabobank
BRITISH TRANSPORT POLICE
rapide
CLOUDMARK
verizon business
CSC
CLOUD FOUNDRY
IBM
Jamie Oliver

Ecosystem is complex and still emerging



"It's hard to make predictions, especially about the future."
- Yogi Berra

Long View, Short Steps



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Do you really think networking will be done in software?

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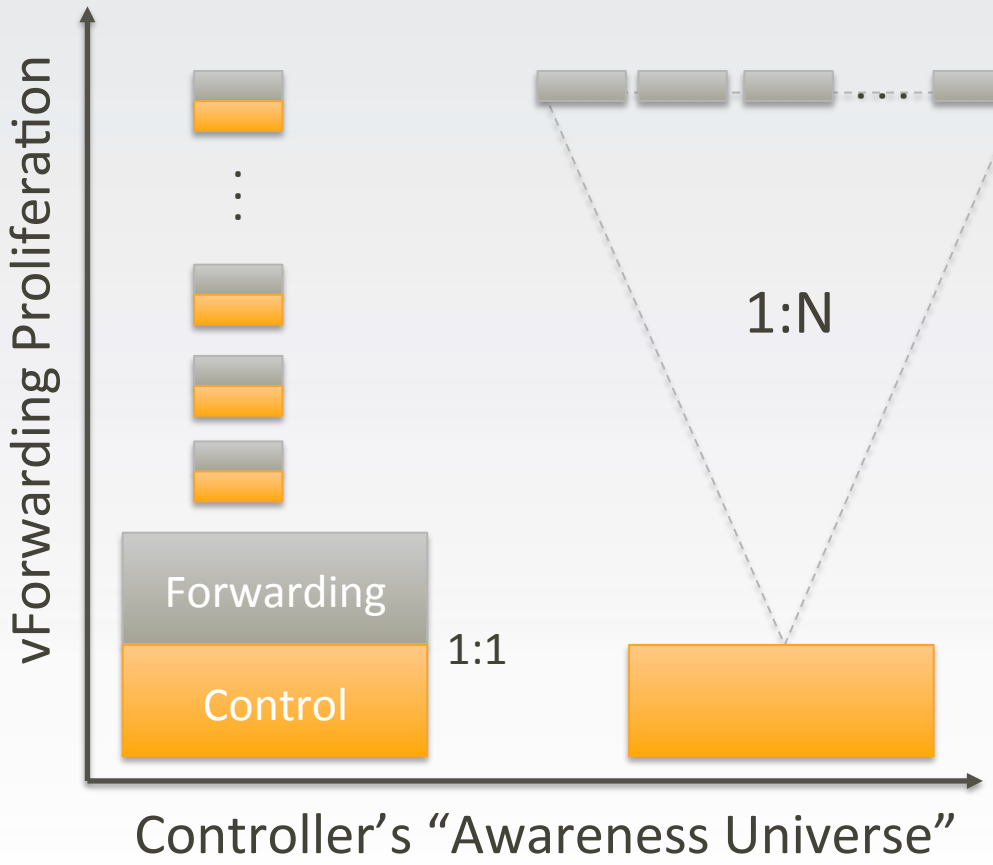
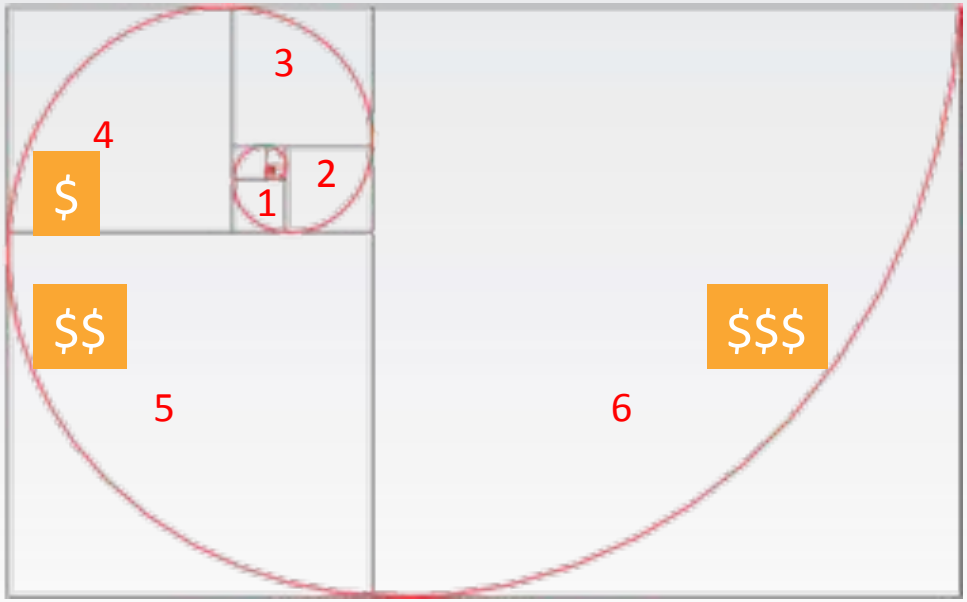
Physical Device		Virtual Device
WAN Opt	L7	vWAN Opt
ADC/LB		vADC/LB
VPN		vVPN
Firewall	L4	vFirewall
Router	L3	vRouter
Switch	L2	vSwitch

Proliferation of vDevices => Abstracted Controllers



A Virtuous Capitalistic Cycle

1. Permeate
2. Enable
3. PoC
4. Production
5. Follow-on template
6. Account ownership



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Subscription-based licensing

- $1,500 per copy of software
- Term-based license (renews annually)
- Includes software updates and 7x24 TAC ($$$$$)
- A'la carte services (training, etc)
- Site license and SPLA

Win-Win

- Low cost of entry
- Utility pricing
- Zero threat to established infrastructure
- Pay for performance

Differentiation

Enterprise & related clouds

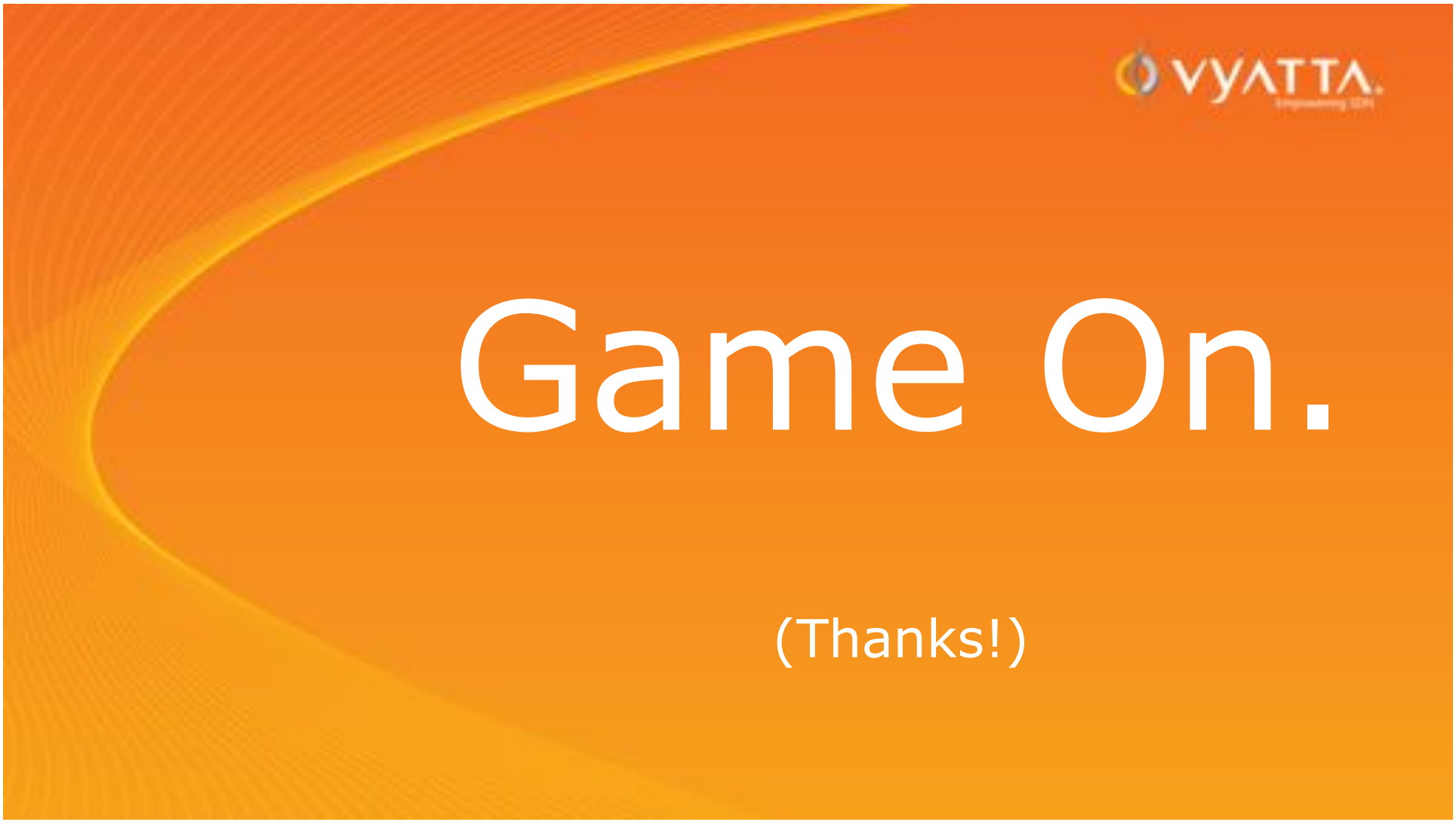
L3+

Application-centric viewpoint

X86 focus

Platform neutrality

Pure software play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Game On.
(Thanks!)