Web Services

Cloud Computing



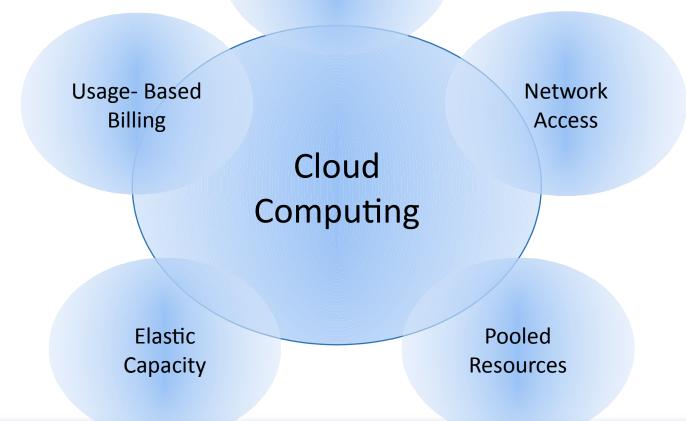
What is it?

Model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction - (National Institute of Standards and Technology)



Main Characteristics

On-demand Self Services





East Tennessee State University
Department of Computing
Jack Ramsey, Lecturer

Cloud Configurations

- Private
- Public
- Hybrid
- Community



Private Cloud

- Operated for and by a single organization.
- Operates within that organization's corporate firewall.
- These services are managed and provided within the organization.
- Complete control over data.
- Vendors: IBM, VMware, HP, Oracle (Data centers), etc.



Private Cloud - Advantages

- Total control over operations and data
- More uniform scale out
- Tighter integration
- Units self-contained / already tested
- More homogeneity / less chaos





Private Cloud - Downside

- EXPENSIVE!
- Have to maintain full IT staff (good for us)
- Have to purchase (lease?) own hardware
- Have to provision space/power/HVAC/fire suppression/security on own dime
- Replacing data center?
- Benefits of cloud technology / Cost of data center





Private Cloud - Summary

Bonuses

- Greater security
- Greater control over data/operations
- Compliance with regulations

Drawbacks

- Return on Investment (ROI) The company shoulders the cost of running and maintaining the data center
- Danger of data loss in event of a catastrophe





Private Cloud vs. Traditional Data Center

- Data center, "We need more storage!"
 - Plug in disk
 - May be different vendors
 - Connections likely ad hoc
 - Over time, chaos
- Resources network, storage, compute added as single unit
 - Tighter integration
 - Cloud benefits greater automation/responsiveness





Private Cloud vs. Traditional Data Center

- Traditional Data Center
 - Built by adding more compute, storage, networking
 - Usually buy components individually & assemble
 - Scale out separately
 - Process is slow and labor intensive
 - As much as 80% of budget is used for maintaining aging legacy hardware and software
 - Made up mostly of client-server type applications



Private Cloud vs. Traditional Data Center Cloud

- Resource acquisition is different
- Expansion is through purchase of containers of compute, network, and storage
- Each is plugged in to the existing infrastructure
- Needs are then logically assigned using software
- Containers (called PODs) are pre-built and pre-tested
- Makes it elastic in the sense that when more is needed, it can easily be purchased and integrated
- Instead of client-server, uses service oriented architecture platform independent



Private Cloud vs. Traditional Data Center

- The bottom line is that a Private Cloud adds a layer of automation to the operation and maintenance of the data center.
- Resources are allocated as needed in response to the Private Cloud's operating system and pre-established rules.
- Example: if a server crashes, the system will sense it and immediately restart it or shift over to another server.



Public Cloud

- Available to general public or large industry group.
- Owned by an organization selling Cloud services.
- Services delivered to the client via the Internet from a third party service vendor.
- Vendors: Amazon, Google, Microsoft, IBM, Rackspace, DigitalOcean, Vmware,



Public Cloud





East Tennessee State University
Department of Computing
Jack Ramsey, Lecturer

Public Cloud - Advantages

- Costs less
 - Vendor maintains
 - Software licenses
 - Hardware
 - Facilities Floor space, HVAC, fire suppression, security, staff
- Pay-as-you-go
- Ease of implementation



Public Cloud - Disadvantages/Challenges

- Network connection potential single POF
- Bandwidth issues could affect service
- Compliance issues
- Where's my data?
- Reduced control over data



Hybrid Cloud

- Two or more Clouds that remain unique but are bound by technology that enables data and application portability.
- There is a combination of services provided from public and private Clouds.
- Often, an organization will maintain a data center and park some of its business processes on the Cloud
- Example: ERP in private Cloud / Sales and Email on public Cloud



Community Cloud

- Shared by several organizations, supporting a specific community.
- Community Cloud shares infrastructures between several organizations from a specific community whether managed internally or by a third-party and hosted internally or externally.
- Example: Mount Sinai Hospital in Toronto, Canada will give 14 area hospitals shared access to a fetal ultrasound application and data storage for patient information.



Cloud Services



Cloud Services

- Infrastructure as a Service (laaS)
- Platform as a Service (PaaS)
- Software as a Service (SaaS)



Infrastructure as a Service - IaaS

- Cloud provider offers capacity for rent, basically hosted Data Center Servers.
- The service provider is responsible for the management of the underlying Cloud Infrastructure.
- Pay-as-you-go model
- Examples: Amazon EC2, HP Cloud, Google Compute Engine, Windows Azure VM, Rackspace, Joyent, 3Tera



Platform as a Service - PaaS

- Cloud providers deliver a computing Platform that enables application developers to develop, run and host their solutions.
- The underlying platform that includes network, servers, operating systems, software for application development, etc. is managed by the provider.
- Pay-as-you-go model
- Examples: Google AppsEngine, Windows Azure Compute,
 VMware, Force.com and SalesForce



Software as a Service - SaaS

- Users are provided access to application software and database on the Internet
- Service providers manage the infrastructure and platform on which applications run
- On-demand service -> Pay-as-you-go / pay per use
- Service Provides generally set subscription fee
- Examples: WindowsLive, Office 365, Hotmail/Outlook, Adobe



Summary - Benefits of the Cloud

- Pay-as-you-go
- Virtual and On-demand
- Agility, Flexibility, and Elasticity
- Ease of Implementation
- Pooled Resources



Summary - Challenges of the Cloud Model • Network Dependency

- Privacy and security
- Vendor lock-in
- Reliability and availability
- Cultural resistance "This is the way we've always done it!"
- Regulatory ambiguity
- Issues of taxation



Amazon Web Service

** Provided a generous grant for this course.



Amazon Regio

- Latency
- Compliance
- Regional Considerations (cost of land, etc.)
- Services

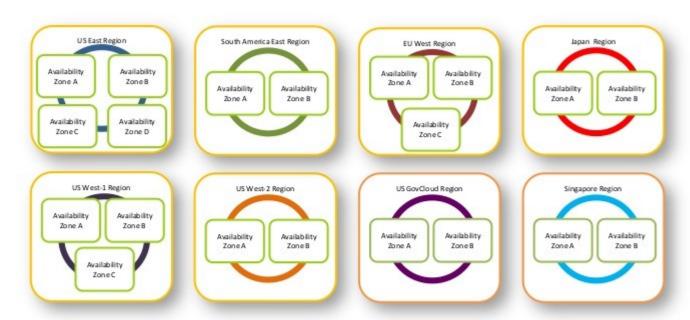




Amazon Availability Zone

- Resources available across AZs in any given region
- High availability
- Replicate data/services across multiple AZs
- If one goes down, no loss of service

AWS Regions and Availability Zones



Customer decides where applications and data reside

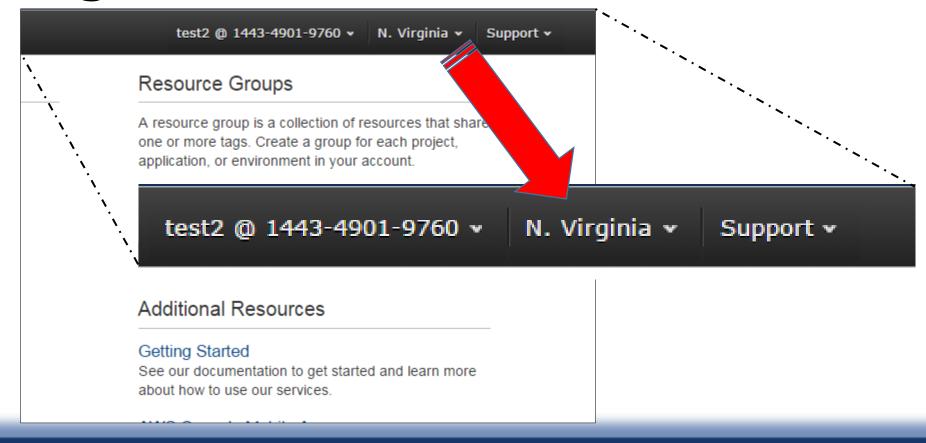
*Note: Conceptual drawing only, actual number of Availability Zones per Region may vary







Amazon Regions





East Tennessee State University
Department of Computing
Jack Ramsey, Lecturer

AWS Services and Appliances

- Cloud-based and virtual equivalents to traditional datacenter entities
- Examples
 - Server provisioning
 - Networking
 - Firewalls
 - Load balancers
 - Data stores
 - Deployment and management, etc.



Compute

Virtual Servers in the Cloud

Amazon Web Services



Lambda PREVIEW



Storage & Content Delivery



\$3 Scalable Storage in the Cloud



Storage Gateway

Integrates On-Premises IT Environments with Cloud Storage



Glacier

Archive Storage in the Cloud



Global Content Delivery Network

Database



MySQL, Postgres, Oracle, SQL Server, and Amazon Aurora



DynamoDB

Predictable and Scalable NoSQL Data Store







Redshift
Managed Petabyte-Scale Data Warehouse Service

Networking



Isolated Cloud Resources



Direct Connect

Dedicated Network Connection to AWS



Route 53

Scalable DNS and Domain Name Registration

Administration & Security



Directory Service

Managed Directories in the Cloud



Identity & Access Management Access Control and Key Management







User Activity and Change Tracking



Resource Configurations and Inventory



CloudWatch

Resource and Application Monitoring

Deployment & Management



Elastic Beanstalk AWS Application Container

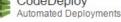


DevOps Application Management Service



CloudFormation Templated AWS Resource Creation





Analytics







Real-time Processing of Streaming Big Data



Data Pipeline

Orchestration for Data-Driven Workflows

Application Services



SQS Message Queue Service



Workflow Service for Coordinating Application Components



AppStream

Low Latency Application Streaming

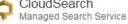




Email Sending Service



CloudSearch



Mobile Services



User Identity and App Data Synchronization





Push Notification Service

Enterprise Applications





Secure Enterprise Storage and Sharing Service



WorkMail PREVIEW Secure Email and Calendaring Service



Amazon EC2



- Provision, configure, and launch server instances
- Resizable control of computing resources
- Best suited for horizontal scaling (not good for databases)
- http://ec2instances.info
- Instances are optimized for different use cases



Amazon EC2

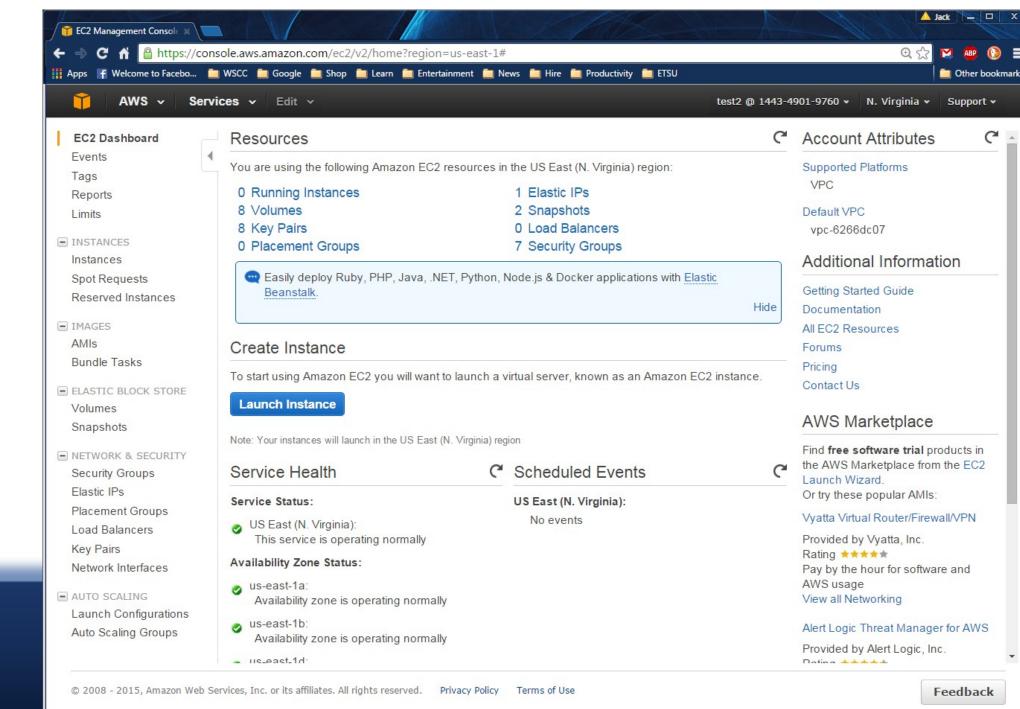


- Purchasing Options
 - On demand Pay as you go
 - Reserved 1 or 3 year terms. Capacity available as needed
 - Spot Instances customer bids on unused capacity. Price based on supply/demand; determined automatically.
 - For temporary computing needs
 - Pricing





FC2 Dashboard

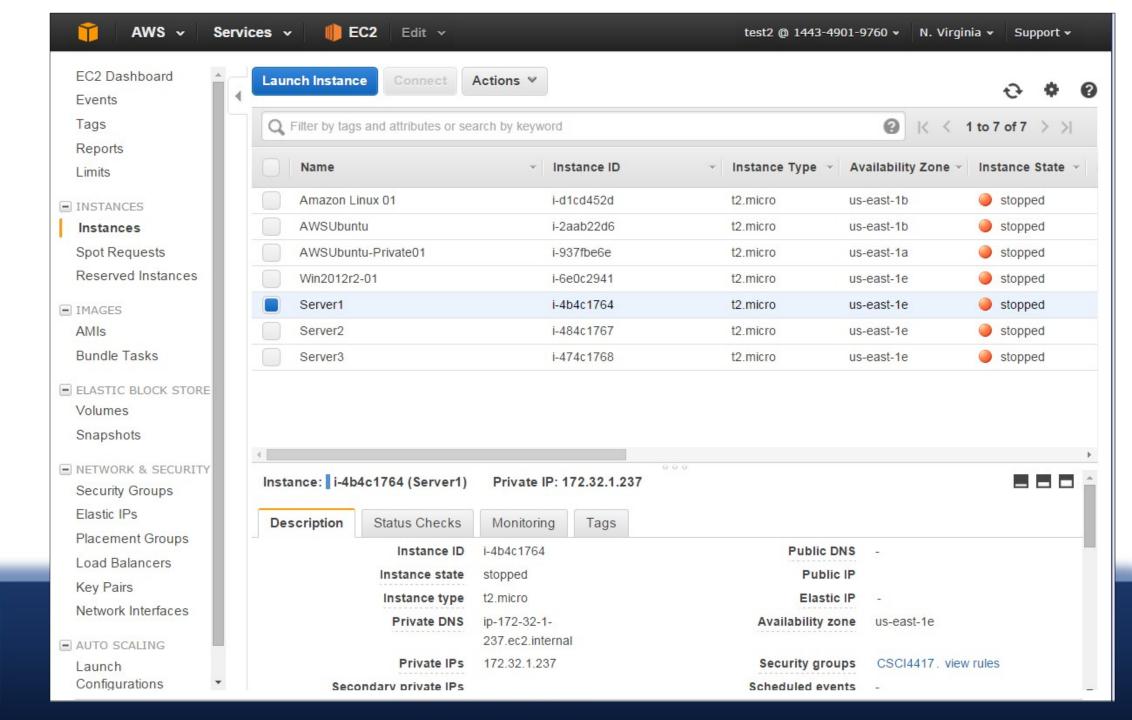


Other bookmarks

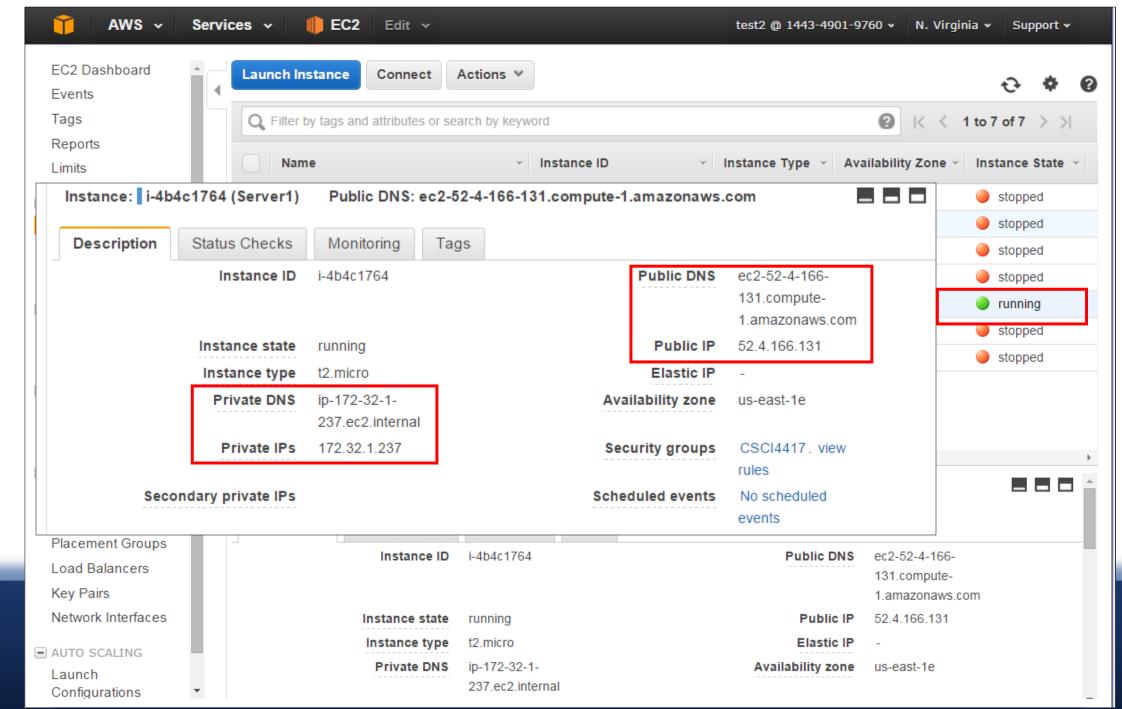
C

Feedback





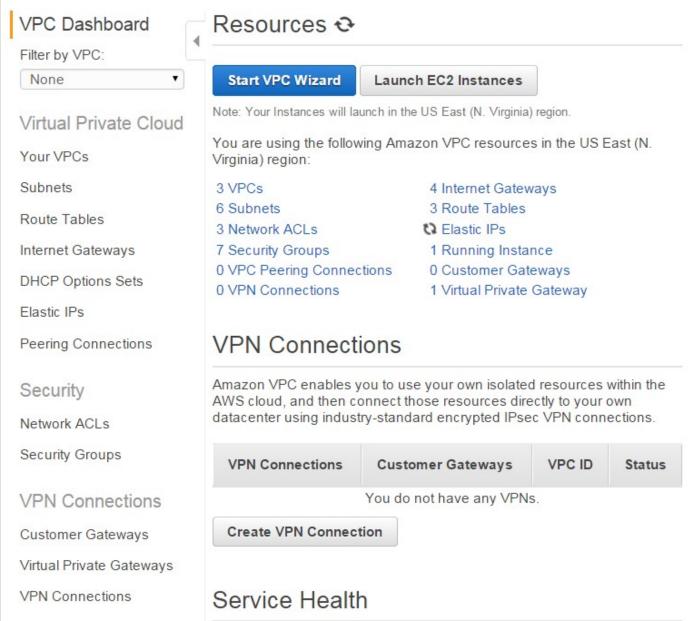








Cloud (VPC)

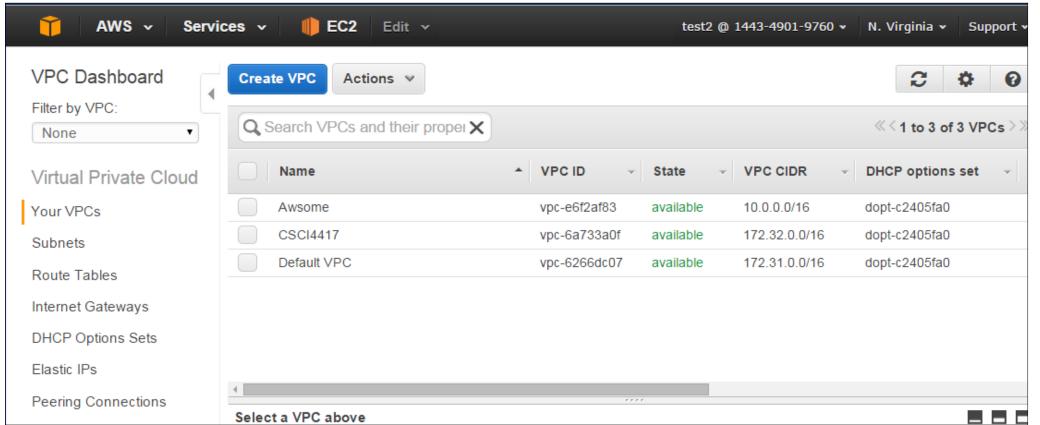




Department of Computing

Jack Ramsey, Lecturer

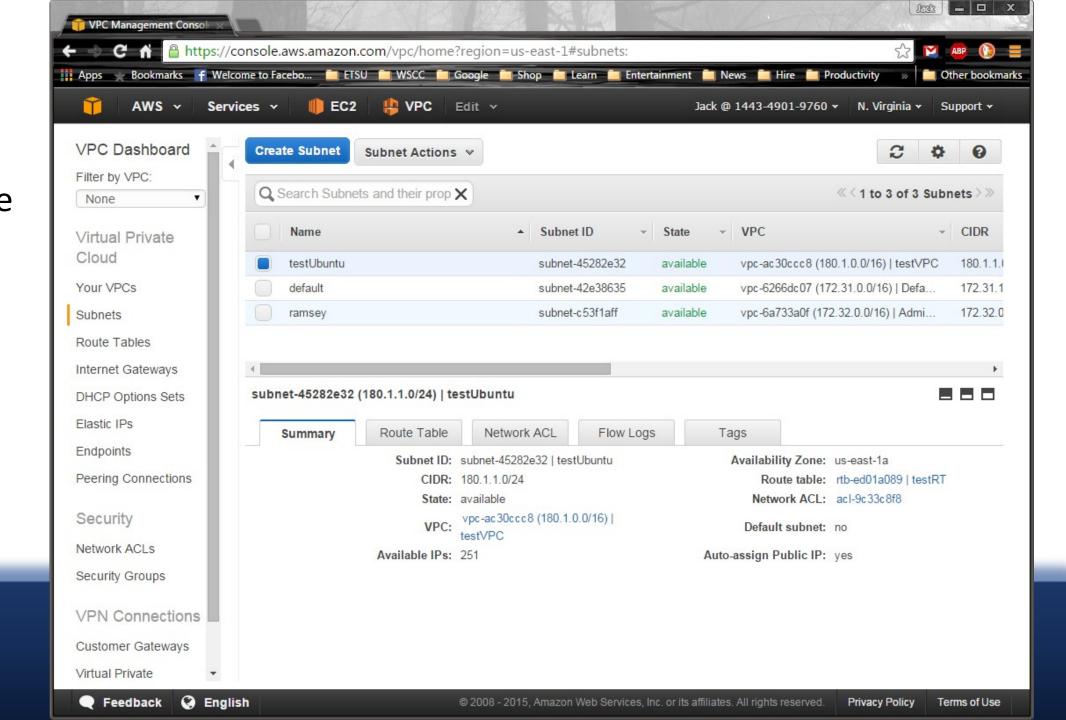






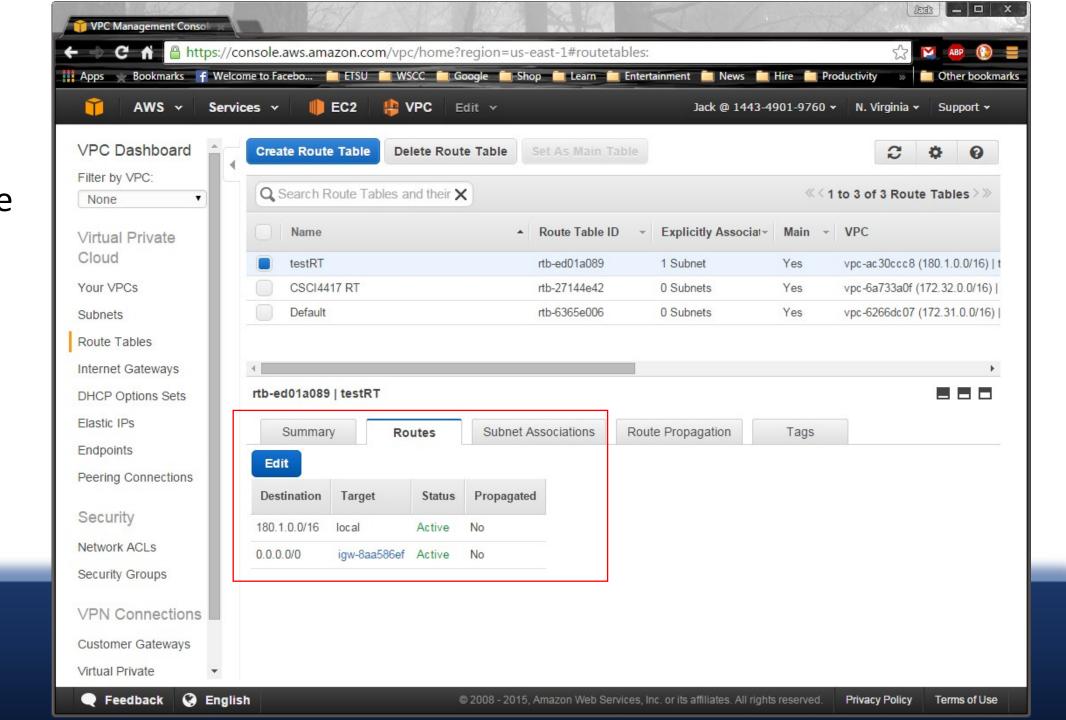
East Tennessee State University
Department of Computing
Jack Ramsey, Lecturer





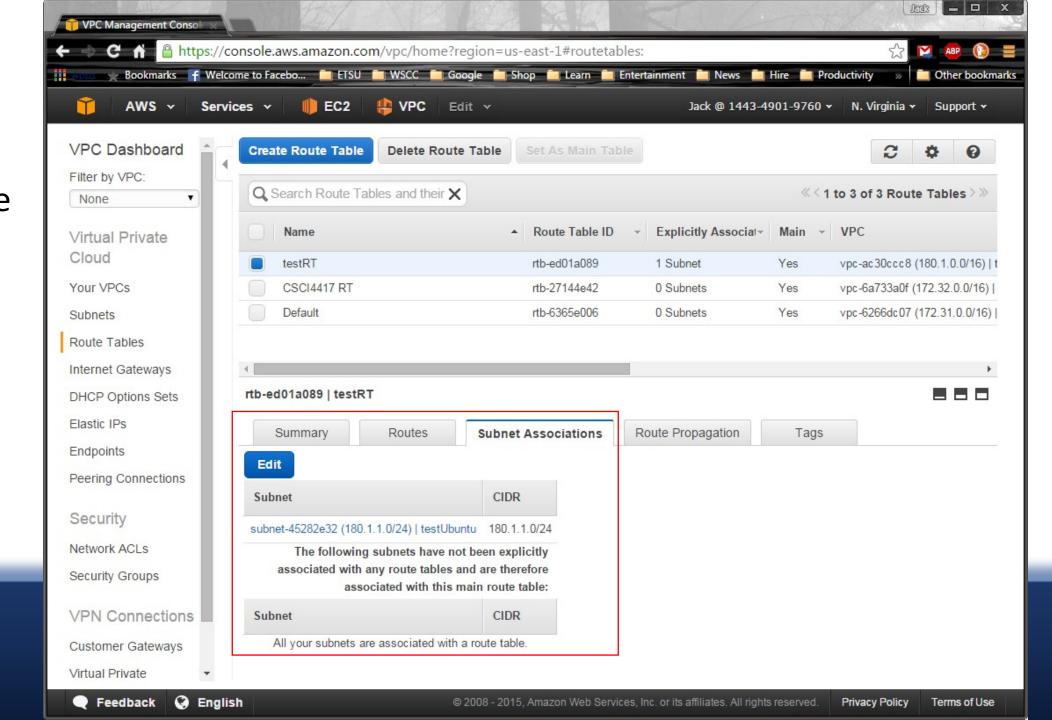






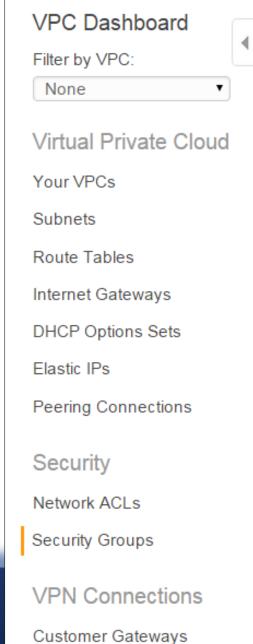






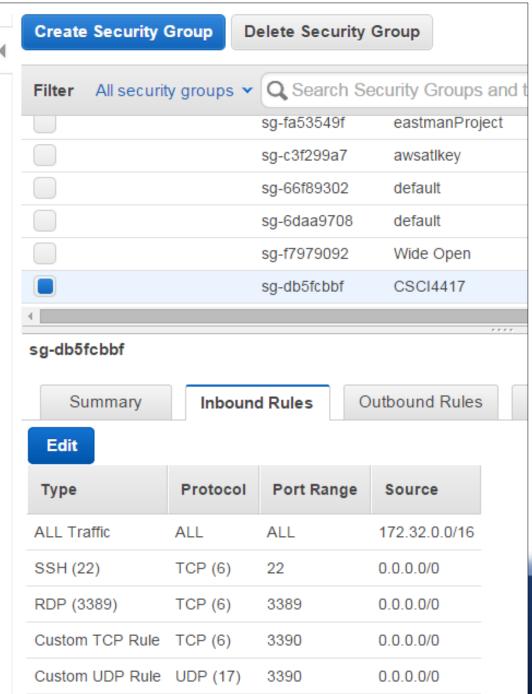






Virtual Private Gateways





Sources

Babcock, C. (2011, 10 28). 6 Big Questions For Private Cloud Projects. Retrieved 10 20, 2014, from InformationWeek: http://www.informationweek.com/cloud/infrastructure-as-a-service/6-big-questions-for-private-cloud-projects/d/d-id/1101024?

Khnaser, E. (2012, 02 06). *Comparing Traditional Datacenters to Private Clouds*. Retrieved 10 20, 2014, from Virtualization Review: http://virtualizationreview.com/blogs/virtual-insider/2012/02/differences-enterprise-datacenters-private-cloud.aspx

Leong, L., Tooms, D., Gill, B. (2015). *Magic Quadrant for Cloud Infrastructure as a Service, Worldwide*. Retrieved 8 24, 2015, from Gartner https://www.gartner.com

Zeroukhi, M. (2013). *Cloud Computing Business Models*. Retrieved 10 15, 2014, from Slideshare: http://www.slideshare.net/MZEROUKHI/cloud-computing-business-models?related=7



East Tennessee State University
Department of Computing
Jack Ramsey, Lecturer





Presentation prepared by and copyright of John Ramsey, East Tennessee State University, Department of Computing . (ramseyjw@etsu.edu)



- •Microsoft, Windows, Excel, Outlook, and PowerPoint are registered trademarks of Microsoft Corporation.
- •IBM, DB2, DB2 Universal Database, System i, System p, System p, System z, System z, System z10, System z9, z10, z9, iSeries, pSeries, zSeries, zSeries, eServer, z/VM, z/OS, i5/OS, S/390, OS/390, OS/400, AS/400, S/390 Parallel Enterprise Server, PowerVM, Power Architecture, POWER6+, POWER5+, POWER5, POWER5, POWER, OpenPower, PowerPC, BatchPipes, BladeCenter, System Storage, GPFS, HACMP, RETAIN, DB2 Connect, RACF, Redbooks, OS/2, Parallel Sysplex, MVS/ESA, AIX, Intelligent Miner, WebSphere, Netfinity, Tivoli and Informix are trademarks or registered trademarks of IBM Corporation.
- *Linux is the registered trademark of Linus Torvalds in the U.S. and other countries.
- Oracle is a registered trademark of Oracle Corporation.
- •HTML, XML, XHTML and W3C are trademarks or registered trademarks of W3C®, World Wide Web Consortium, Massachusetts Institute of Technology.
- •Java is a registered trademark of Sun Microsystems, Inc.
- •JavaScript is a registered trademark of Sun Microsystems, Inc., used under license for technology invented and implemented by Netscape.
- •SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.
- •Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in other countries. Business Objects is an SAP company.
- •ERPsim is a registered copyright of ERPsim Labs, HEC Montreal.
- •Other products mentioned in this presentation are trademarks of their respective owners.



East Tennessee State University
Department of Computing
Jack Ramsey, Lecturer