Inventing the Cloud Century

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How Cloudiness Keeps Changing Our Life, Economy and Technology



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To our wives, Irmgard and Tanja for their patience And to our families

Preface

The idea for this book was formed in the spring of 2015. We were working for Cisco at that time, one of the large players in network technology. Like every other company in the market, Cisco was on its way to embrace the new opportunities generated by cloud computing and the Internet of Things. Fascinated with bringing together the concept of cloud services and new network architectures to create new business models, we started to work on a model involving different types of ownerships to create a more precise definition of what cloud-based services could offer. The result was a first initial publication; a short summary is part of the chapter entitled "Cloud Computing." Soon we discovered that we had touched the tip of an iceberg. Cloud computing and cloud services seemed to be nothing more than the momentary status of an evolution that was started long ago and that was on its way to change economy, technology, and society in an accelerating and dramatic way.

Both of us had started our careers as engineers in the mid-1970s at the University of Technology Vienna at the time when computing and computer sciences began its journey toward a key technology for businesses. Our working environment was dictated by mainframe computers, by punch cards, and—if you were lucky—by very simple green-screen terminals. After university, we went on different paths in our professional careers. Marcus started to work in the software business building own companies and start-ups. Peter concentrated a great part of his professional life on the development and deployment of new networking technologies and cloud architectures. When we met again, 40 years later, everything had changed completely. Computers went into the background; they became a kind of commodity in your shirt pocket. Networks, the Internet, the Web, and Web-based services had become the driving power for computer science, business, and society. Smart environments using cognitive computing and the Internet of Things had started to disrupt many businesses and industry segments. Digitalization had become a prerequisite for all kinds of organizations or corporations, requiring the acceptance of new technologies but also creating a demand for change and transition of business models. The social and political impact of social media pulled communities into the global village and created many new challenges for politics and media.

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Within those 40 years, we had been part of a huge transition starting with the first PCs and networks in the 1970s and moving to the expansion of the Internet, to the revolution triggered by the Web, and to the concept of cloud computing and cloud business today.

Those changes and transitions gained speed over the last decades and seem to point to a future that would be influenced by the economy of cloud-based services. Exploring the path of this evolution and trying projections into the future became a fascinating idea for both of us. There are Terabytes of literature about technological developments, social and political impacts, and the rapidly changing economy. What we had in mind is the interlock of these three dimensions to explore the making of today's cloud ecosystems as witnessed by followers of older service ecosystems that were based on networks. We also wanted to describe the move of services to the cloud and the long-term trend that is still progressing at high velocity. Successful technology is always accompanied by compelling business models and ecosystems including private, public, and federal organizations. Our target was to explore the evolution of service ecosystems, describe their similarities and differences, and analyze the way they created and changed industries. Based on the status of cloud computing and related technologies like virtualization, Internet of Things, fog computing, big data, and analytics, we tried to provide an outlook into the possibilities of future technologies, the future of the Internet, and the possible impacts on business and society moving to the cloud century.

This book is our result.

We address readers like engineers, historians, or economists who are interested in an interdisciplinary view on the history, status, and future projection of the Internet, the Web, and cloud computing. We aimed to connect the technical view with the economic history and the social effects of service ecosystems based on networks. We have tried to follow a storytelling approach, moving along the lines of historical evolution. While sometimes drilling down into technical details, this is not a technical textbook.

Vienna Marcus Oppitz 2017 Peter Tomsu

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Abbreviations

10Base2

1024502	To Meps Buseauta 200 meter
10Base5	10 Mbps Baseband 500 meter
10BaseT	10 Mbps Baseband Twisted Pair
3G	Third generation of wireless mobile telecommunications
	technology
3GPP	3rd Generation Partnership Project
4G	Fourth generation of mobile telecommunications standard
5G	Fifth generation of wireless mobile telecommunications
	technology
AAL	ATM Adaptation Layer
ACE	Automatic Computing Engine
ACI	Application Centric Infrastructure
ADSL	Asymmetric Digital Subscriber Line
ALE	Address Lifetime Expectations
ALU	Arithmetic Logical Unit
AMD	Advanced Micro Devices
ANSI	American National Standards Institute
AOE	ATA over Ethernet
API	Application Program Interface
APIC	Application Centric Infrastructure Controller
ARP	Address Resolution Protocol
ARPA	Advanced Research Projects Agency
ARPA IPTO	Advanced Research Projects Agency Information Processing
	Techniques Office
ARPANET	Advanced Research Projects Agency Network
AS	Autonomous System
ASCII	American Standard Code for Information Interchange
ASIC	Application Specific Integrated Circuit
ATA	Advanced Technology Attachment

10 Mbps Baseband 200 meter

xx Abbreviations

ATM Asynchronous Transfer Mode
ATM Automated Teller Machine
AWS Amazon Web Services
BCF Big Cloud Fabric

BGP Border Gateway Protocol

B-ISDN Broadband Integrated Services Digital Network

BLE Bluetooth Low Energy
BNC Bayonett Neill Concelman
BUS Broadcaste and Unknown Server

CAD Computer Aided Design
CAF C++ Actor Framework
CBR Committed Bit Rate

CCITT Comité Consultatif International Téléphonique et Télégraphique

CD Compact Disk

CDMI Cloud Data Management Interface
CDPI Control to Data Plane Interface
CEP Complex Event Processing
CHS Cylinders Heads and Sectors
CIDR Classless Inter Domain Routing
CISC Complex Instruction Set Computing

CLI Command Line Interface

COBOL Common Business Oriented Language

COM Component Object Model

CORBA Common Object Request Broker Architecture

COTS Commercial Off The Shelf
CPS Cyber Physical System
CPU Central Processing Unit
CRC Cyclic Redundancy Check

CRM Customer Relationship Management

CRT Cathode Ray Tube

CRUD Create, Read, Update, Delete

CSMA/CD Carrier Sense Multiple Access with Collision Detection

CSNET Computer Science Network

DARPA Defense Advanced Research Projects Agency

DBMS Data Base Management System

DC Data Center

DCOM Distributed Component Object Model

DDS Data Distribution Service
DEC Digital Equipment Corporation

DHCP Dynamic Host Configuration Protocol

DHCPv6 Dynamic Host Configuration Protocol Version 6

DIX Digital Intel Xerox
DNS Domain Name System
DOD Department of Defense

Abbreviations xxi

DoS Denial of Service

DQDB Distributed Queue Dual Bus
DRAM Dynamic Random Access Memory

DSL Digital Subscriber Loop DVD Digital Versatile Disc

EBCDIC Extended Binary Coded Decimal Interchange Code

EC-GSM-IoT Extended Coverage GSM for IoT

EGPRS Enhanced General Packet Radio Service

ELAN Emulated LAN

ERP Enterprise Resource Planning ESCON Enterprise System Connection ESG Enterprise Study Group

ESX Elastic Sky X FC Fiber Channel

FCOE Fiber Channel Over Ethernet
FDDI Fiber Distributed Data Interface
FIB Forwarding Information Base

FICON Fiber Connection

FLOPS Floating Point Operations Per Second FPGA Field Programmable Gate Array

FTP File Transfer Protocol FTTH Fiber To The Home

GC&CS Government Code and Cypher School

GE General Electric
GFC Generic Flow Control

GFLOPS Giga Floating Point Operations per Second

GIG Global Information Grid

GMO Genetecally Modified Organism

GMR Giant Magneto Resistive

GNSS Global Navigation Satellite System

GNU GNU's not Unixe
GPL General Public License
GPRS General Packet Radio Service
GPS Global Positioning System
GRE Generic Route Encapsulation

GSM Global System for Mobile Communications

GSMA Global System Mobile Association

GUI Graphical User Interface HA High Availability

HC Hop Count

HCC Homebrew Computer Club HDFS Hadoop Distributed File System

HEC Header Error Correction HMI Human Machine Interface xxii Abbreviations

HPC High Performance Computing

HRMS Human Resource Management System HSM Hierarchical Storage Management

HSPA High Speed Packet Access
HTTP Hyper Text Transfer Protocol
IaaS Infrastructure as a Service
IBM International Business Machines

IC Incubation Committee

ICMPv6 Internet Control Message Protocol Version 6

IDC International Data Corporation

IEEE Institute of Electrical and Electronics Engineers

IETF Internet Engineering Task Force IGP Interior Gateway Protocol IIoT Industrial Internet of Things Intel VT Intel Virtualization Technology

IoE Internet of Everything
IoT Internet of Things

IOTC Internet of Things Consortium IoTSF IoT Security Foundation

IoTWF Internet of Things World Forum

IP Internet Protocol
IPng IP Next Generation

IPU Instruction Processing Unit IPv4 Internet Protocol Version 4

IPv6 IP Version 6

iscsi Internet Small Computer System Interface ISDN Integrated Services Digital Network

ISIS Intermediate System to Intermediate System

ISM Industrial Scientific and Medical ISO International Standards Organization

ISP Internet Service Provider IT Information Technology

ITS Intelligent Transportation System
ITU International Telecommunication Union

ITU-T Telecommunication Standardization Sector of the International

Telecommunications Union

IXP Internet Exchange Point
KVM Kernel Virtual Machine
LAN Local Area Network
LANE LAN Emulation

LBA Logical Block Addressing LCD Liquid Crystal Display

LDAP Lightweight Directory Access Protocol

LEC LAN Emulation Client

Abbreviations xxiii

LECS LAN Emulation Client Server

LED Light Emitting Diode
LES LAN Emulation Server
LPWA Low-Power Wide Area
LTE Long Term Evolution

LTE-M Long Term Evolution for Machines

LTE-MTC LTE optimized for advanced Machine Type Communications

LUN Logical Unit Numbers
M2M Machine to Machine
MAC Media Access Control
MAN Metropolitan Area Network

MAP Manufacturing Automation Protocol

MAU Medium Access Unit
MHS Message Handling System

MI6 Military Intelligence, Department 6
MIPS Millions Instructions Per Second
MIT Massachusetts Institute of Technology

MMU Memory Management Unit

MP3 MPEG-1 and/or MPEG-2 Audio Layer III

MPLS Multi Protocol Label Switching
MQTT Message Queue Telemetry Transport
MRAM Magnetic Random Access Memory
MTU Maximum Transmission Unit

NAP Network Access Point NAS Network Attached Storage

NASA National Aeronautic And Space Administration

NAT Network Address Translation

NBI North Bound Interface NB-IoT Narrow Band IoT

NCP Network Control Program
 NCR National Cash Register
 NDP Neighbor Discovery Protocol
 NFC Near Field Communication
 NFV Network Function Virtualization

NIC Network Interface Card

NLRI Network Layer Reachability Information

NNI Network Network Interface

NoSQL Non Relational Structured Query Language

NSAP Network Service Access Point

NSCI National Strategic Computing Initiative

NSF National Science Foundation

NSFNet National Science Foundation Network
NSX VMware NSX Network Virtualization
NVP Network Virtualization Platform

xxiv Abbreviations

OAM Operations Administration Maintenance

OCP Open Compute Project

ODL OpenDaylight

OEM Original Equipment Manufacturer
OMG Object Management Group
ONF Open Networking Foundation
ONIE Open Network Install Environment

ONL Open Network Linux

OPC Open Platform Communication

OPEX Operating Expense
OS Operating System

OSI Open Systems Interconnection
OSS Operational Support System
OT Operations Technology
OVF Open Virtualization Format

P2P Peer to Peer

PAC Programmable Automation Controller

PC Personal Computer
PCM Phase Change Memory

PDH Plesiochronous Digital Hierarchy

PDU Protocol Data Unit

PFE Packet Forwarding Engine PGP Pretty Good Privacy

PLC Programmable Logic Controller
PLS Physical Layer Signalling

PMA Physical Layer Signalling
PMA Physical Medium Attachment

PNNI Private Network to Network Interface PSTN Public Switched Telephone Network

PT Payload Type

PVC Permanent Virtual Circuit

QoS Quality of Service

QuAIL Quantum Artificial Intelligence Laboratory of NASA

RAID Redundant Array of Independent Disks

RAM Random Access Memory RCA Radio Corporation of America

RDBMS Relational Data Base Management System

REST Representational State Transfer

RFC Request for Comments

RFID Radio Frequency IDentification RIB Routing Information Base

RISC Reduced Instruction Set Computing

ROM Read Only Memory

RSA Rivest, Shamir and Adleman Encryption

SAN Storage Area Network

Abbreviations xxv

SAP Systems, Applications, Products

SCADA Supervisory Control and Data Acquisition

SCV Smart Connected Vehicle

SD Secure Digital

SDDC Software Defined Data Center
SDH Synchronous Digital Hierarchy
SDK Software Development Kit
SDN Software Defined Networking
SDS Software Defined Storage
SIMD Single Instruction Multiple Data

SLA Service Level Agreement

SLAAC Stateless Address Auto Configuration

SMTP Simple Mail Transfer Protocol SNA Systems Network Architecture

SNIA Storage Networking Industry Association SNMP Simple Network Management Protocol

SOAP Simple Object Access Protocol SONET Synchronous Optical Network SQL Structured Query Langage

SSH Secure Shell

SSL Secure Sockets Layer
STL Smart Traffic Light
STP Spanning Tree Protocol
STS Supranet Transaction Server
STSL Smart Traffic Light System

STT-RAM Spin Transfer Torque Random Access Memory

SVC Switched Virtual Circuit
TCP Transmission Control Protocol

TCP/IP Transmission Control Protocol/Internet Protocol

TEPS Traversed Edges Per Second

TOR Top Of Rack

TRILL Transparent Interconnection of Lots of Links

TSN Time Sensitive Networking

TTL Time To Live

UCLA University of California Los Angeles

UDP User Datagram Protocol
UML User Mode Linux
UNI User Network Interface

UNIX Family of multitasking, muktiuser computer operating systems

USENIX The Advanced Computing Systems Association

UTF-8 UCS (Universal Character Set) Transformation Format

UUCP Unix-to-Unix-Protocol VBR Variable Bit Rate xxvi Abbreviations

VC Virtual Circuit

VCI Virtual Circuit Identifier VDS vSphere Distributed Switch

VDSL Very High Bit Rate Digital Subscriber Line

VLAN Virtual LAN VM Virtual Machine

VMM Virtual Machine Monitor VNI Visual Networking Index

VP Virtual Path

VPI Virtual Path Identifier
VPN Virtual Private Network
VSS vSphere Standard Switch
W3C World Wide Web Consortium

WAN Wide Area Network

WiFi Trademark of the WiFi Alliance for wireless local area networking

WLAN Wireless LAN

WPAN Wireless Personal Area Network

WPS Word Processing System

WSAN Wireless Sensor and Actuator Network XEN Linux Foundation Collaboration Projects

Xerox PARC Xerox Palo Alto Research Center XML Extended Markup Language