

Contents at a Glance

<i>Introduction</i>	1
<i>Part I: Introducing Cloud Computing</i>	5
Chapter 1: Grasping the Fundamentals	7
Chapter 2: Discovering the Value of the Cloud for Business	17
Chapter 3: Getting Inside the Cloud	27
Chapter 4: Developing Your Cloud Strategy.....	39
<i>Part II: Understanding the Nature of the Cloud</i>	47
Chapter 5: Seeing the Advantages of the Highly Scaled Data Center	49
Chapter 6: Exploring the Technical Foundation for Scaling Computer Systems	59
Chapter 7: Checking the Cloud's Workload Strategy	67
Chapter 8: Managing Data	75
Chapter 9: Discovering Private and Hybrid Clouds.....	87
<i>Part III: Examining the Cloud Elements</i>	105
Chapter 10: Seeing Infrastructure as a Service	107
Chapter 11: Exploring Platform as a Service.....	119
Chapter 12: Using Software as a Service.....	137
Chapter 13: Understanding Massively Scaled Applications and Business Processes	153
Chapter 14: Setting Some Standards	161
<i>Part IV: Managing the Cloud</i>	171
Chapter 15: Managing and Securing Cloud Services	173
Chapter 16: Governing the Cloud	187
Chapter 17: Virtualization and the Cloud	197
Chapter 18: Managing Desktops and Devices in the Cloud	209
Chapter 19: Service Oriented Architecture and the Cloud.....	221
Chapter 20: Managing the Cloud Environment	231

<i>Part V: Planning for the Cloud</i>	243
Chapter 21: Banking on Cloud Economics	245
Chapter 22: Starting Your Journey to the Cloud	255
<i>Part VI: The Part of Tens</i>	265
Chapter 23: Ten (Plus One) Swell Cloud Computing Resources	267
Chapter 24: Ten Cloud Dos and Don'ts	271
Glossary	275
<i>Index</i>	291

Table of Contents

<i>Introduction</i>	1
About This Book	2
Foolish Assumptions	2
How This Book Is Organized	2
Part I: Introducing Cloud Computing	3
Part II: Understanding the Nature of the Cloud	3
Part III: Examining the Cloud Elements	3
Part IV: Managing the Cloud	3
Part V: Planning for the Cloud	3
Part VI: The Part of Tens	3
Icons Used in This Book	4
Where to Go from Here	4
<i>Part 1: Introducing Cloud Computing</i>	5
Chapter 1: Grasping the Fundamentals	7
Considering Perspectives	8
Computing on the Cloud	8
Defining the Cloud	9
Elasticity and scalability	10
Self-service provisioning	10
Application programming interfaces (APIs)	11
Billing and metering of services	11
Performance monitoring and measuring	12
Security	12
Comparing Cloud Providers with Traditional IT Service Providers	12
Addressing Problems	13
Discovering the Business Drivers for Consuming Cloud Services	14
Supporting business agility	15
Reducing capital expenditures	15
Chapter 2: Discovering the Value of the Cloud for Business	17
Modeling Services	17
Understanding Infrastructure as a Service	18
Exploring Platform as a Service	20
Seeing Software as a Service	21
Software as a Service modes	22
Massively scaled Software as a Service	23
Economies of scale	23
Management and Administration	24

Chapter 3: Getting Inside the Cloud 27

Feeling Sensational about Organization	27
Deciding on a strategy.....	28
Coping with governance issues	28
Monitoring business processes	29
Managing IT costs.....	30
Administering Cloud Services.....	30
Service level agreements and monitoring	31
Support.....	32
Billing and accounting.....	32
Looking at the Technical Interface.....	32
APIs and data transformations.....	33
Data and application architecture.....	33
Security in the cloud	34
Managing Cloud Resources	34
IT security.....	35
Performance management.....	35
Provisioning.....	36
Service management	37
Untangling Software Dependencies.....	37

Chapter 4: Developing Your Cloud Strategy 39

Seeing the Many Aspects of Your Cloud Strategy.....	40
Questioning Your Company's Strategy.....	41
Assessing Where You Are Today	42
How tangled is my computing environment?.....	42
What's my data center environment?	42
What data supports my strategy?	43
Assessing Your Expense Structure	44
Checking Up on Rules and Governances.....	44
Developing a Road Map	45

Part II: Understanding the Nature of the Cloud 47**Chapter 5: Seeing the Advantages of the Highly Scaled Data Center 49**

Comparing Financial Damage: Traditional versus Cloud	50
Traditional data center.....	50
Cloud data center	51
Scaling the Cloud	52
Comparing Traditional and Cloud Data Center Costs	55
Examining labor costs and productivity.....	56
Wondering where you are	56

Chapter 6: Exploring the Technical Foundation for Scaling Computer Systems.	59
Server-ing Up Some Hardware	60
Tradition! versus clouds	60
Considering cloud hardware	61
Open-source dynamic	63
Economies of Scale.....	63
Benefitting enormously.....	64
Optimizing otherwise	64
Keeping the Bottom Line in Mind.....	65
Chapter 7: Checking the Cloud’s Workload Strategy	67
Managing Workloads in the Cloud	67
Thinking of workloads as well-planned services	68
Creating interfaces between containers	70
Discovering how XML fits in.....	70
Using container workloads: Case study	71
Balancing Risk and Practical Models	71
Testing Workloads in the Real World	73
Chapter 8: Managing Data	75
Declaring Data Types	75
Securing Data in the Cloud.....	76
Data location in the cloud.....	77
Data control in the cloud	78
Securing data for transport in the cloud	79
Looking at Data, Scalability, and Cloud Services.....	81
Large-scale data processing.....	81
Databases and data stores in the cloud.....	82
Data archiving	84
Sorting Out Metadata Matters	84
Talking to Your Cloud Vendor about Data.....	84
Chapter 9: Discovering Private and Hybrid Clouds	87
Pining for Privacy	88
Defining a private cloud.....	88
Comparing public, private, and hybrid.....	89
Examining the Economics of the Private Cloud.....	92
Assessing capital expenditures	92
Vendor private cloud offerings	93
Offering Up Key Vendors	94
Services-led technology companies	95
Systems integrators companies.....	98
Technology enabler companies	99

Part III: Examining the Cloud Elements 105**Chapter 10: Seeing Infrastructure as a Service107**

Tracing IaaS to ISP	107
Renting (but not to own)	108
Following the ISP pattern.....	109
Exploring Amazon EC2: Case Study	109
EC2 Compute Units	110
Platforms and storage	110
EC2 pricing.....	112
EC2 customers.....	112
Checking Out Other IaaS Companies	113
Rackspace	113
GoGrid	114
Others.....	114
Examining IaaS-Enabling Technology	114
AppLogic	115
Eucalyptus	115
Trusting the Cloud.....	116
What Infrastructure as a Service Means to You	117

Chapter 11: Exploring Platform as a Service119

Putting Platform as a Service on a Pedestal.....	120
Integrated lifecycle platforms	121
Anchored lifecycle platforms	122
Enabling technologies as a platform	122
Getting Inside the Integrated Lifecycle Platform	122
Google App Engine.....	123
Microsoft Azure.....	125
Getting Inside Anchored Lifecycle Platform as a Service.....	127
Salesforce.com's Force.com platform.....	127
Intuit	130
LongJump	132
Enabling Technologies as a Platform.....	133
Testing in the cloud.....	134
Service management for the cloud.....	134
Integration and configuration platforms.....	134
Social network, framework, and portal platforms	135

Chapter 12: Using Software as a Service137

SalesForce.com's Approach to Evolving Software as a Service	138
Salesforce.com software environment	138
SalesForce.com ecosystem	140
Characterizing Software as a Service.....	140
Understanding the Economics and the Ecosystem.....	142
Pretending you're a customer.....	142
The value of the ecosystem.....	144

Examining Types of SaaS Platforms	145
Packaged Software as a Service	147
Collaboration as a Service	148
Enabling and management tools.....	149
Chapter 13: Understanding Massively Scaled Applications and Business Processes	153
Naming Names: Companies with Massively Scaled Applications	154
Listing the companies	154
Looking at Web-based business services	156
Delivering Business Processes from the Cloud	157
Business process examples.....	157
Business processes destined for the cloud.....	158
Hidden in the cloud	158
Business processes already flying high	158
Predicting the future	159
Chapter 14: Setting Some Standards	161
Understanding Best Practices and Standards	161
Best practicing makes perfect.....	162
Setting your sites on standards	162
Clouding the Standards and Best Practices Issue.....	163
Interoperability	164
Portability	164
Integration	164
Security	164
Standards Organizations and Groups.....	166
Cloud Security Alliance.....	166
Distributed Management Task Force (DMTF).....	167
National Institute of Standards and Technology (NIST).....	167
Open Cloud Consortium (OCC).....	168
Open Grid Forum (OGF).....	168
The Object Management Group (OMG).....	169
Storage Networking Industry Association (SNIA).....	169
Cloud Computing Interoperability Forum (CCIF)	169
Vertical groups.....	170
Part IV: Managing the Cloud.....	171
Chapter 15: Managing and Securing Cloud Services	173
Putting Security on the Spot with Questions	174
Understanding Security Risks.....	175
Reducing Cloud Security Breaches	177
Implementing Identity Management	179
Benefits of identity management	179
Aspects of identity management	180

Playing Detective: Detection and Forensics.....	182
Activity logs.....	182
HIPS and NIPS.....	182
Data audit.....	184
Encrypting Data.....	184
Creating a Cloud Security Strategy.....	185
Chapter 16: Governing the Cloud.....	187
Looking at IT Governance.....	188
Deciding on a Governor.....	189
Imagining a scenario.....	190
Imagining another scenario.....	190
Knowing the Risks of Running in the Cloud.....	190
Understanding risk.....	191
Measuring and monitoring performance.....	193
Measurement methods.....	193
Making Governance Work.....	194
Establishing your governance body.....	194
Monitoring and measuring IT service performance.....	195
Cataloging control and compliance data.....	195
Chapter 17: Virtualization and the Cloud.....	197
Visualizing Virtualization.....	197
Characteristics.....	198
Using a hypervisor in virtualization.....	199
Abstracting hardware assets.....	201
Managing Virtualization.....	202
Foundational issues.....	202
Abstraction layer.....	203
Provisioning software.....	204
Virtualizing storage.....	205
Hardware provisioning.....	205
Security issues.....	206
Taking Virtualization into the Cloud.....	208
Chapter 18: Managing Desktops and Devices in the Cloud.....	209
Virtualizing the Desktop.....	209
Across industries.....	210
The client desktop.....	210
Putting Desktops in the Cloud.....	212
Further pros.....	213
Desktop as a Service (DaaS).....	213
Managing Desktops in the Cloud.....	215
Watching four areas.....	215
Managing assets.....	216

Monitoring services 217
 Change management 218
 Security 218
 Getting a Reality Check..... 219

Chapter 19: Service Oriented Architecture and the Cloud 221

Defining Service Oriented Architecture..... 221
 Combining the cloud and SOA 222
 Characterizing SOA..... 222
 Loosening Up on Coupling 223
 Making SOA Happen..... 224
 Catching the Enterprise Service Bus 225
 Telling your registry from your repository 225
 Cataloging services..... 227
 Understanding Services in the Cloud..... 228
 Serving the Business with SOA and Cloud Computing 230

Chapter 20: Managing the Cloud Environment 231

Managing the Cloud..... 232
 The service provider 232
 Customers..... 234
 Hybrid environments 236
 Building Up Support Desks..... 237
 Service desk goals..... 237
 Varying support levels 238
 Examining support services 238
 Gaining Visibility..... 240
 Ensuring adequate performance levels 241
 Monitoring service availability 241
 Tracking Service Level Agreements 241

Part V: Planning for the Cloud..... 243

Chapter 21: Banking on Cloud Economics 245

Seeing the Cloud's Allure..... 245
 Filling the need for capacity 246
 Getting the work done without capital investment 246
 Selecting a SaaS for common applications 247
 Selecting the massively scaled application 247
 When it's not black and white 247
 Creating an Economic Model of the Data Center 248
 Listing application costs 248
 Recovering costs..... 250

Adjusting the Economic Model even Further	251
Private cloud and allocation costs	251
Service levels and compliance costs.....	252
Strategic considerations and costs	253
Summarizing an Economic Cost Model	253

Chapter 22: Starting Your Journey to the Cloud 255

Putting the Kibosh on Cloud Cultural Issues	255
Anticipating (but not with relish).....	256
Smoothing the transition	257
Measuring Twice: Assessing Risks	258
Playing risk with categories.....	258
Top company concerns	259
Picking the Right Targets for Success.....	260
Picking the low-hanging fruit.....	261
Approaching other areas	261
Planning for Leveraging the Cloud	262
Example 1.....	262
Example 2.....	263

***Part VI: The Part of Tens*..... 265**

Chapter 23: Ten (Plus One) Swell Cloud Computing Resources . . . 267

Hurwitz & Associates	267
National Institute of Standards and Technology	268
CloudCamp	268
SaaS Showplace.....	268
TechTarget	268
The Cloud Standards Wiki.....	269
Finding OASIS	269
The Eclipse Foundation	269
The Cloud Security Alliance.....	269
Open Cloud Manifesto	270
Vendor Sites	270

Chapter 24: Ten Cloud Dos and Don'ts 271

Don't Be Reactive	271
Do Consider the Cloud a Financial Issue	271
Don't Go It Alone.....	272
Do Think about Your Architecture.....	272
Don't Neglect Governance.....	272

Don't Forget about Business Process	272
Do Make Security the Centerpiece of Your Strategy.....	273
Don't Apply the Cloud to Everything.....	273
Don't Forget about Service Management	273
Do Start with a Pilot Project.....	273
Glossary	275
<i>Index</i>	<i>291</i>

