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incontra **a** 2016



L'IT diventa Software-Defined!

Primo Bonacina, Managing Partner, PBS – Primo Bonacina Services

www.primobonacina.com

PBS, the IT-only, ready-to-run, measurable consultancy firm

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Agenda

- PBS, in breve
- Perché proprio adesso
- *The Software-Defined journey*
- Storage, Networking, Security ...



Primo Bonacina: IT e Digital dal 1984



PBS nasce nel 2014



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value**



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**hands-on,
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flexible,
affordable,
measurable
support**



to sales,
**marketing,
technology,
company
initiatives**



of **IT
and
Digital
players**

Chi sono i nostri clienti



Oggi parliamo di Software-Defined IT e cloud ...

The screenshot shows a web browser window with the URL <http://dupress.com/articles/tech-trends-2015-software-defined-everything>. The browser's address bar and tabs are visible at the top. The main content area features a large, stylized graphic with gears, a cloud, and a red drop containing binary code. The Deloitte University Press logo is in the top left corner. Below the graphic, the article title and author information are displayed.

Deloitte University Press

Featured Topics Industries Periodicals

Software-defined everything

Breaking virtualization's final frontier

Much of the operating environment can now be virtualized, automated, and orchestrated, positioning infrastructure as a competitive differentiator that can help fuel innovation.

WRITTEN BY
Ranjit Bawa & Rick Clark

PUBLISHED
January 29, 2015

Sondaggio: chi di voi **NON** possiede un'automobile?



La risposta esatta potrebbe essere: «tutti!»




autoblog SPEC / REVIEWS


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EXCLUSIVE May 20th 2015 at 8:32AM

General Motors says it owns your car's software


In Copyright Dispute, GM Attorney Says Customers Just License Vehicle Use





 Buy a General Motors vehicle lately? Check the fine print. The company says you may not own some parts of a vehicle that actually make it run.

 In comments sure to rankle customers, a GM attorney said Tuesday the company believes the software that controls every vehicle function belongs to them. Even after customers pay tens of thousands of dollars for a car, the company says users are merely signing a licensing agreement to use it over its lifetime.

"It is our position the software in the vehicle is licensed by the owner of the vehicle," Harry Lightsey said.

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149

Torniamo a noi: perché SD IT?

La risposta: flessibilità!



Figure 14: "Which of the following do you perceive as the biggest potential benefits of SDN technologies?" – asked of all (500 respondents)

Perché proprio adesso?

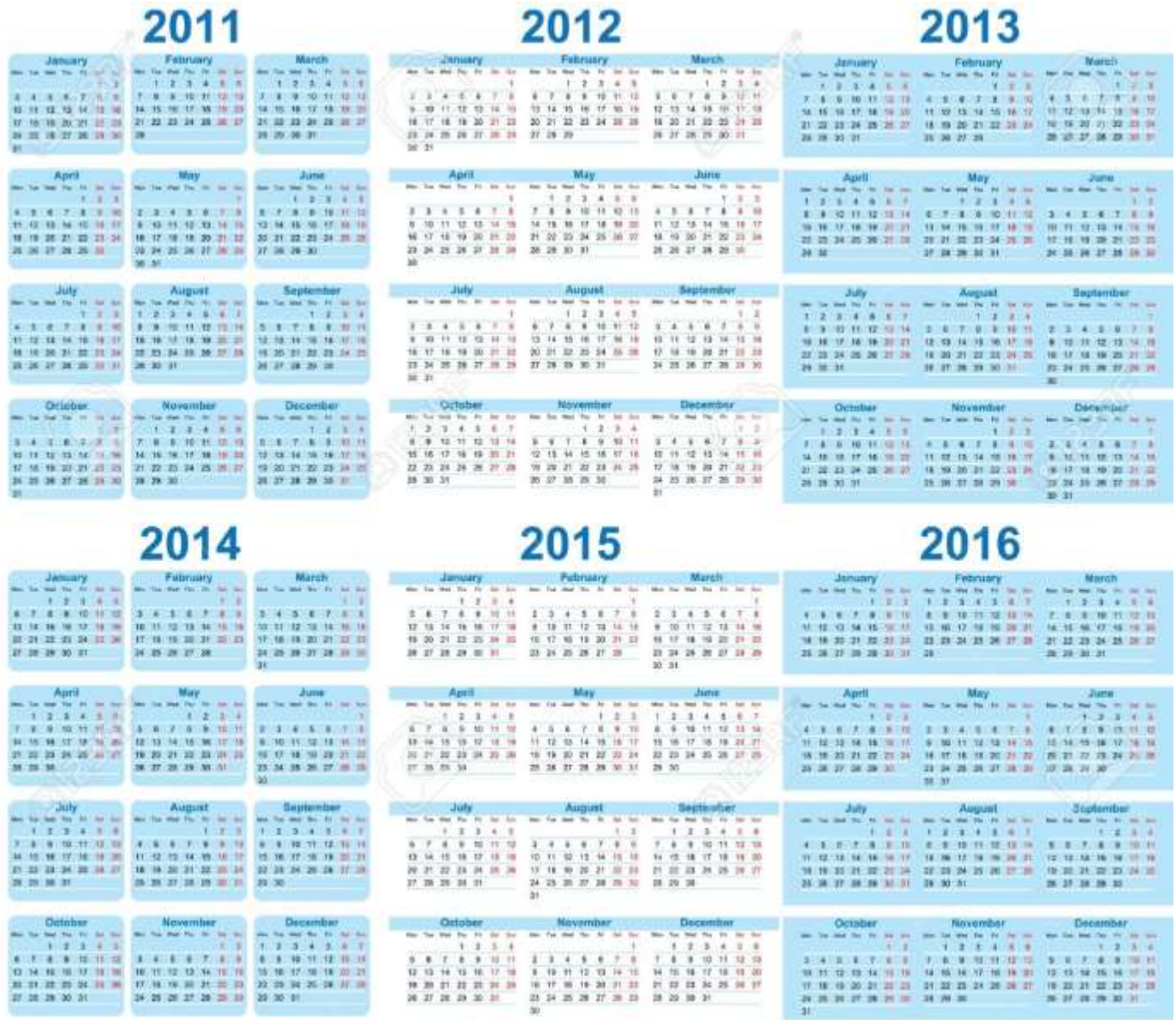
90% OF WORLD'S DATA CREATED IN LAST TWO YEARS

April 13, 2015



Melissa Di Donato, head of European Channels & ISV Programs at Salesforce.com says that a connected environment would mean connected sales teams, digital sales aids and an integrated customer platform as part of the broader pattern. "The world has gone social with 2.3 billion social users, but companies are building their own social networks in the form of communities," and channels would need to adapt to this.

Facciamo ora un (rapido) viaggio nel tempo



Marc Andreessen lo diceva già nel 2011!

Why Software Is Eating The World



By **MARC ANDREESSEN**

August 20, 2011

This week, Hewlett-Packard (where I am on the board) announced that it is exploring jettisoning its struggling PC business in favor of investing more heavily in software, where it sees better potential for growth. Meanwhile, Google plans to buy up the cellphone handset maker Motorola Mobility. Both moves surprised the tech world. But both moves are also in line with a trend I've observed, one that makes me optimistic about the future growth of the American and world economies, despite the recent turmoil in the stock market.



In an interview with WSJ's Kevin Delaney, Groupon and LinkedIn investor Marc Andreessen insists that the recent popularity of tech companies does not constitute a bubble. He also stressed that both Apple and Google are undervalued and that "the market doesn't like tech."

In short, software is eating the world.



More than 10 years after the peak of the 1990s dot-com bubble, a dozen or so new Internet companies like Facebook and Twitter are sparking controversy in Silicon Valley, due to their rapidly growing private market valuations,

E nel 2012 ...

theMETISfiles *source to success*

Home Research Thought Leadership Opinion Consulting Cloudscape Cus
Elastic Enterprise Connected Worker Partner Ecosystem



The Future Of The Network Is Software Defined

Written by Pim Bilderbeek on 04/10/2012

Last week we attended the **NetEvents** EMEA Press and Analyst Summit. Part of the 2-day program was a debate session on **Software Defined Networks** (SDN) with panellists from Gartner, IDC, IBM, Dell, HP, Extreme Networks, Enterasys and yours truly. The debate centred on the question who is first to ride the SDN revolution, the Enterprise, the Cloud Data Centre, or the Service Provider (and where is it taking them)?

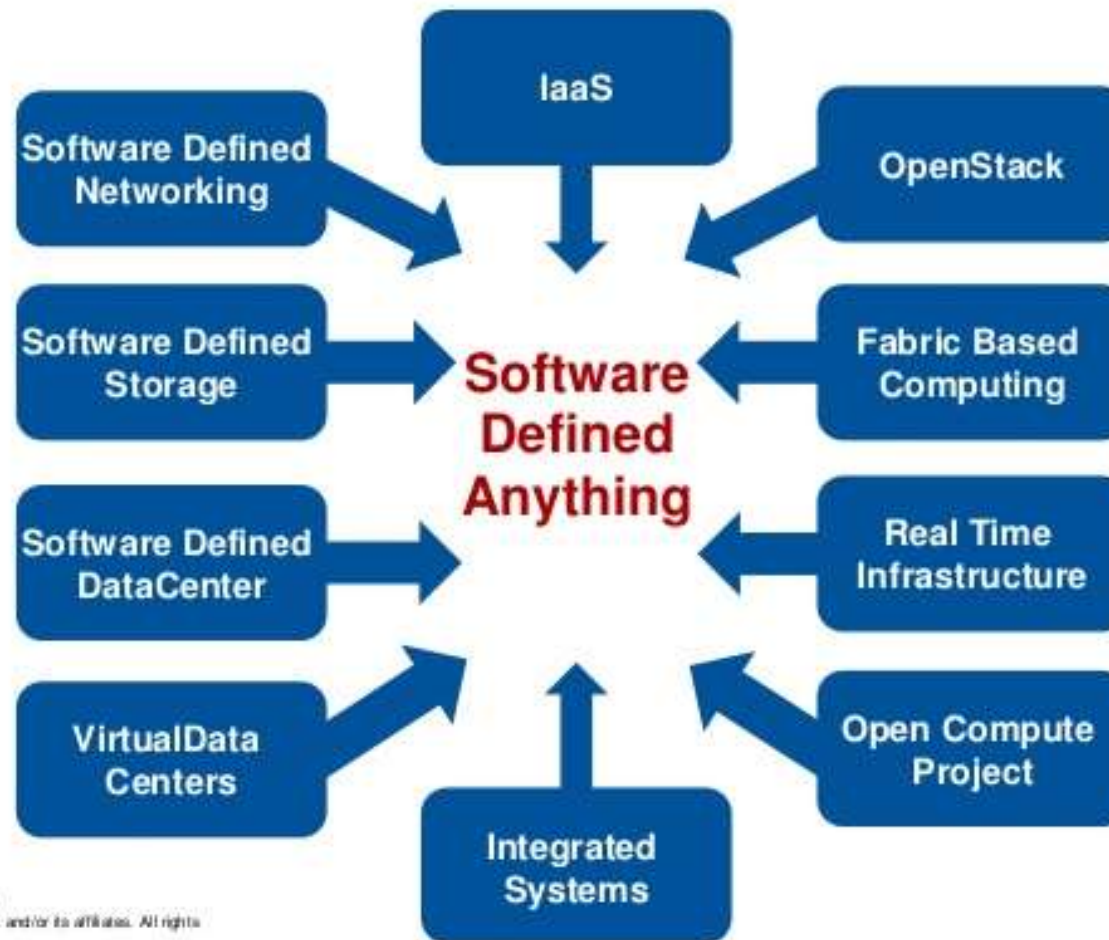
What is SDN?

SDN is about separating the network router and switch data plane (hardware that does packet forwarding) from the control plane (logic that controls packet forwarding). In SDN the control path decisions are taken out of the switch and managed by software on a centralised server. In other words, SDN is about providing a programmable interface into the infrastructure to modify the network infrastructure behaviour and delegate the capability of modifying that to other IT systems. The



E nel 2013 ... (le priorità per il 2014 secondo Gartner)

The Journey to Programmable Everything

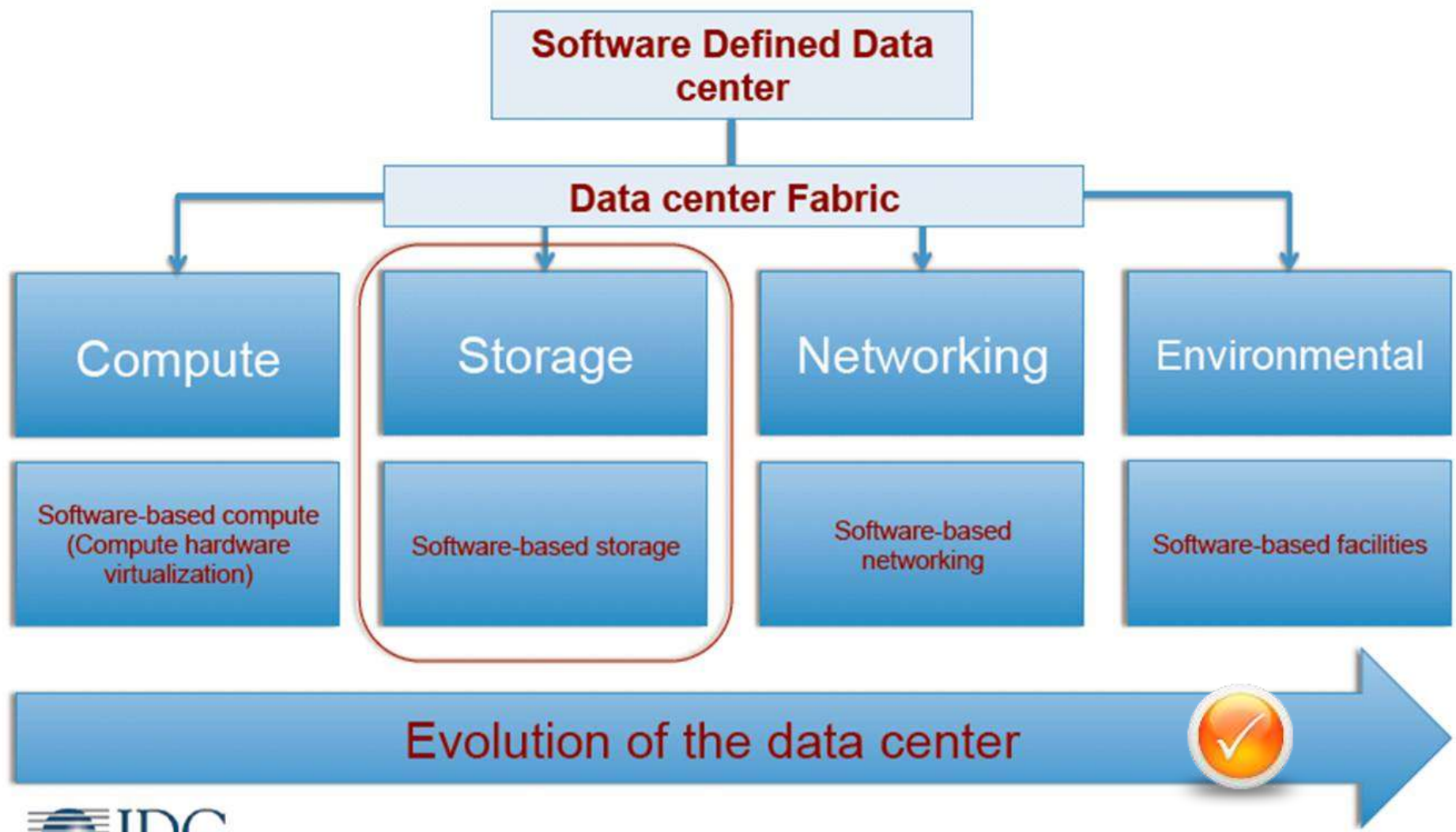


#GartnerSYM
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Gartner
SYMPOSIUM ITAFI 2013



Secondo IDC (2014) questa è un'evoluzione naturale



«2015, the year of the revenue cloud»: anche il cloud è una trasformazione basata sul software

Enterprise computing choices and the Cloud

	build your own	buy IaaS	buy PaaS	buy SaaS
Application			✓ →	
Database			✓ →	
Infrastructure Software		✓ →		
Hypervisor		✓ →		
Orchestration				
Server	✓ →			
Storage	✓ →			
Network	✓ →			

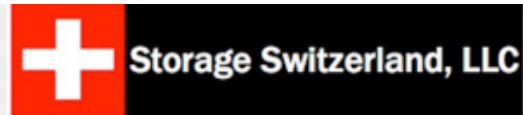
On Premise (diagonal text across top-left to middle-right)

Off Premise (diagonal text across middle-left to bottom-right)

ITCandor



Parliamo di Software-Defined Storage



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Defining Software-Defined Storage – what benefits does it deliver?

Posted on [May 18, 2015](#) by [Eric Slack](#) — [1 Comment](#)

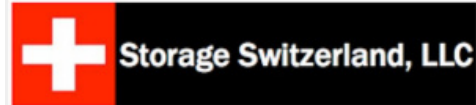
Software-Defined Storage (SDS) is one of the hottest topics in the IT industry and, as a technology, provides some significant advantages over traditional storage system designs. These advantages translate into substantial benefits that arguably have driven the interest in SDS products to begin with. But not all products labeled as “software-defined” come with all those benefits. For users it’s important to understand what they’re trying to get from SDS and which solutions can deliver it.

What SDS is and How it’s Implemented

SDS is a storage technology that abstracts the storage services from the storage controller and allows them to be run on general-purpose server hardware, like any application. This enables a storage system to be ‘built’ without the need for expensive, purpose-built hardware to run the controller functions or even house the storage media. SDS has been widely promoted as a way to leverage the availability of inexpensive “commodity” server hardware, direct-attached drives and flash.



E non dimentichiamoci la **Software-Defined Deduplication**



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Software Defined Deduplication is Critical to the Cloud

Posted on [August 16, 2016](#) by [George Crump](#) — [1 Comment](#)

The goal of any cloud initiative is to create a cost-effective, flexible environment. The architectures will typically store large data sets for long periods of times, so one of the challenges to being cost-effective is the physical cost of storage. Deduplication is critical to extracting maximum value from a cloud first initiative but the cloud requires a different, more flexible software defined implementation.

Why We Still Need Deduplication?

While the cost per GB of hard disk and even flash storage continues to plummet, when purchased in the quantities needed to meet the typical cloud architectures capacity demands, storage continues to be the most expensive aspect of the design. And it's not just the per GB cost, it is the physical space that each additional storage node consumes. Too many nodes can force the construction of a new data center, which is a much bigger cost concern than the price per GB of storage.

Deduplication provides a return on the investment by making sure that the architecture stores only the unique data. That not only reduces the capacity requirement it also reduces the physical storage footprint.



Parliamo di Software-Defined Networking [SDx Central]

Percentage of network spending
on SDN will
RISE SHARPLY



Parliamo di Software-Defined Networking per il Data Center [SDx Central]

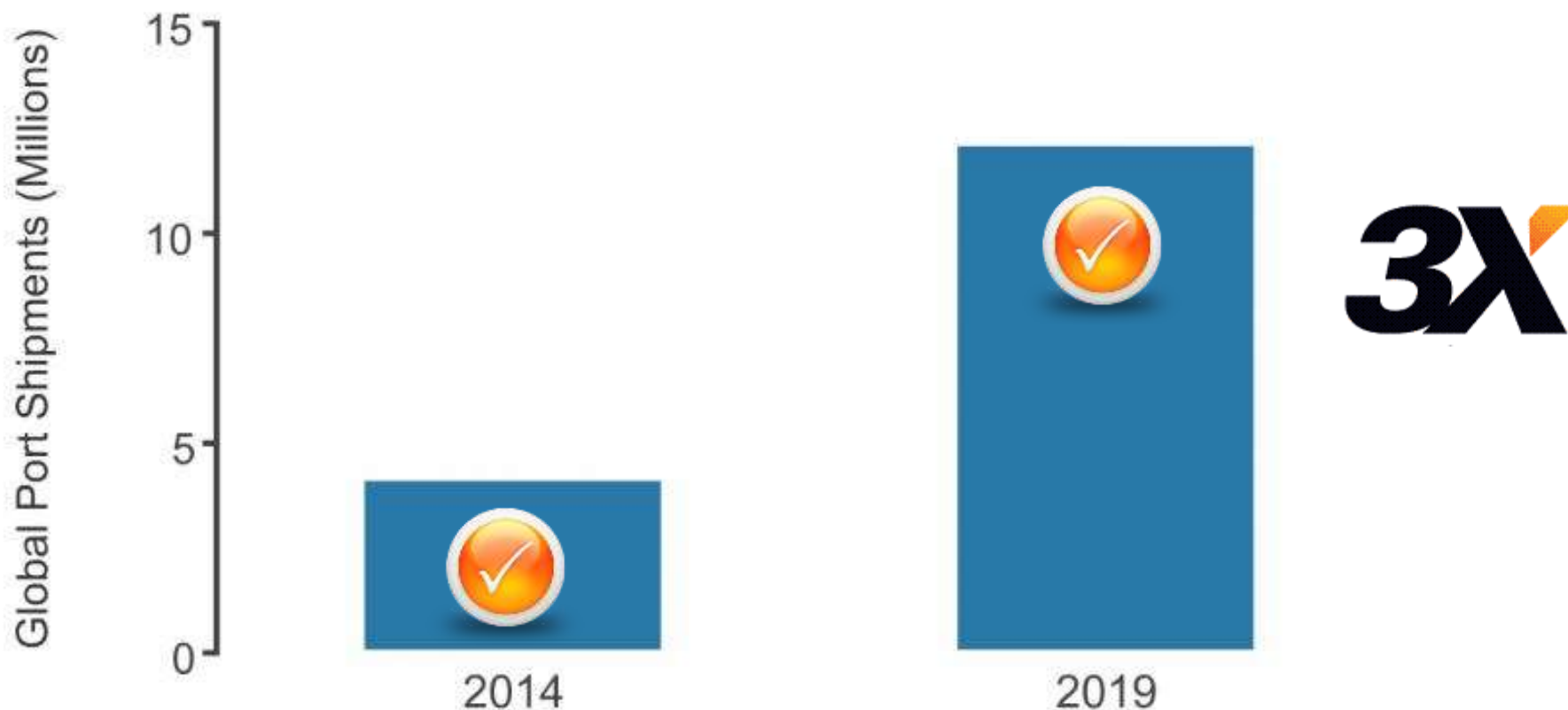
Datacenter networking software
(driven by network virtualization) will reach
\$1.2 BILLION BY 2018



10X

E per conseguenza: Bare-metal networking

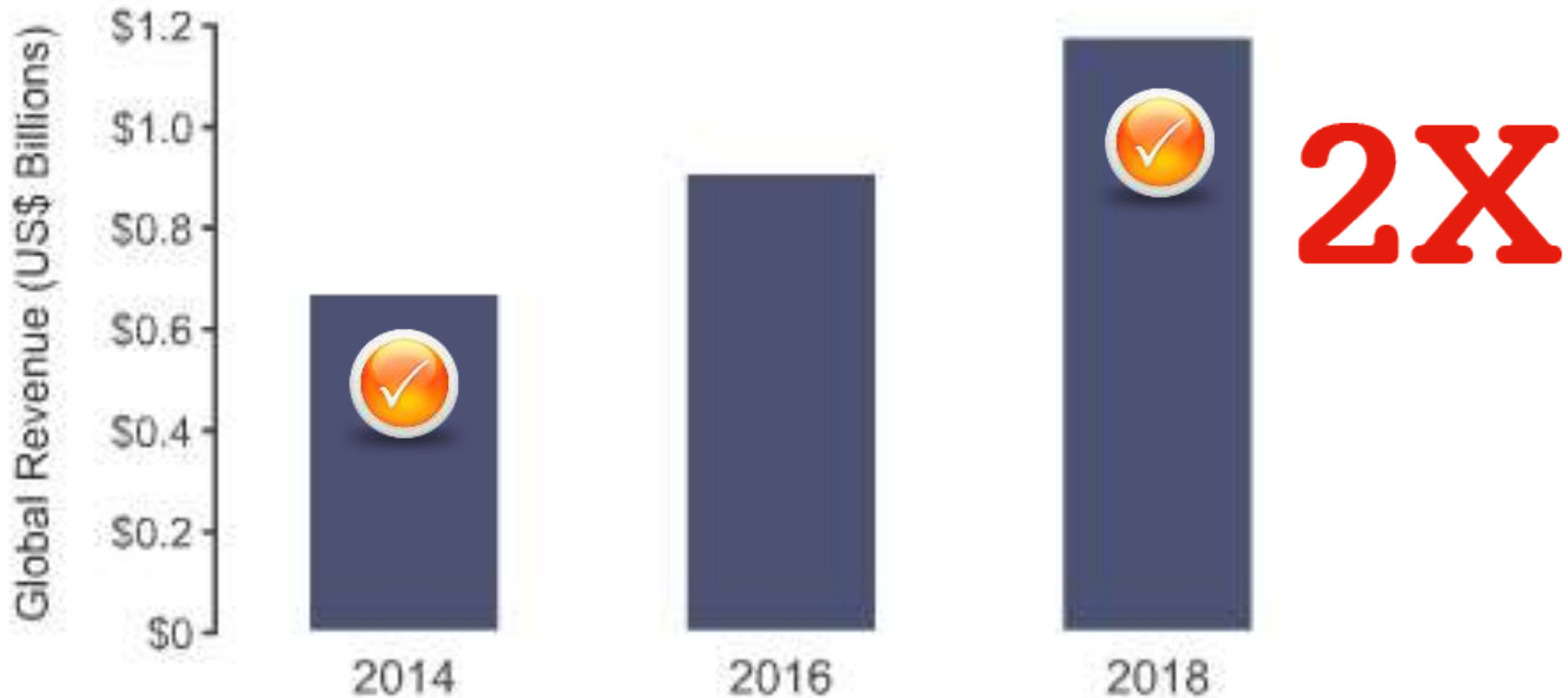
Infonetics projects that over 12 million bare metal data center Ethernet switch ports will ship in 2019, up 198% from 2014



© Infonetics Research, now part of IHS, *Data Center Network Equipment: Quarterly Market Share, Size and Forecasts; March 2015*

E per conseguenza: Software-Defined Security

Infonetics forecasts the ported and purpose-built virtual security appliance market to reach \$1.17B in 2018



© Infonetics Research, *Data Center Security Products: Biannual Market Share, Size, and Forecasts*: November 2014.

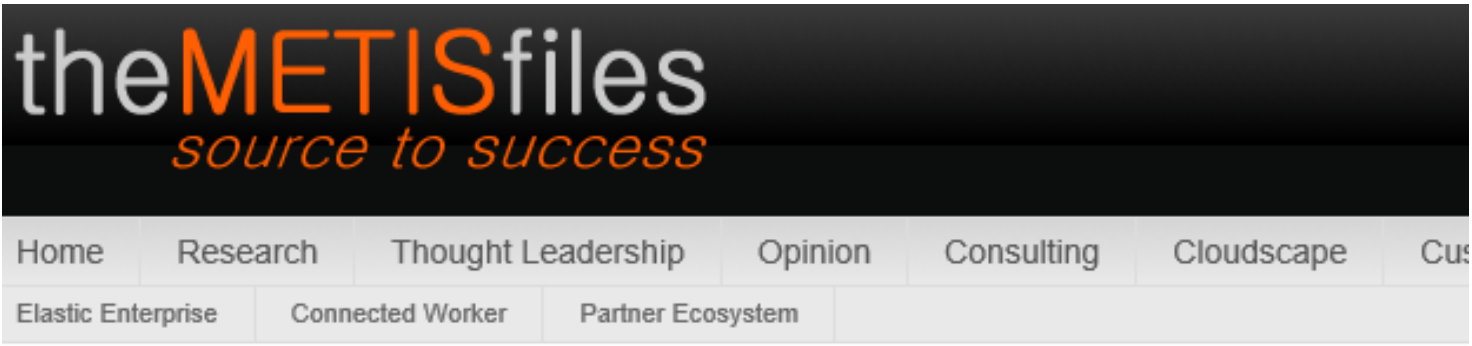
Una nota finale in agrodolce

**Grande è la confusione sotto il cielo,
quindi la situazione è ottima.**

(Mao Tse Tung)



Una nota finale in agrodolce



To Uber Or Be Ubered

Written by Marcel Warmerdam on 01/10/2015 · Leave a Comment

The fast rise of 21st century company brands such as Facebook, Twitter, Instagram, Pinterest, Whatsapp, Snapchat, Skype appeal to many. They all have been very successful and their founders became billionaires. What they have in common is that they are all about communicating text, voice, images and video. Taking digital innovation to the physical economy proves to be a bit harder. **AirBnB** and **Uber**, the frontrunners of disruptive innovation in the old economy, currently have a hard time convincing authorities and representatives from the old economy that they have a right to exist.



U B E R-I Z A T I O N

Just this week **Uber was raided** by the Dutch police for the **second time** this year. In March the inspection of Living Environment and Transport seized the administration of Uber's Amsterdam office in order to get an idea about the size of the uberPOP service. The Amsterdam justice department again sized Uber's

Una nota finale in agrodolce

Cisco taglia 5.500 posti di lavoro

La decisione è stata annunciata in concomitanza con la diffusione dei risultati (in chiaroscuro) dell'ultimo trimestre dell'anno fiscale. L'obiettivo del gruppo è quello di ottenere risparmi da dirottare negli investimenti per l'area software, ritenuta sempre più importante

di GT

18 Agosto 2016

... spostare il baricentro dall'hardware al software ...



Chuck Robbins, Cisco

Tagliare la forza lavoro per continuare a investire nei nuovi business. Anche un colosso come Cisco non sembra riuscire a fare a meno di applicare la "prassi" seguita in questi anni dalle principali compagnie del mondo IT: il gigante del networking, in contemporanea con la diffusione dei dati relativi all'ultimo trimestre fiscale, ha infatti annunciato il prossimo licenziamento di 5.500 persone, il 7% dei dipendenti a livello globale. Un numero, va rilevato, che è comunque inferiore rispetto alle indiscrezioni che erano circolate nei giorni scorsi, che parlavano addirittura di 20.000 esuberi.

Da cosa dipende questa decisione? Non certo da difficoltà finanziarie, perlomeno immediate. I numeri di Cisco non sono infatti quelli di un gruppo con i conti in rosso o con clamorosi segni meno. L'anno fiscale che si è chiuso a fine

luglio è terminato infatti con un utile netto di 10,7 miliardi di dollari, in crescita del 20% sull'anno (+21% a 2,8 miliardi nell'ultimo trimestre). Numeri meno positivi arrivano invece dal fatturato, che è invece rimasto fermo a 49,2 miliardi durante l'anno ed è diminuito del 2% a 12,6 miliardi nel quarto trimestre. In difficoltà appare soprattutto uno dei business storici di Cisco, ossia quello dei router, che nell'intero anno fiscale ha perso circa il 4% del suo giro d'affari, mentre invece l'area switching ha avuto nell'ultimo trimestre una leggera crescita. Per prevenire ogni possibile rischio, il nuovo Ceo **Chuck Robbins** ha così dato avvio alla cura dimagrante, così da ottenere risparmi di costo significativi così da avere maggiori risorse per investire in aree come **sicurezza, IoT, collaboration, next generation data center e cloud**.

In buona sostanza, come hanno rilevato tutti i commentatori del settore, spostare ulteriormente il baricentro dell'azienda dall'hardware al software. Come dimostra d'altronde l'ultima acquisizione effettuata dal gruppo, quella di **CloudLock**, azienda specializzata nella sicurezza per il cloud, costata ben 293 milioni di dollari. «Il mercato odierno - ha spiegato il



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Primo Bonacina,
PBS - Primo Bonacina Services

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**SOFTWARE-DEFINED IT,
IPERCONVERGENZA E CLOUD: SIAMO PRONTI?**

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