

Embracing the Cloud for Teleworkers

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Agenda

› The Cloud

- What is Cloud?
- Benefits
 - Why is the Cloud important?
 - What can the Cloud do for me?
- Service Oriented Architecture
 - Everyday Examples
- The Cloud enables SMB to obtain Enterprise features without high cost or complexity

› Strategy

- Cloud solutions for Teleworkers
- Enablement where practical
- Leveraging the economics of the Cloud
- Enterprise features for modest budgets

› Teleworker Examples

- Teleworkers can greatly benefit from Cloud-based network solutions
- VPN routers & remote connectivity
- Switching & Security
- Wireless
- Broadband Virtualization
- Storage
- Road warrior solutions

› Conclusion

› Questions

Cloud Computing

Market Update

› What is Cloud Computing?

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

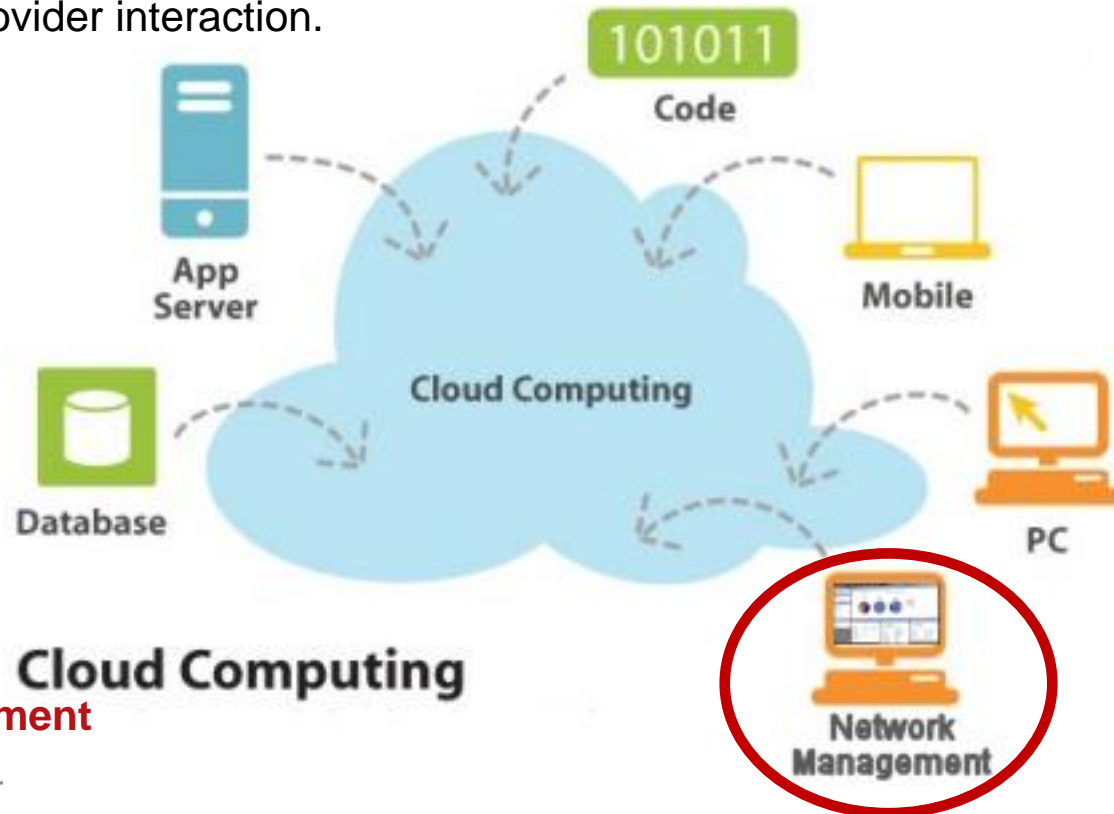
› What are the Benefits?

- Lower Initial Cost
- No Additional Onsite Hardware
- Fast Deployment
- Access from Anywhere
- More Scalable

› Emerging Segment

- **Cloud-based Network Management**

business



Cloud Computing

Emerging Segment: Cloud-based Network Management

› What are the Benefits for Teleworker and SMB Customers?

- Enterprise-class features - without the complexity, without the premium price
- No network controllers to buy and maintain
- Remote management and monitoring
 - Centralized anytime, anywhere access
 - Staff or outsourced
 - Multiple sites
 - Automation to offload overburdened staff
- Tighter security
- Resilience
- Scalability
- Higher user uptime and productivity
- Multi-tenancy means reduced costs



business

Everything-as-a-Service

**Welcome to the era of *Everything-as-a-Service*.
Three major components:**

1. SaaS (Software as a Service)– software, applications (Salesforce, Google Apps, , MS Office 365, Online Meeting/Collaboration/Groupware tools, CRM tools)
2. PaaS (Platform as a Service) – Cloud development environments (force.com, Google App Engine, MS Windows Azure)
3. IaaS (Infrastructure as a Service)– computing hardware, storage (datacenter hosting such as Amazon)
 - HaaS (Hardware as a Service)
 - **NaaS (Network as a Service): Providing services that leverage the power of network-enabled IT utilization**

› SOA (Service Oriented Architecture)

- Contrast to Client-Server architecture

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Teleworkers and SMB Need Suitable, Affordable Products

Consumer solutions are affordable but lack business features, are not designed for business traffic loads, are not scalable, have less business-grade security options



Costly



Requires expensive infrastructure



Requires in-house IT

Feature-rich Enterprise solutions are often too complex and costly for SMB

A Unique Solution to fit Your Needs

Teleworkers & Small Business

Consumer Products:

Non-Scalable

- No multi-access point support
- Limited security options
- No individual user management

Enterprise Products:

Expensive

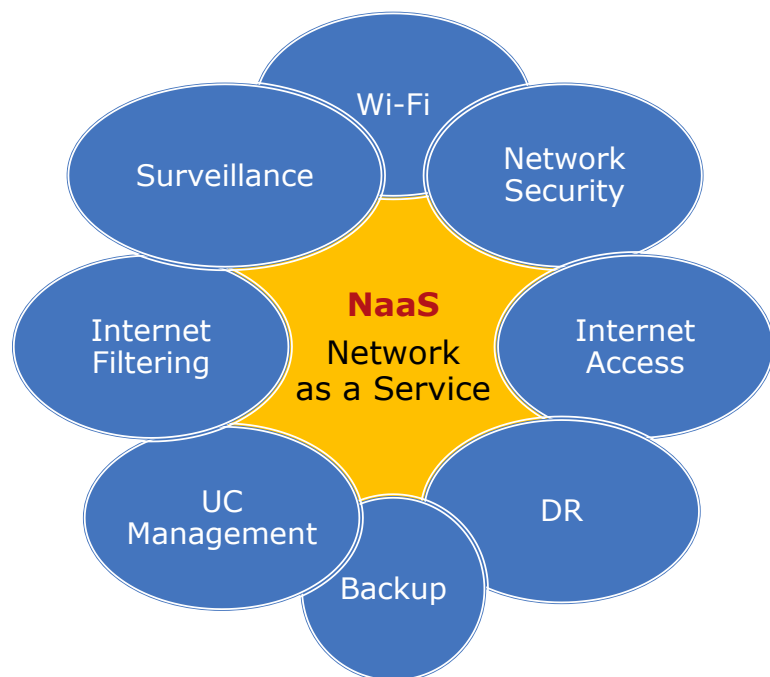
- Costly hardware, complex controllers and elaborate management software
- Require high-end IT expertise to manage and deploy

Cloud represents the solution that fits the gap between consumer and enterprise products

A Vision for the Cloud

Network as a Service

The simplest low-cost enterprise-level network solution for SMBs via a virtual controller in the Cloud - managing one or all networking services via a browser-based control panel



Everything needed to **remotely monitor, manage and remediate all network services remotely**

- Simple Cloud-based control of end-to-end network services
- Customer chooses desired services, adding new services as desired or as they come on line
- Not based on agents or network changes
- Everything needed is in equipment or the Cloud
- Network management is largely automated but administration can be handled by a customer, a VAR/MSP, or the responsibility can be shared

Benefits to Customers

Network as a Service



Affordable, Best Value

Lower initial outlay of cash and lower ongoing costs for enterprise-level unified network solution.



Easy to Setup, Deploy, and Manage

Automated management from anywhere with a consolidated view of a unified networking services via a simple browser interface.



Enhanced Reliability

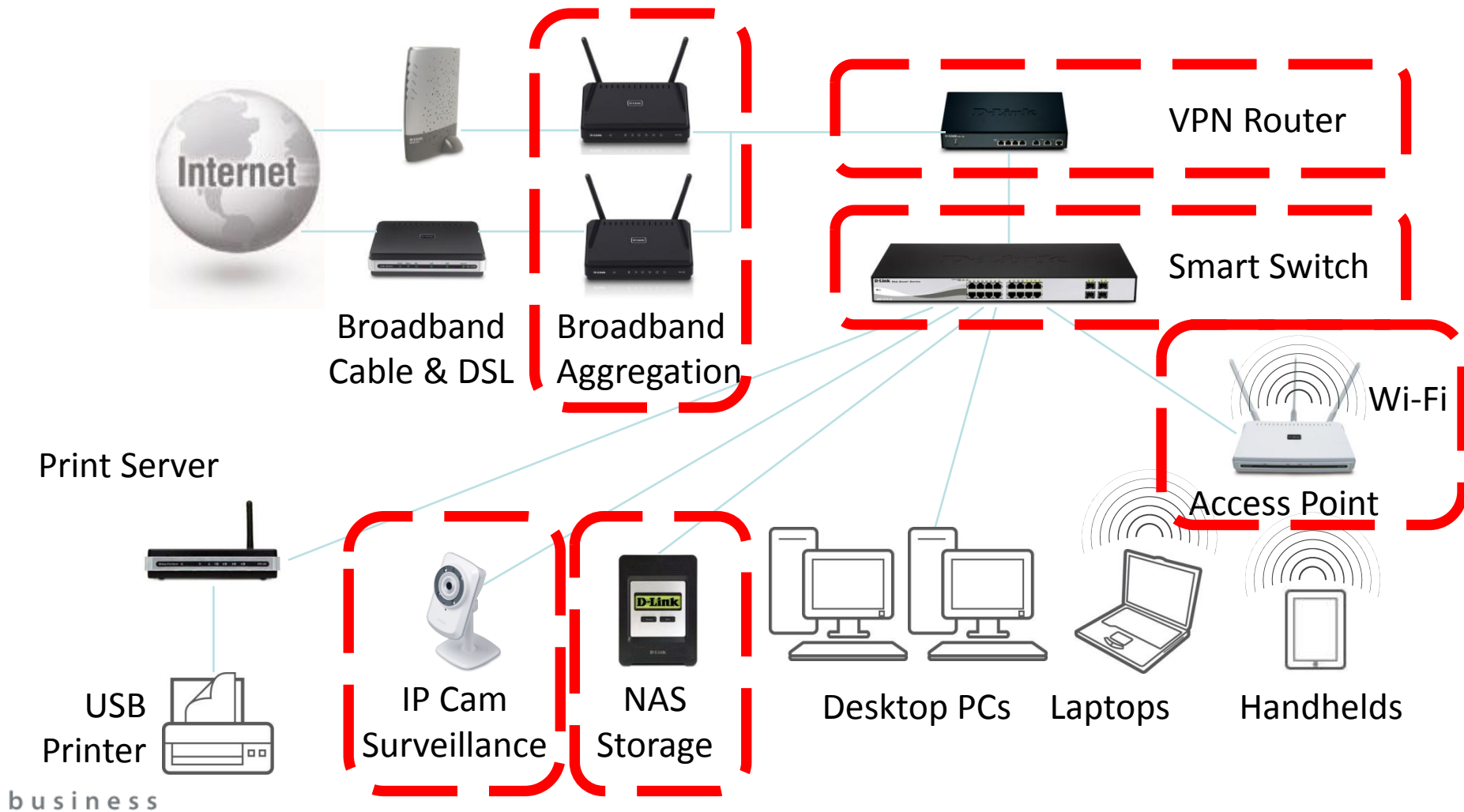
Resilience and redundancy built into on-premise and cloud components plus automation means higher network uptime for greater productivity.



Flexibility

Scale services easily and choose to offload network management or manage distributed networks internally

Cloud for Teleworkers - Examples



Value and Power of the Cloud

Cloud Managed Solutions

- Brings Enterprise functionality to smaller companies - without the overburdening complexity or prohibitive expense

Cloud management portal for centralized anytime, anywhere management

- Easy to manage, easy to deploy, single or multiple locations

Virtual Cloud IT infrastructure simplifies back room requirements of equipment and staff

- Provided as a service in the Cloud

Secure

- Implements multiple security protocols

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D-Link Cloud Networking Solutions

Embracing the Cloud

For Teleworkers

Thank you for joining us

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