

# Managing Clouds, The Impact Of Virtualization In The Data Center

*Thursday, 16 September 2010 09:00 (45 minutes)*

Managing IT is being fundamentally reshaped by the notion of Clouds, i.e. that an enterprise or organization can focus its energies on those areas of technology (if any) that provide true differentiating value, and effectively access everything else as a commoditized service, via the network. The technologies that enable this, particularly virtualization, have been evolving for a long time, but an inflection point has been reached where their maturity and relative cost have driven fundamental shifts in the business of IT management. This presentation will look at the how Clouds, and the technologies that make them real, impact IT operations. What are the opportunities? What are the challenges? What really does change for IT operations, and what doesn't.

## **Project name if affiliated to a project**

Paul Strong is VMware's Chief Technology Officer in Europe, the Middle East and Africa (EMEA), where he connects the VMware corporate CTO office with the VMware field organization, its partners and its customers, helping to change the way businesses view and manage their business services and technology assets. Paul is a recognized leader within the Cloud and Grid communities, and within industry, and is a regular keynote speaker and contributor of articles on the subjects of Clouds and Grids. He was chairman of the board of directors of the Open Grid Forum (2006-2008) and sits on the technology advisory boards of a number of companies, as well as industry consortia and government projects. As a Distinguished Research Scientist at eBay, Paul was responsible for eBay's research into managing very large distributed systems (including Grids and Clouds), his work including innovative tooling allowing the capturing and visualization of the complex relationships between business services and underlying infrastructure, and new methods for measuring the effectiveness of IT operations in delivering Quality of Service. Prior to joining eBay Paul architected and/or developed various software systems, including Solaris Containers, large scale B2B eCommerce systems, and large, distributed command and control systems. Paul has a bachelor's degree in Physics from the University of Manchester, in England. During his limited spare time, he plays and records unnecessarily complicated music with his band Fractal.

**Session Classification:** Plenary Keynote