



Gevangen in de Wolken

**25e saMBO-ICT conferentie
Tilburg, 18 januari 2012**

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Fabrice Mous

Directeur Outdare &
adviseur voor Ictivity

Veel kennis en ervaring van open
standaarden en open source
software

Outdare is een dienstverlener
voor CRM-oplossingen binnen
de Ictivity Groep.

Eigenwijze vent!



Outdare

DE **ICTIVITY**
GROEP Full service ICT partner

geen cloud expert



... interop fanboy





Landschap

Lock-in

Advies

Vragen (en Discussie)



CLASSIC

QUARTZ



Landschap

DE **ICTIVITY**
GROEP Full service ICT partner

2008

Cloud Computing





Cloud computing is het via het internet op aanvraag beschikbaar stellen van hardware software en gegevens, ongeveer zoals stroom uit het elektriciteitsnet.

- Wikipedia

nutsvoorziening ...



ASP?





Cloud computing als
oplossing voor vendor
lock-in en gebrek aan
interoperabiliteit.



Kenmerken Cloud Computing

kostprijs
(van capex naar opex)

betalen naar gebruik
(pay-per-use)





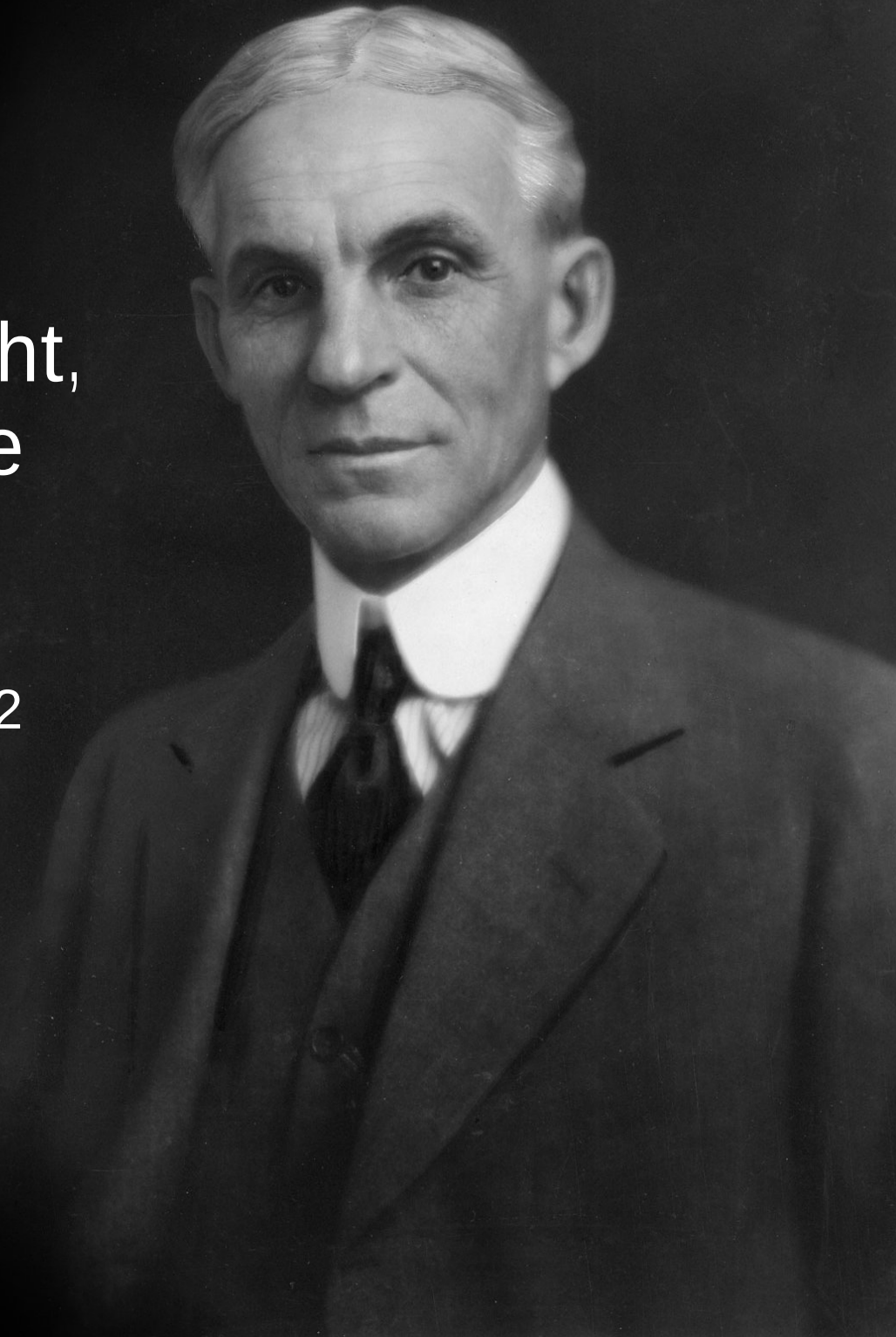
per direct schaalbaar
(elastisch)

resources niet plaatsgebonden
en “ongelimiteerd”



If we can buy as good a
part as we can make
ourselves and the supply
is ample and the price right,
we do not attempt to make
it ourselves

Henry Ford, My Life and Work, 1922



service modellen

SAAS

PAAS

IAAS

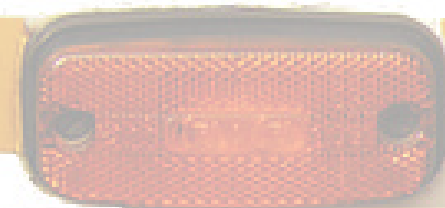




SAAS (applicaties)

PAAS (platformen)

IAAS (infrastructuren)



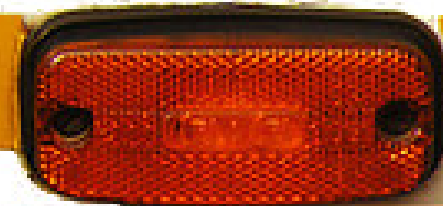


Windows Azure™

SAAS (applicaties)

PAAS (platformen)

IAAS (infrastructuren)

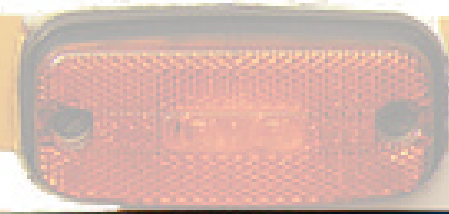


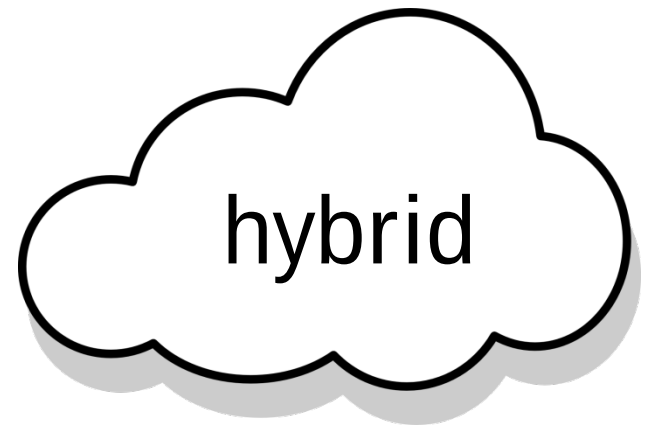
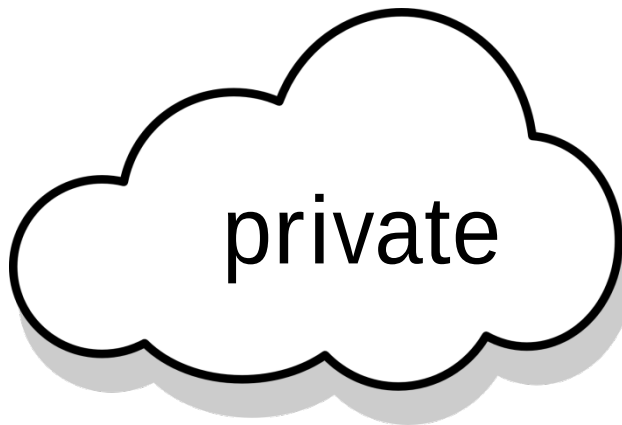
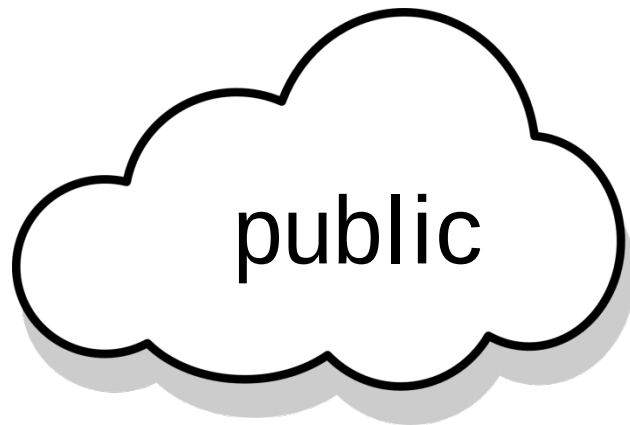


SAAS (applicaties)

PAAS (platformen)

IAAS (infrastructuren)



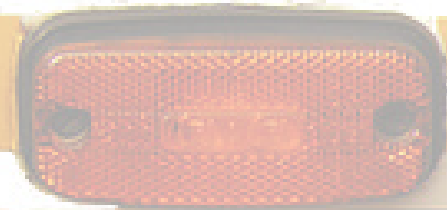


uitrolmogelijkheden

SAAS

PAAS

IAAS





De Lock-in

DE **ICTIVITY**
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service modellen resulteerde
in vraag naar portabiliteit van
data en code

SAAS

PAAS

IAAS



“Clouds Can Become
the Mother of
All Lock-ins”

Jim Whitehurst, CEO Red Hat

Voorbeelden van Lock-in



SAAS (1)



Office

Microsoft Office 365

Microsoft Lync

Microsoft Exchange

Point





De prestaties verbeteren

Documenten worden sneller geladen en tekst wordt duidelijker weergegeven als Silverlight is geïnstalleerd.

[Microsoft Silverlight installeren](#)



Geen installatie beschikbaar voor deze computer

Lees: [Uw Mac instellen voor Office 365](#)

[Terug naar startpagina](#)



platform- en
leveranciersspecifiek
applicatie framework

functionele subset van
Microsoft Office

“Windows-only cloud
service”



SAAS (2)



25 000 hosted
applicaties via Salesforce
en die genereren (bijna)
allemaal **metadata!**



Ontsluiten van eigen
(meta)data is cruciaal en
kostbaar

Metadata migreert niet mee
Metadata = proprietary



PAAS (1)





Google App Engine - Pricing and Features

The following pricing and features are an advance preview and not immediately available.

The following is advance notice for changes to our features, pricing as well as addition of SLA and support.

To get started with [Google App Engine](#) set up an account today. Pricing seen on [code.google.com](#) is still in effect until further notice.

	Free	Paid	Premier
Platform fee	Free	\$9/app/month	\$500/account /month
Dynamic scaling	✓	✓	✓
Java Runtime	✓	✓	✓
Python Runtime	✓	✓	✓
Go Runtime	✓	✓	✓
Usage based pricing		✓	✓
Infinitely scalable		✓	✓
SLA		✓	✓
Operational support			✓

leveranciersspecifieke
database (Bigtable)
en SQL (GQL)

Gebruik van allerlei
Google-specifieke
componenten
(Google Identity Model)



PAAS (2)



“... Regretfully, due to the impact of economic challenges, Coghead has discontinued its operations ...”



overgenomen door SAP
(SAP River Platform)

lock-out binnen 8 weken

8 weken de tijd om alle code
om te schrijven naar een
andere PAAS



PAAS (3)



“ ... it's the ultimate vendor
lock-in, you can check in but
you can't check out.

I like to think of it as the
roach motel of clouds.”

Larry Ellison, CEO Oracle Corporation
Oracle OpenWorld Conference 2011



Platform en
leverancierspecifieke
programmeertaal (APEX)

Klant is eigenaar data
maar Salesforce is
altijd eigenaar database
(gesloten datamodel)



Weekly Export Service

[Help for this Page](#) ?

Data Export lets you prepare a copy of all your data in salesforce.com. From this page you can start the export process manually or schedule it to run automatically. When an export is ready for download you will receive an email containing a link that allows you to download the file(s). The export files are also available on this page for 48 hours, after which time they are deleted.



Next scheduled export:

A data export is currently in progress for your organization.

[Export Now](#)

[Schedule Export](#)

Your export has been queued. You will receive an email notification when it is completed.



IAAS (1)





#ec2disabled

vanaf het
virtualisatieplatform naar
boven kan alles gekozen
worden (eigen OS)

virtuele machine images
niet portabel

leverancierspecifiek
koppelvlakken (API) (wel
brede adoptie)



IAAS (2)



What's The Linkup?

The Linkup is a place to easily **send & receive files** with friends and store massive amounts of files. Link with friends, create private or public groups, store files for later access – it's all inside and just a click (or two) away.

Simple Upload

Batch Upload

Windows Uploader

File #1 [Browse...](#)

File #2 [Browse...](#)

File #3 [Browse...](#)

[More Files...](#)



Want faster uploads? Try [The Linkup Uploader for Windows!](#)

"The LinkUp" is een online storage service provider

Create New Account!

Developers

The Linkup offers a 100% complete API that allows you to integrate TLU functionality into an existing application, or build a whole new TLU application from scratch. This site was built on it!

 [Go to our Developers center](#)



Welcome

Gebruikt storage diensten
Nirvanix

MediaMax is now The Linkup! Your account has already been moved here and is ready to use. Many of your MediaMax files already in your The Linkup account, and the rest will be there shortly.

Our blog

Read up on the latest developments surrounding The Linkup.

 [Visit tlublog.blogspot.com](#)

 [Get RSS feed](#)



Upload files to store or share!
Start uploading immediately!

- The easiest 1-click file sharing.
- Public or password protected files.
- Store & share or just share.

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Simple Upload

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File #3 [Browse...](#)

[More Files...](#)

15 juni 2007

slecht functionerend
systeembeheerscript

good data = dead data?

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The Linkup offers a 100% complete API that allows you to integrate TLU functionality into an existing application, or use the TLU API to build a new application.

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Welcome |

MediaMax is now moved here and is ready in your portfolio.



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[Get RSS feed](#)



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"The LinkUp" is een online
storage service provider

Maakte gebruik van diensten
Nirvanix

45% van klantdata
kwijtgeraakt

Raakte daardoor failliet
20 000 gebruikers moesten
andere dienst zoeken



Hoe hoger in de cloud stack
Hoe meer controle je afstaat

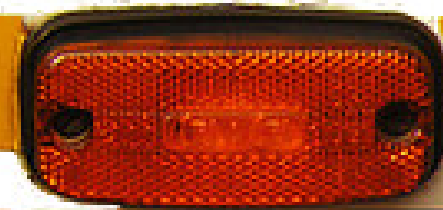
SAAS



PAAS



IAAS

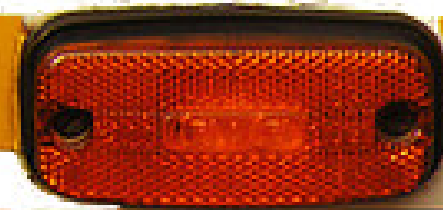


Hoe hoger in de cloud stack
Hoe waardevoller de data

DATA



CODE



CONFIG





Portabiliteit en Interopabiliteit

Voorbeeld ...



portabiliteit

TELE2

T-Mobile®

 kpn


vodafone

 orange™

debitel

interoperabiliteit



Dataportabiliteit erkend belang?

afspraken (partnerschappen)
tussen vendors

open standaarden
open koppelvlakken
open protocollen

belangenorganisaties
standaardisatiegremia





Mijn Advies

DE **ICTIVITY**
GROEP Full service ICT partner

Wees niet te snel!





vendor lock-in is
een gecalculeerd
risico en een
duurzame relatie

risicomanagement

risico's verminderen
risico's overdragen
risico's vermijden
risico's accepteren



risicomanagement

encryptie

extra backup

interoperabiliteit

multi-sourcing

verzekeren

contractmanagement

monitoring op naleving

audit



Agreement

This Agreement governs your use of the In-
payment service and financial services
available or in the

1. **Meaning of some words.** In
means each person who has
other financial products. In
respect to an
entity

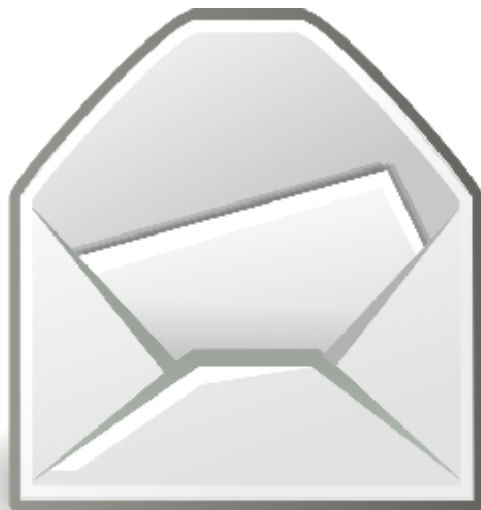
risicomanagement

risico's monitoren
en controleren!





vragen?



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<http://twitter.com/fabricemous>

Voorkomen van Vendor Lock-in in de Cloud

Ron Bogman
Fabrice Mous

19 januari
13:45 - 14:30

sessie 29
zaal B0 38





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