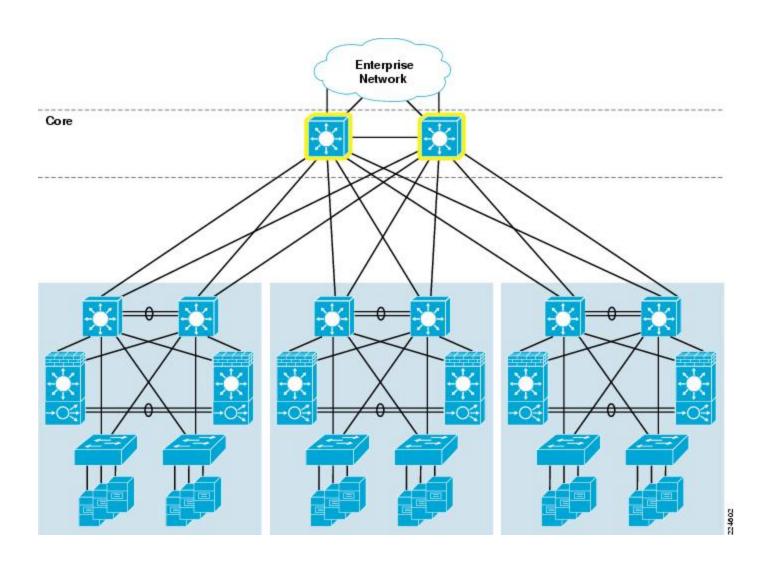
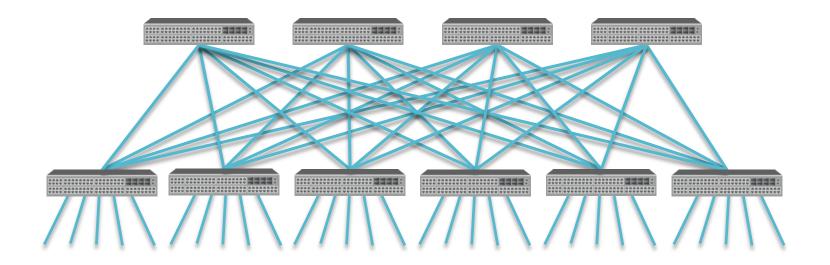


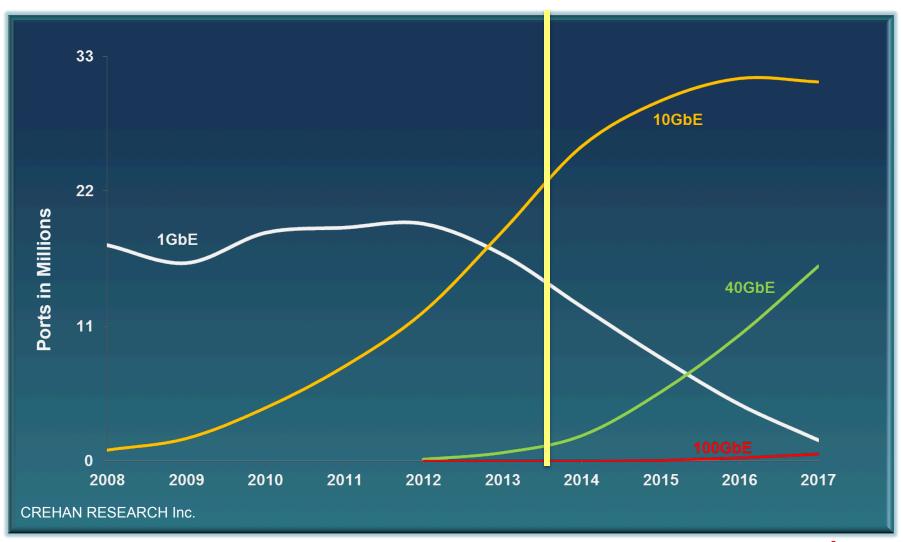
## **Changing Data Center**

Tom Edsall – CTO Insieme Networks



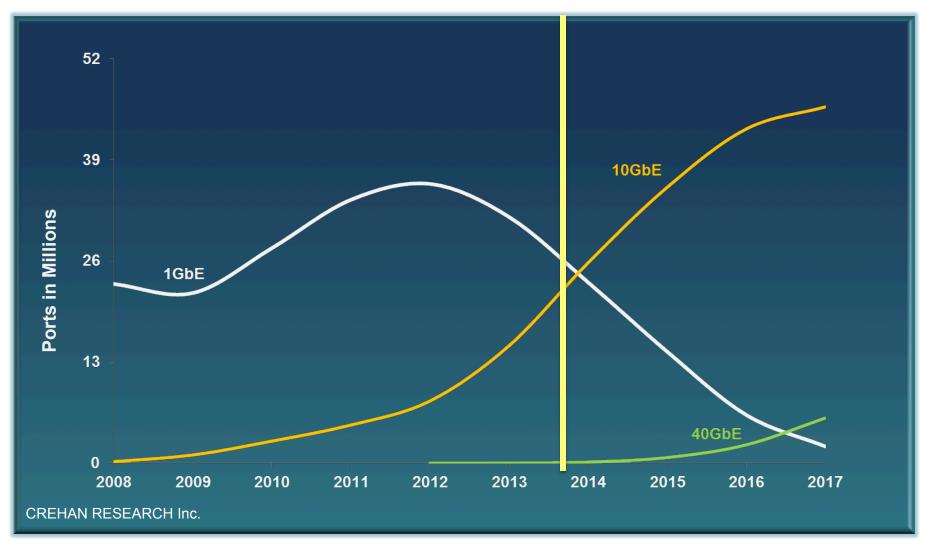


#### Data Center Ethernet Switch Ports



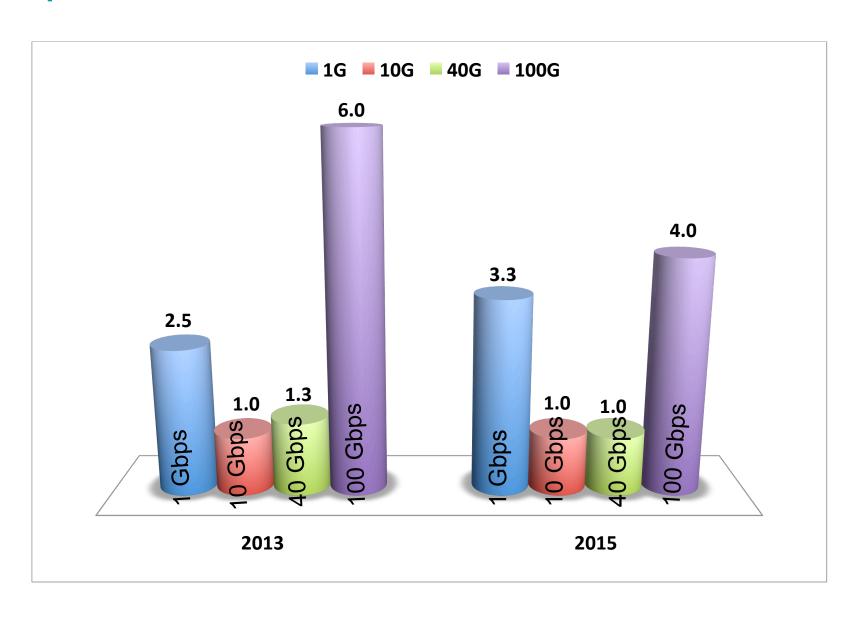


# Server-class Adapter & LOM Ethernet Ports

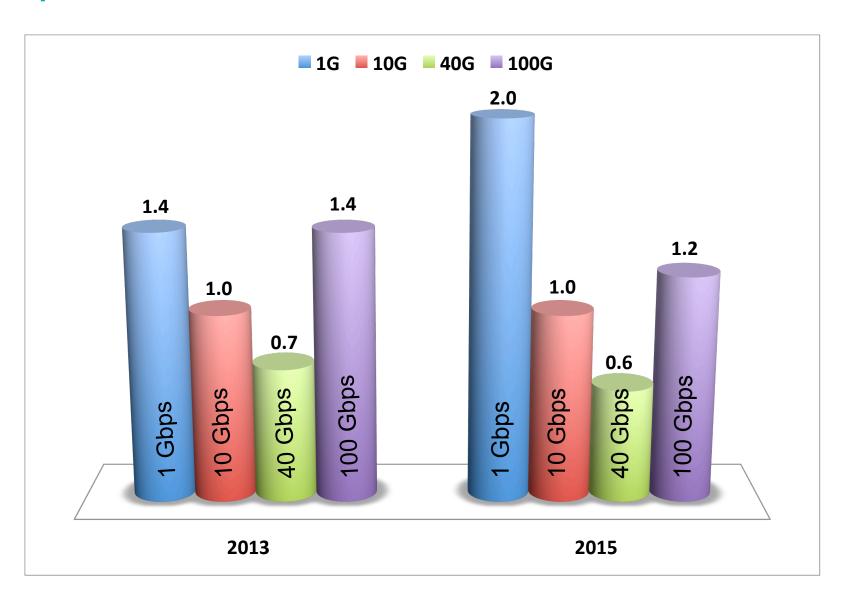


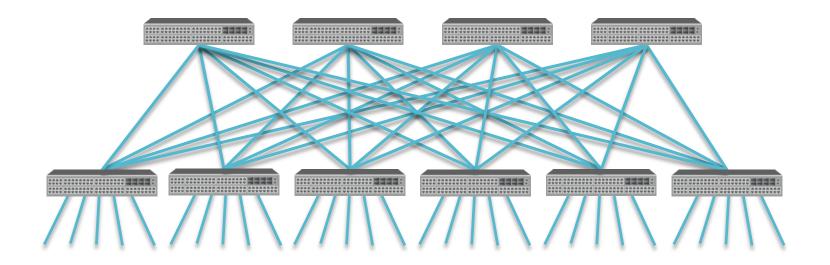


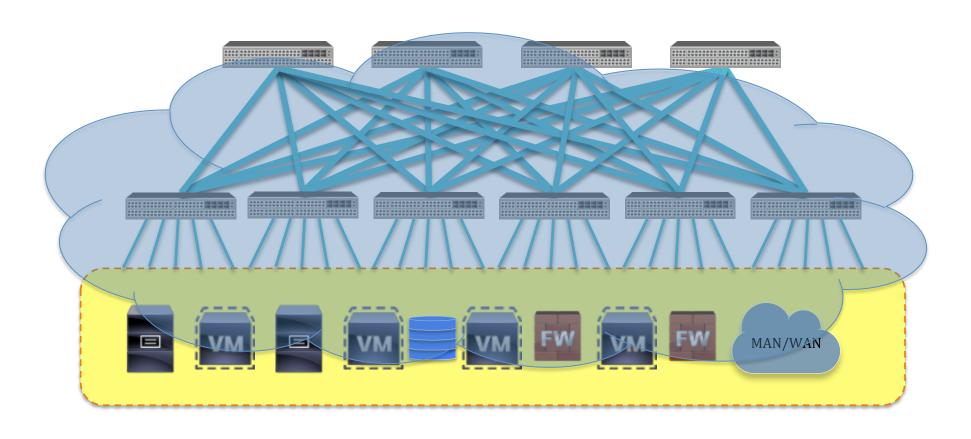
## Normalized Bandwidth Cost vs. Port Speed – Fixed & Modular Switches



## Normalized Bandwidth Cost vs. Port Speed – Modular Switches







"The adoption rate of server virtualization in 2012 is predicted to be 14.3% of total new physical x86 servers and will reach 21.3% of total servers in 2016."

Gartner 10/3/2012

http://www.gartner.com/id=2210316



"Gelsinger noted that today there is a range of estimates ranging from 50 to 60 percent on virtual workload penetration."

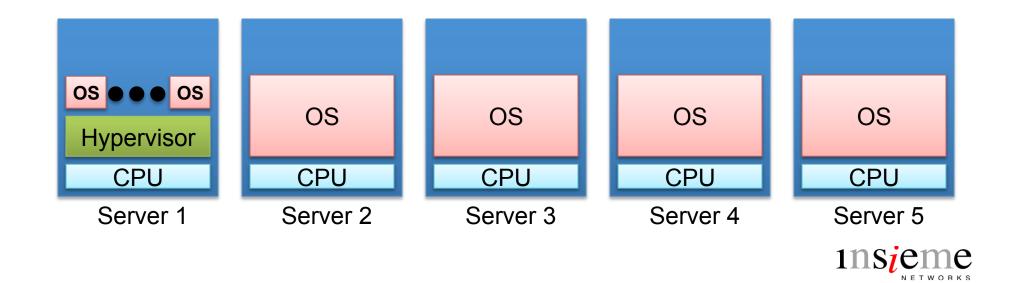
www.serverwatch.com 1/29/13

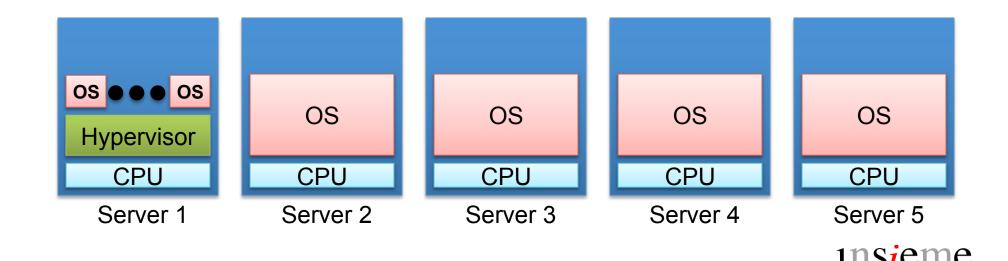
"...you're running as many as 6 out of 10 workloads in virtual machines."

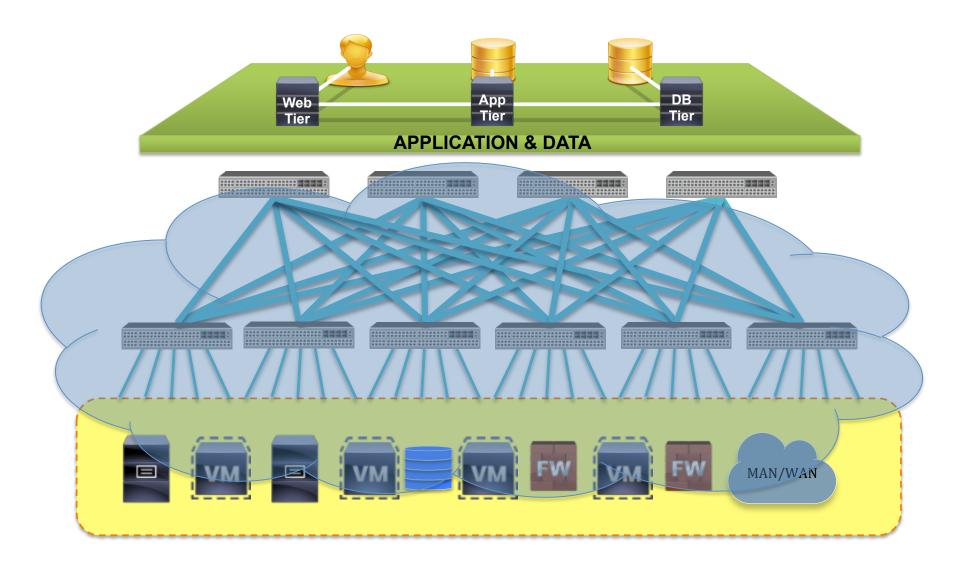
Forrester – Dave Bartoletti's blog 2/1/13

"Total virtual OS instances will contribute 70.2% of total OS instances in 2012 and reach 82.4% of total OSs in 2016."

## 20% Virtualized

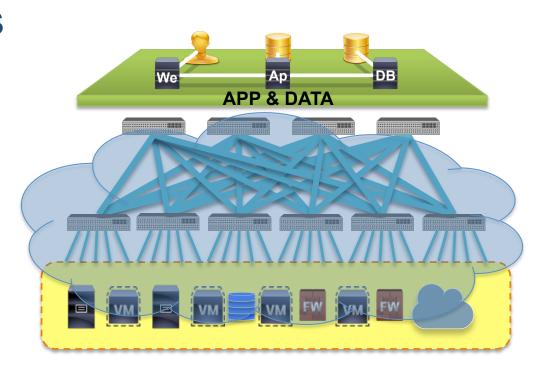




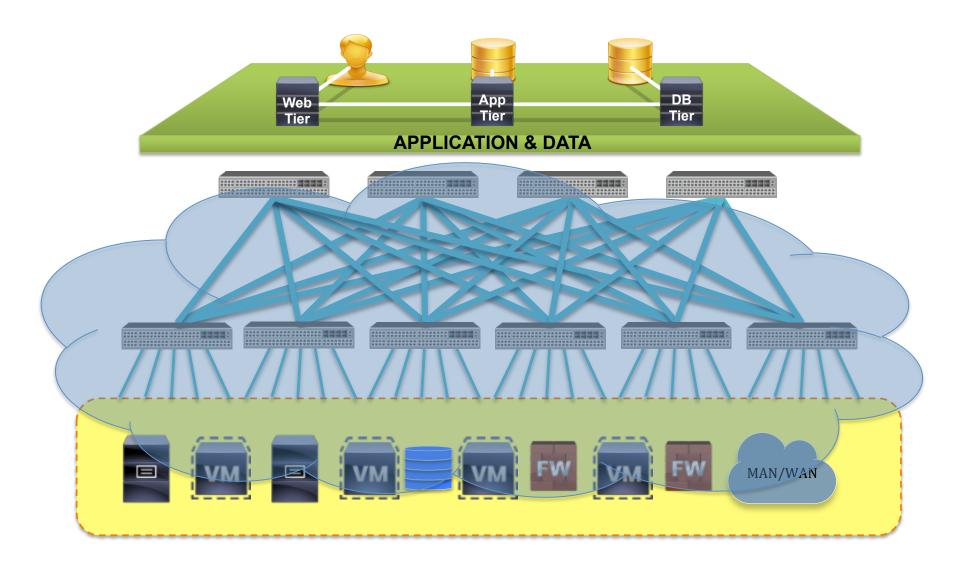


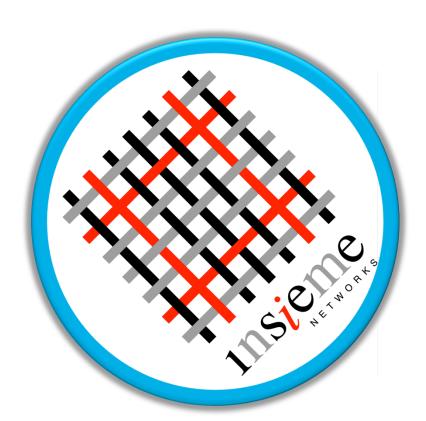
#### A Few Words About...

- Application Focus
- Complexity
- Scale
- Performance
- Operations
- Security
- Approach









#### A Few Words About...

- Complexity
- Scale
- Performance
- Application Focus
- Operations
- Security



# Complexity is Moving

- Complexity of traditional networking is decreasing
  - Simple topology
  - Fewer protocols
  - Few features
- New complexity coming in
  - Virtualization
  - Lights out management
  - Multiple services
  - Dynamic and elastic



#### Must Address Scale

- Scale up and scale down
- Scale data plane
  - Abstraction
  - Simplification
- Scale control
  - SDN
  - Focus on real goals
- Scale management
  - Abstraction
  - Simplification
  - Automation
  - Servers per admin



# Application centricity

- Lost in translation
- Scope
- Performance



## Must Address Trouble Shooting

- Abstraction hides detail
- Multipathing spreads information
- Scale and dynamism adds complexity



## Approach

- Solutions should not be artificially constrained by assumptions
- Polarized approaches usually not the best
- Focus on what is most important
- Question everything



# My Take on what we need

- Application Centric
- Lower TCO
  - Simplify
    - Single network model
  - Automated
  - Agile
    - Virtualized
  - Maintainable
    - Full visibility virtual and physical
- Performance
- Open
- Secure

