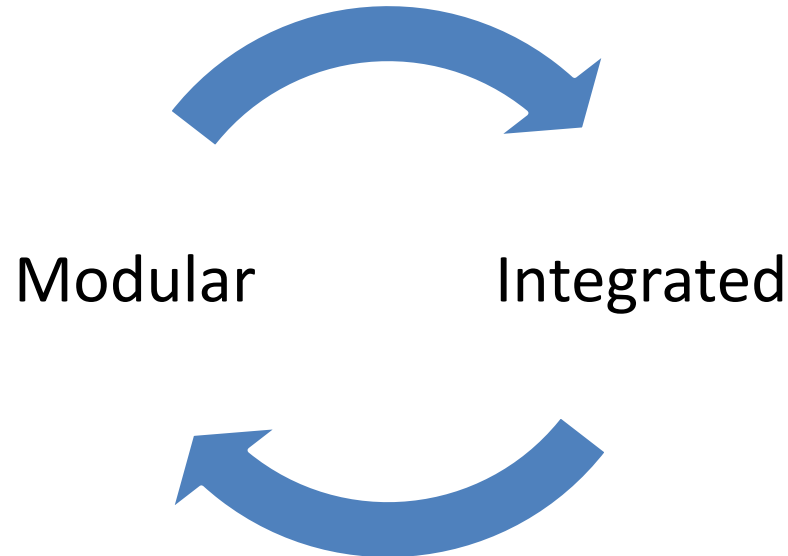


# Re-integration: Don't fear “closed” systems

@cote

(I work at Dell, but this is my own content/opinion.)

# “There’s nothing new in IT.”



The current state of the cycle determines how you architect, build, deliver, support, and sell applications.

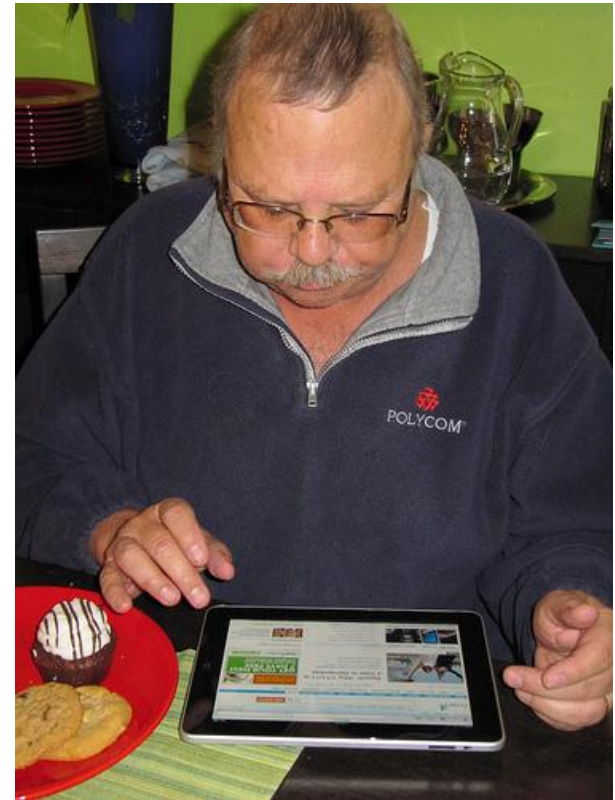
# Mainframes to PC explosion



# WinTel to iPad

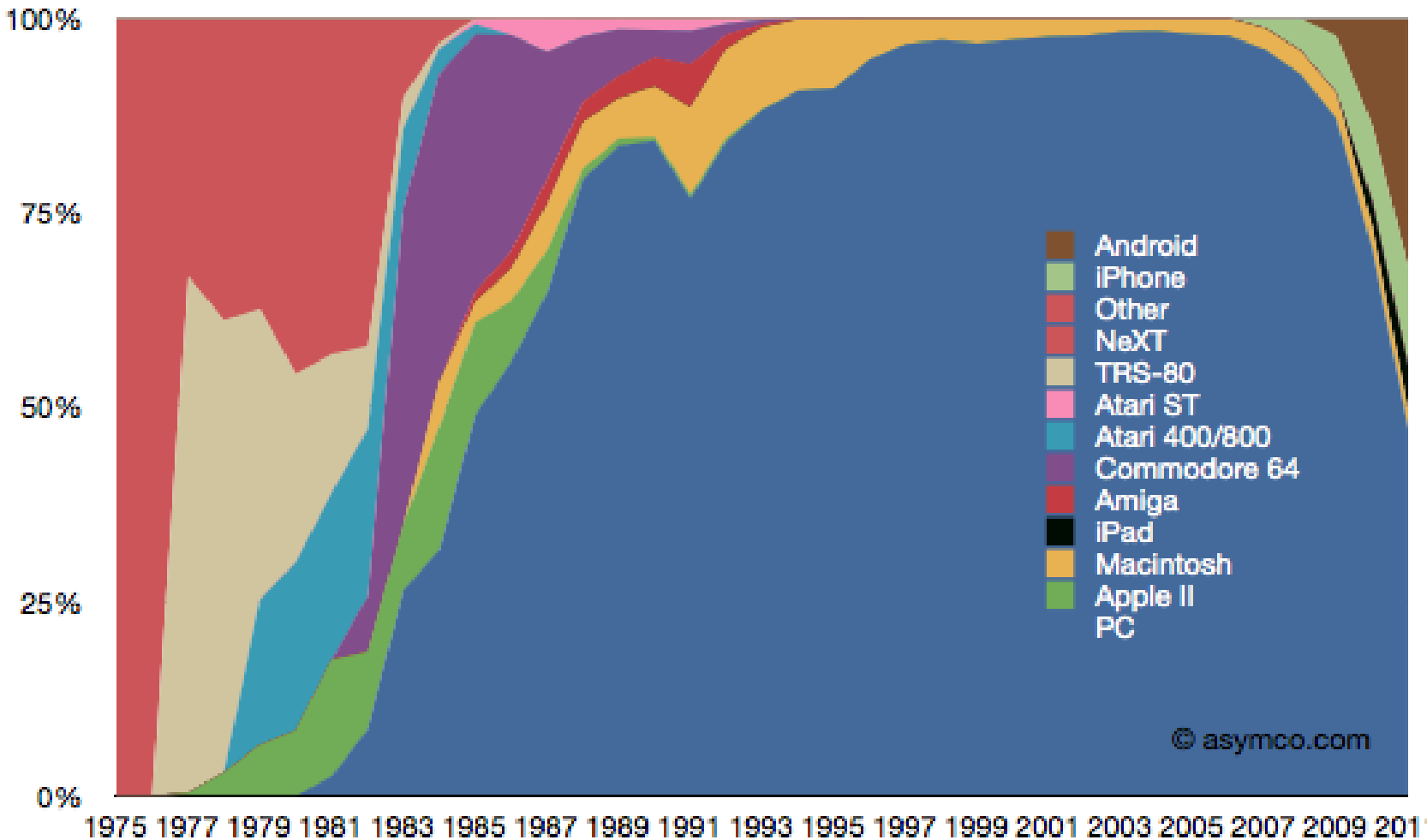


(Illustrative – subject was actually using Linux.)



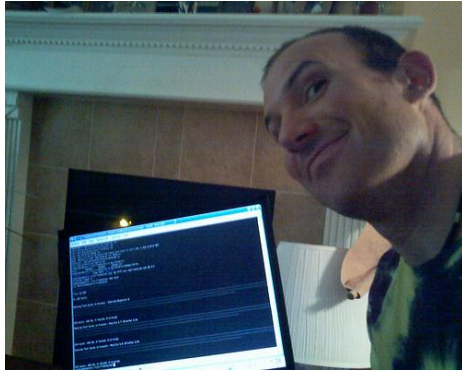
# The Obvious One

Traditional + iPhone + iPad + Android



Client/mobile/tablet

# Finally, a successful Linux desktop



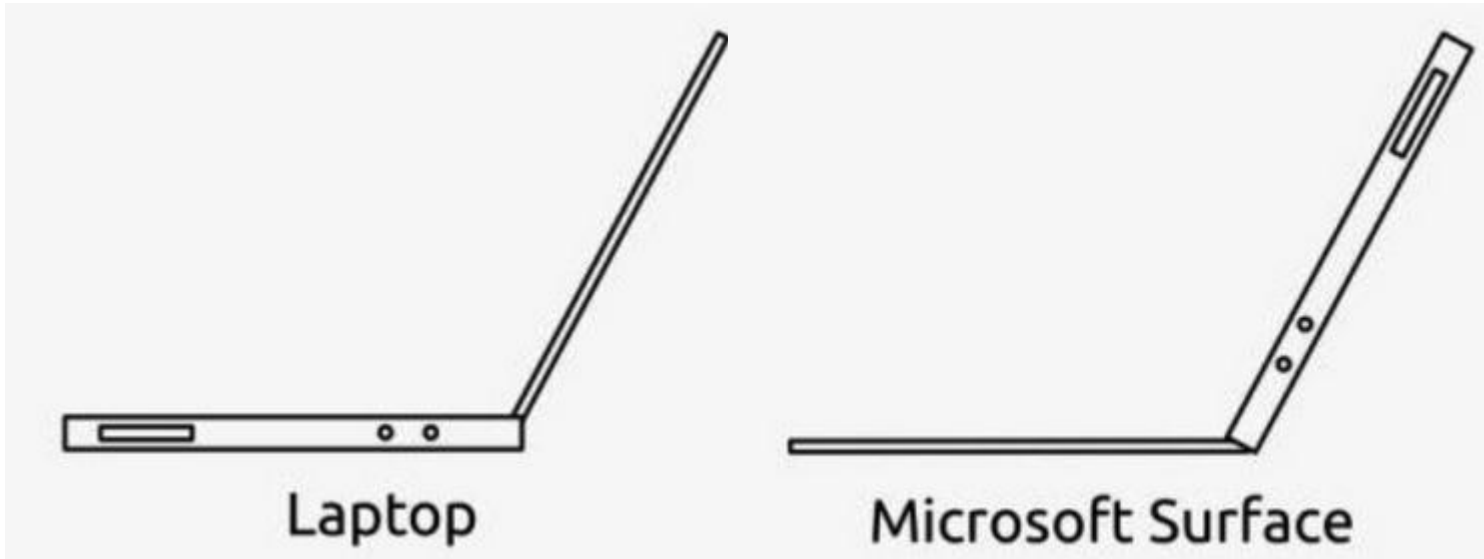
ThinkPad + Ubuntu  
August, 2006



Apple + Apple  
Oct, 2010

Client/mobile/tablet

# The modular king goes integrated

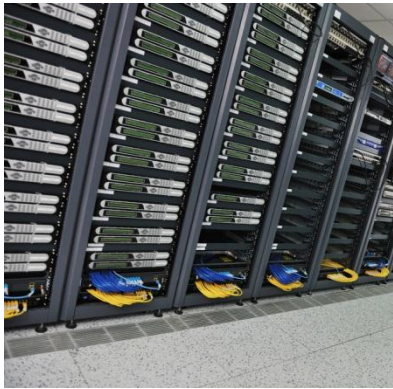


Client/mobile/tablet

# Integrated Servers



Dell vStart



Cisco UCS



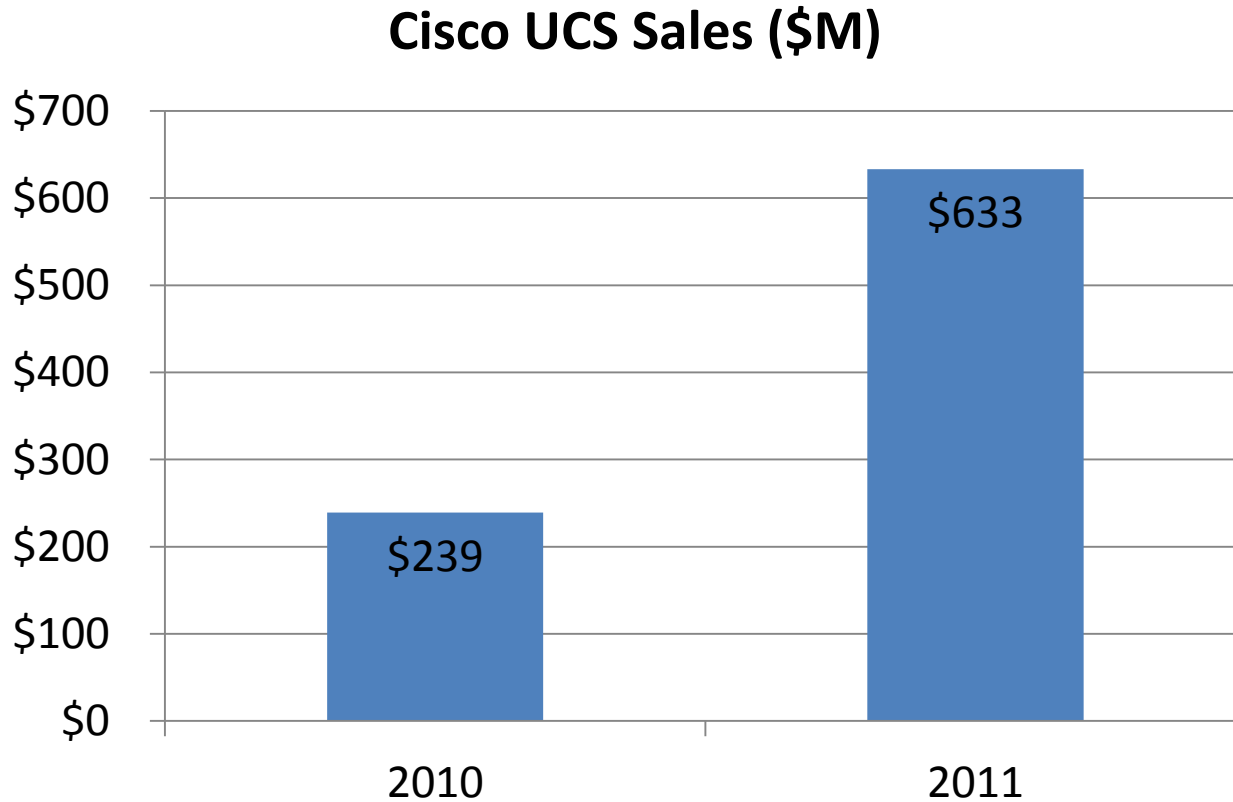
HP Virtual/Cloud System



IBM PureSystems

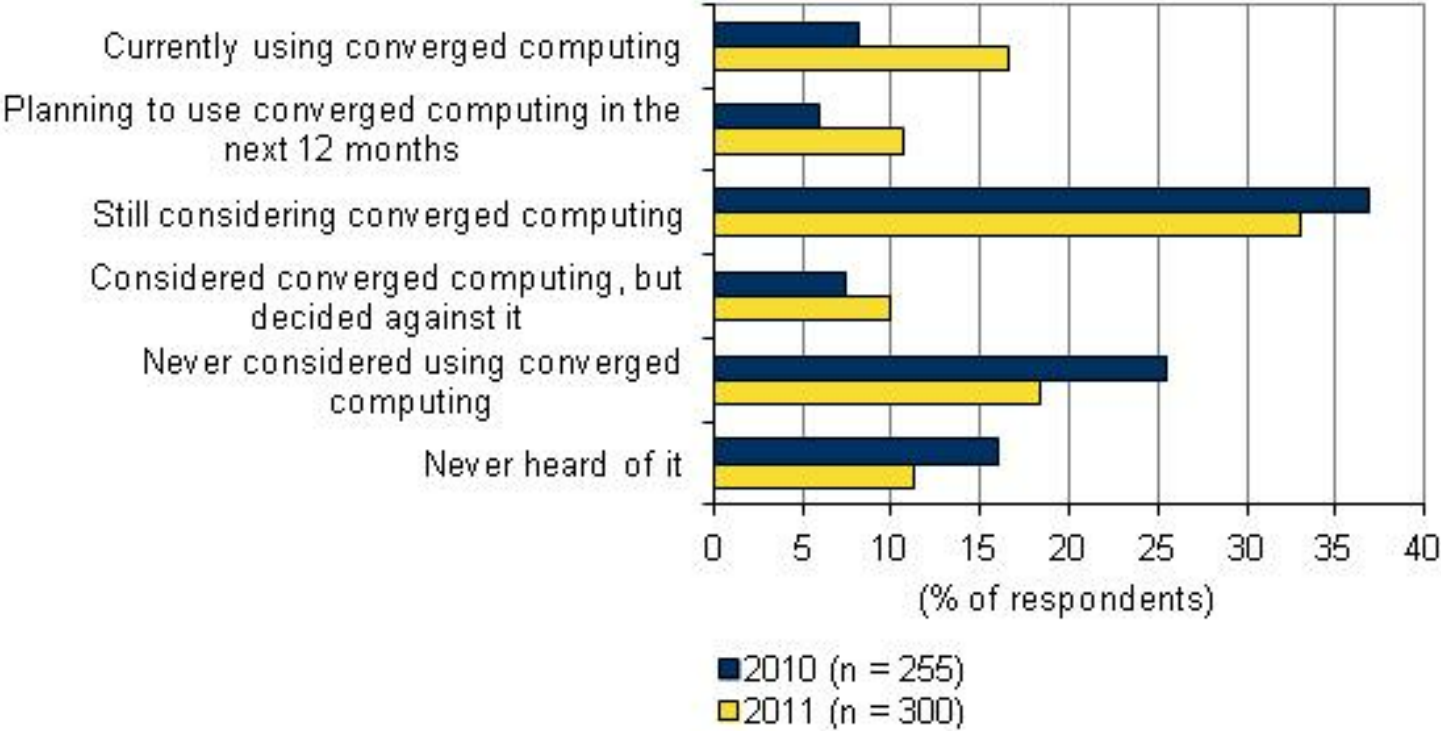
**“IT departments spend more than 75% of their time and resources on system deployment and management. The market is in need of new modular infrastructure platforms that are capable of supporting applications connected to a large number of users and devices.”**

# UCS sales are going crazy



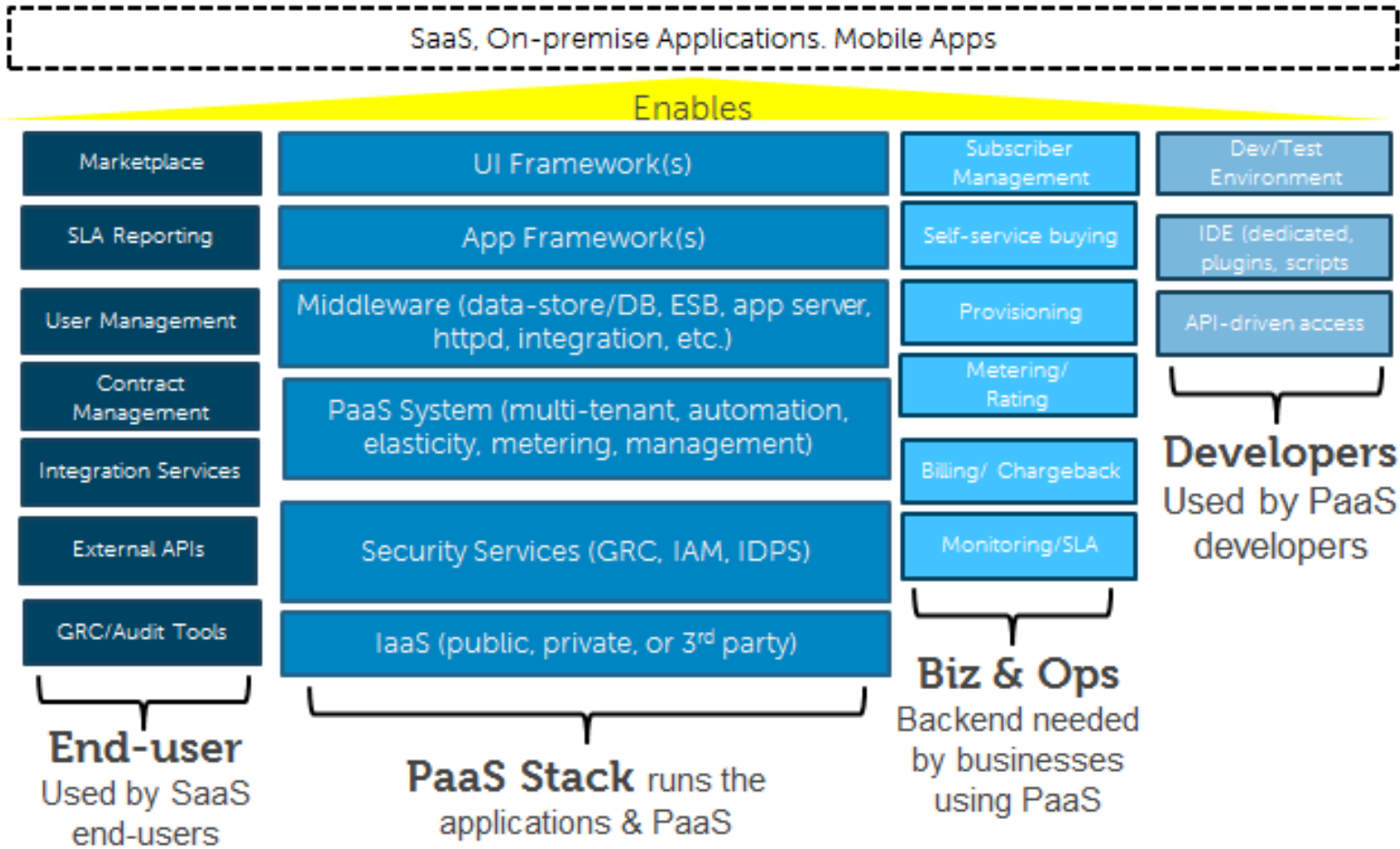
(Context: 2010 server market was \$53.7B, 2011 was \$56.6B)

# Use is “low,” but near doubling



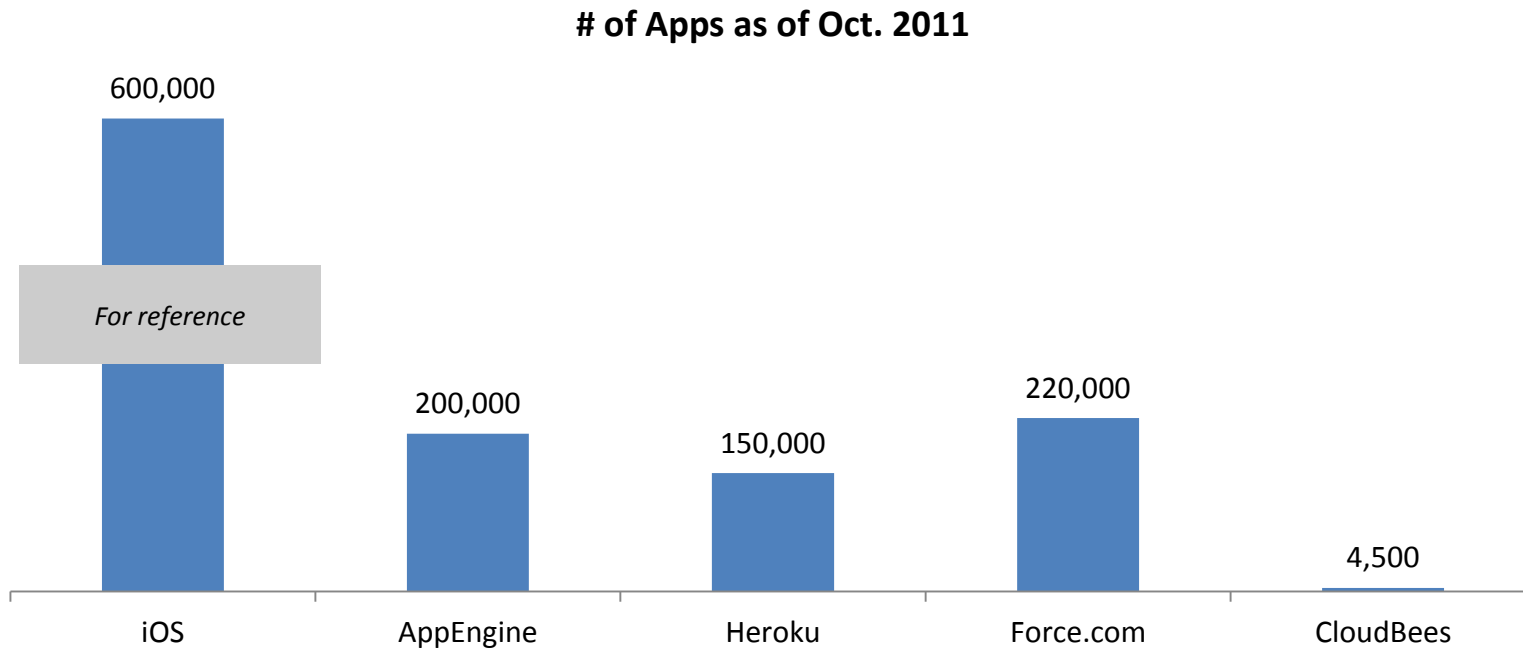
Source: “Converged Infrastructure Survey 2011,” IDC, Dec 2011.

# PaaS = + back office + ALM + delivery



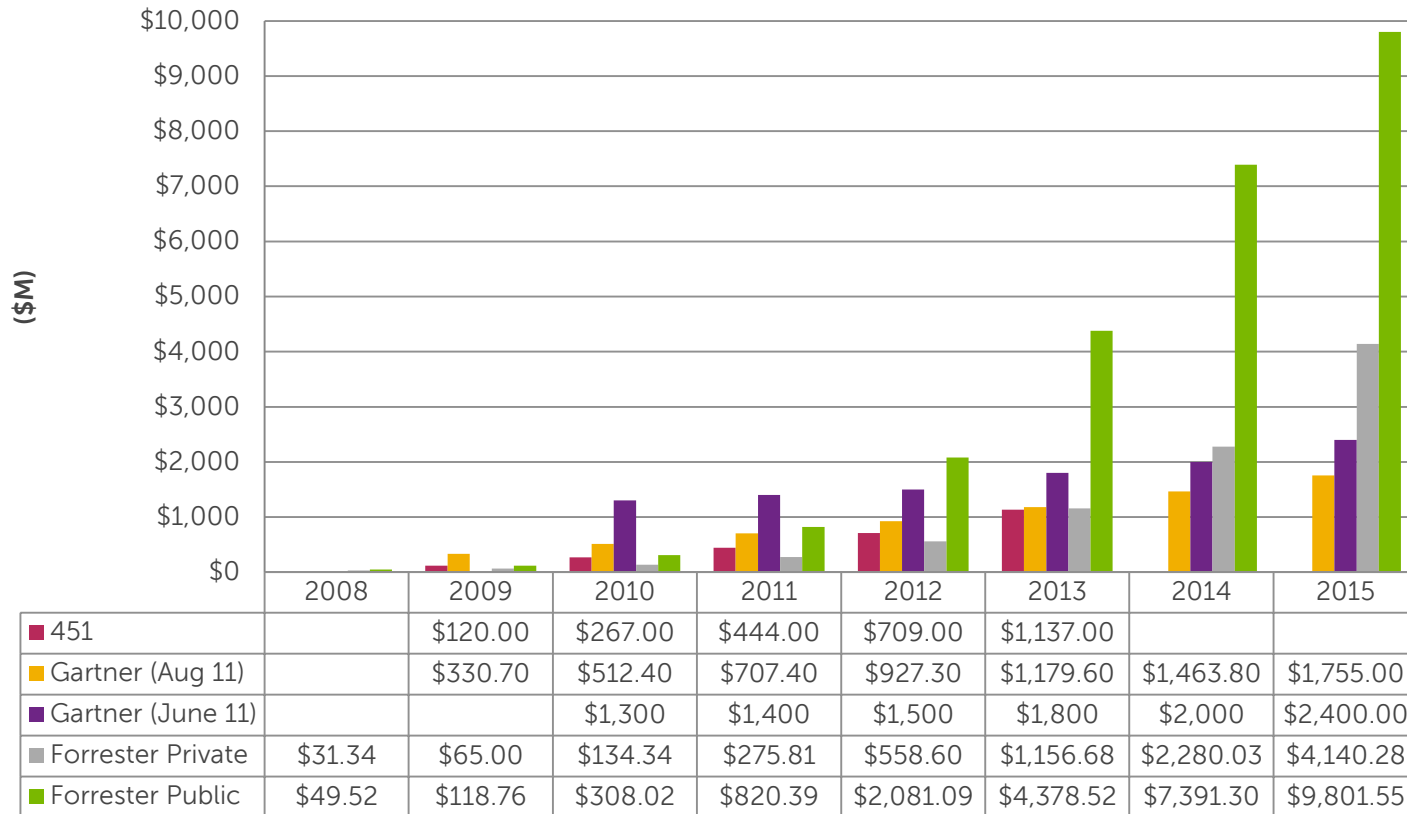
Platform as a Service

# PaaS apps have been growing




# What's \$8B between friends? (Gratuitous analyst poking)

PaaS Forecast Comparisons (\$M)



**NOTE: Forrester is more inclusive of existing appdev/middleware TAM & SaaS take.  
Gartner drops forecasts between June 2011 and August 2011.**

# My friends suck(ed)








Already a member? [Log in.](#)

## flickr<sup>BETA</sup>

The best way to **store**, **search**, **sort** and **share** your photos.

**Sign up now!**  
for a free account  
or [Learn More.](#)

If [food](#) is [poetry](#), is not [poetry](#) also [food](#)? - Joyce Carol Oates

 Upload from <b>camera phone, Mac or PC</b>	 Make albums using <b>Organizr</b>	 Post photos to <b>any blog</b>	 Add <b>comments, notes</b> and <b>tags</b>	 Advanced <b>privacy, RSS/XML</b> feeds, more!
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**Guardian Unlimited** "Flickr makes [sharing photos] far easier..."

**PC WORLD** "...cutting-edge real-time photo sharing."

**IGN** "...pretty darn cool and super easy to use."

Web 2.0 vs. Facebook

# Now I suck

facebook Search for people, places and things Mich

Kim Skotak Timeline May

**Kim Skotak**  
May 21

I have a lot to smile about, but these are taking the cake today. :)



Like · Comment · Share

12 2

**Kim Skotak**  
May 23 via iPhoto

When he's famous, you can say you saw it here first. :)



Unlike · Comment · Share

15 4

Web 2.0 vs. Facebook

“Walled gardens,” sure

**Locked** into technology stacks

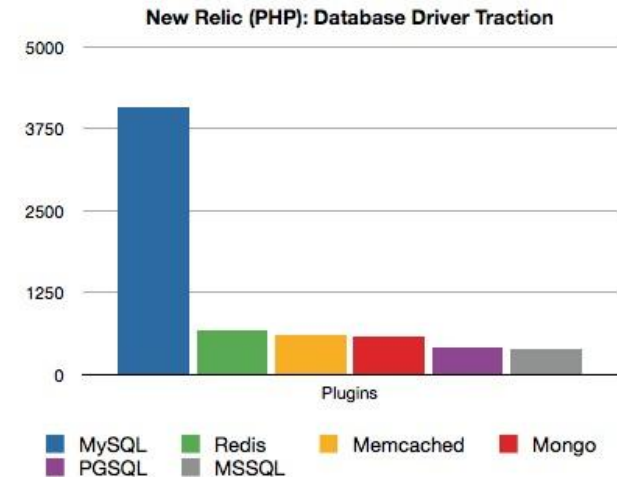
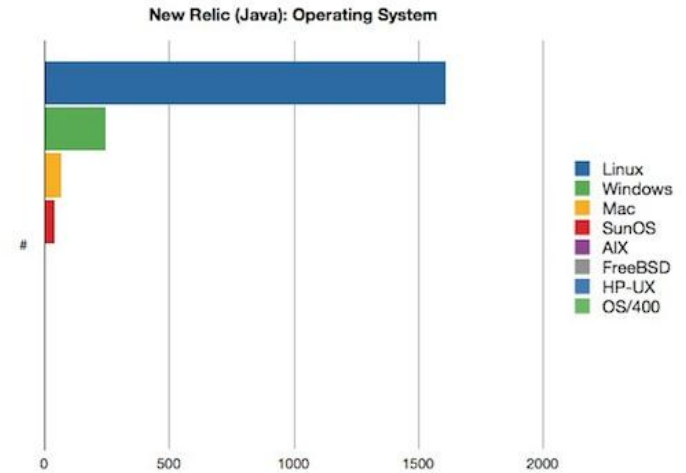
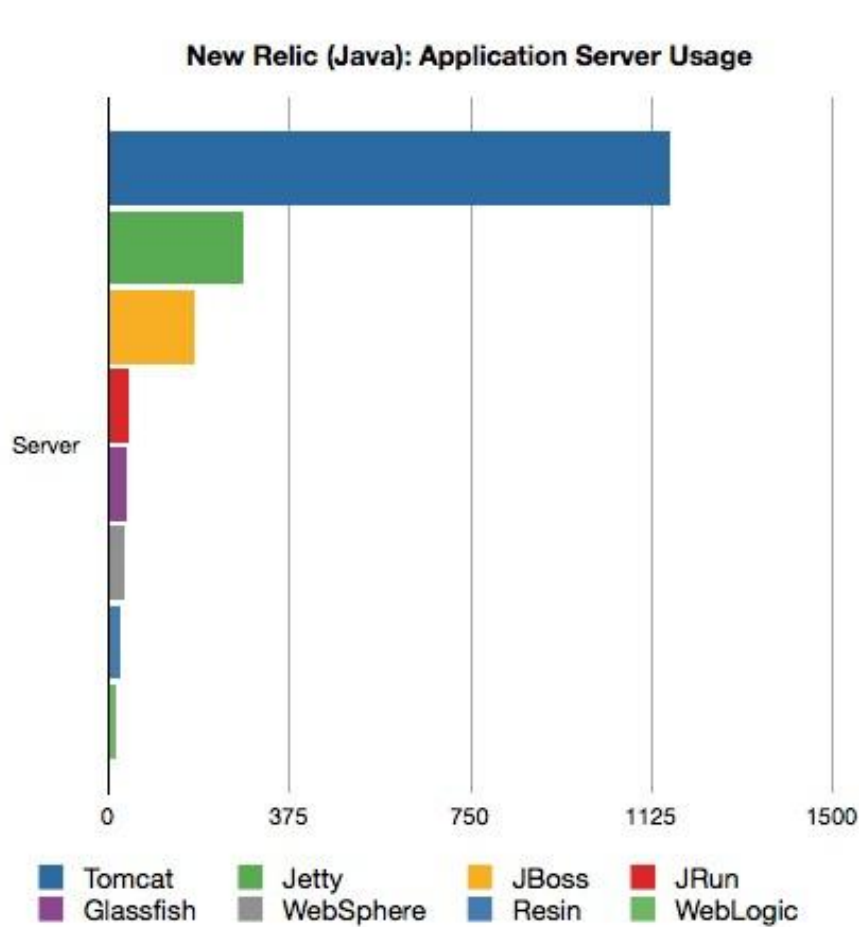
\$\$\$\$\$\$

“One throat to choke” = One **BIG check** to write

\$\$\$\$\$\$

**Slow** access to innovation

# ...built on open technologies

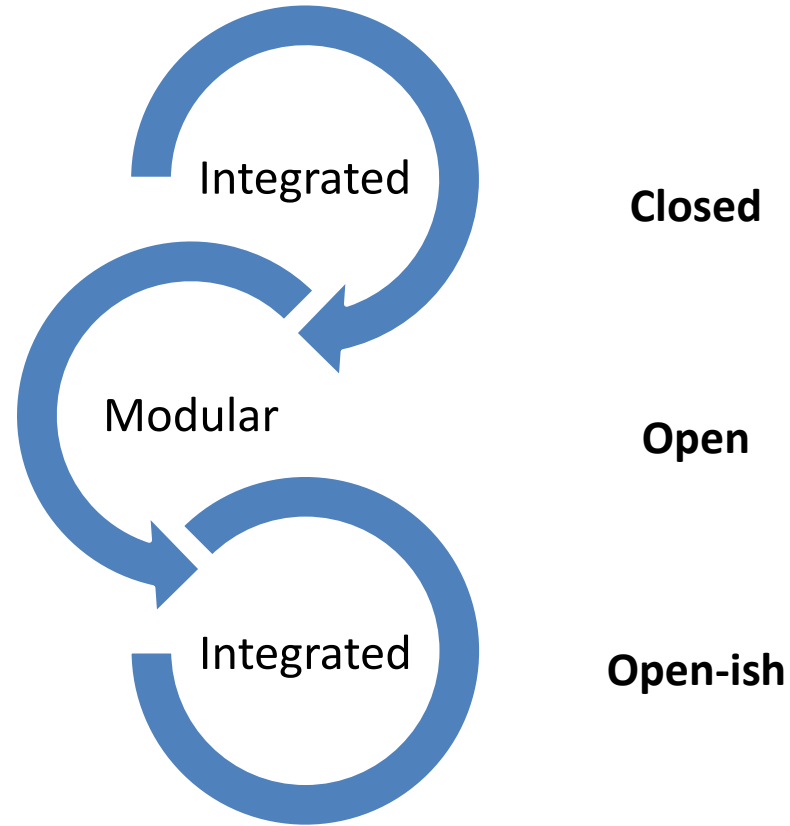
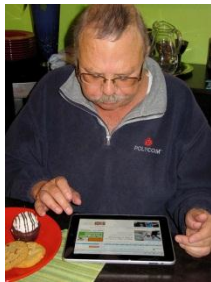


# ...with open APIs

## Open API timeline



# IT gets incrementally better



Thanks!  
@cote

<http://www.DrunkAndRetired.com>

<http://www.dell.com/sputnik>