Cloud Deployment

Leveraging a hybrid cloud model to enhance your analytics platform

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Today you’ll learn

• How to plan your organization’s move to the Cloud

• How MicroStrategy in the Cloud enables your organization to handle hybrid architectures

• How to use MicroStrategy to move an environment across private and public clouds and on premises data centers
A brief intro to the Cloud, courtesy of the internet

I KNOW WHAT YOU'RE THINKING

BUT THIS ISN'T WHERE YOUR STUFF IS STORED
Cloud, Cloud, Cloud…

IT'S IN
THE CLOUD

CLOUD
YOU KEEP USING THAT WORD, I DON'T THINK IT MEANS WHAT YOU THINK IT MEANS

SAY "CLOUD" AGAIN

SAY "CLOUD" ONE MORE TIME
Yet, we're already on our way...

ONE DOES NOT SIMPLY

"GO TO THE CLOUD"
Respondents adopting Cloud 2017 vs 2016

<table>
<thead>
<tr>
<th>Type</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Cloud</td>
<td>88%</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>Private Cloud</td>
<td>63%</td>
<td>77%</td>
<td>72%</td>
</tr>
<tr>
<td>Hybrid Cloud</td>
<td>58%</td>
<td>71%</td>
<td>67%</td>
</tr>
<tr>
<td>Any Cloud</td>
<td>93%</td>
<td>95%</td>
<td>95%</td>
</tr>
</tbody>
</table>

Source: RightScale 2017 State of the Cloud Report
Cloud offers both agility and cost savings

Average improvement in time to market: 20.66%  
Average increase in company growth: 19.63%  
Average increase in process efficiency: 18.80%  
Average reduction in operational costs: 16.18%  
Average reduction in IT spending: 15.07%  
Average reduction in IT maintenance cost: 16.76%

Source: Vanson Bourne “The Business Impact of the Cloud”
Cloud initiatives in 2017

- Optimizing existing cloud use (cost savings): 53%
- Moving more workloads to cloud: 52%
- Expanding public clouds we use: 42%
- Implementing a cloud first strategy: 40%
- Implementing CI/CD in the cloud: 38%
- Expanding use of containers: 38%
- Enabling IT to broker multiple cloud services: 30%
- Expanding private clouds we use: 24%

Source: RightScale 2017 State of the Cloud Report
What’s a Hybrid Cloud architecture?

Cloud + On premises = Hybrid
What’s a Hybrid Cloud architecture?

Offers best of both worlds
• Private data center for static, older workloads
• Public Cloud for newer apps, agility, scalability
Planning your move to the Cloud

- Focus on immediate value over proof of concept
- Look for opportunities to develop new solutions in the Cloud
- Exclude ancient or fragile applications
- Read your software contracts
- Consider a “Cloud First” company mantra
- Assess network/connectivity
- Use partners to assist with implementation
The MicroStrategy Cloud vision

Bring Intelligence Everywhere through the benefits of the Cloud
MicroStrategy runs in the Cloud and on premises

- **Certified**
  - Amazon Web Services
  - Corporate offices

- **Supported**
  - Microsoft Azure
  - Google Cloud Platform

- **Others**

Public network

Private network

Data Center / On Premises
Using MicroStrategy to move an environment across private and public clouds and on premises data centers

1. MicroStrategy on AWS console to quickly provision and manage new environments
   • Create test environments to try the latest MicroStrategy release
   • Complete migration work before moving custom objects to production

2. Q1: Capability to backup your MicroStrategy application data and restore it into a Cloud environment

3. Roadmap:
   • Semi to automated upgrade to the latest MicroStrategy release
   • Automated assessment of your current on premises data connections to configure in the Cloud
# Flexible deployment options

**Cloud, On premises, and Hybrid**

<table>
<thead>
<tr>
<th>MicroStrategy 10 capabilities</th>
<th>Cloud</th>
<th>On premises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete enterprise BI solution covering self-service, enterprise reporting, governance and scalability</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Easy for small teams and departments to set up and manage independently in minutes</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Self-service dashboards (dossiers) and data discovery</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sharing, collaboration, and alerting capabilities to keep everyone informed</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Access to over 300 data sources from big data lakes to personal files</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Quickly add or remove compute power as needed</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Strong security, certification, governance, and auditing</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Ability to deploy and manage at enterprise scale</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Deploy on a variety of on premises hardware and OS configurations</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Ability to physically separate installed system from all networks and the Internet</td>
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<td>✔</td>
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- Deploy any environment any time
- 30-day free trial MicroStrategy license
Thanks!