

Ethernet Alliance

Technology Exploration Forum 2013



Times they are a-changin



Tom Burns

Vice President, General Manager

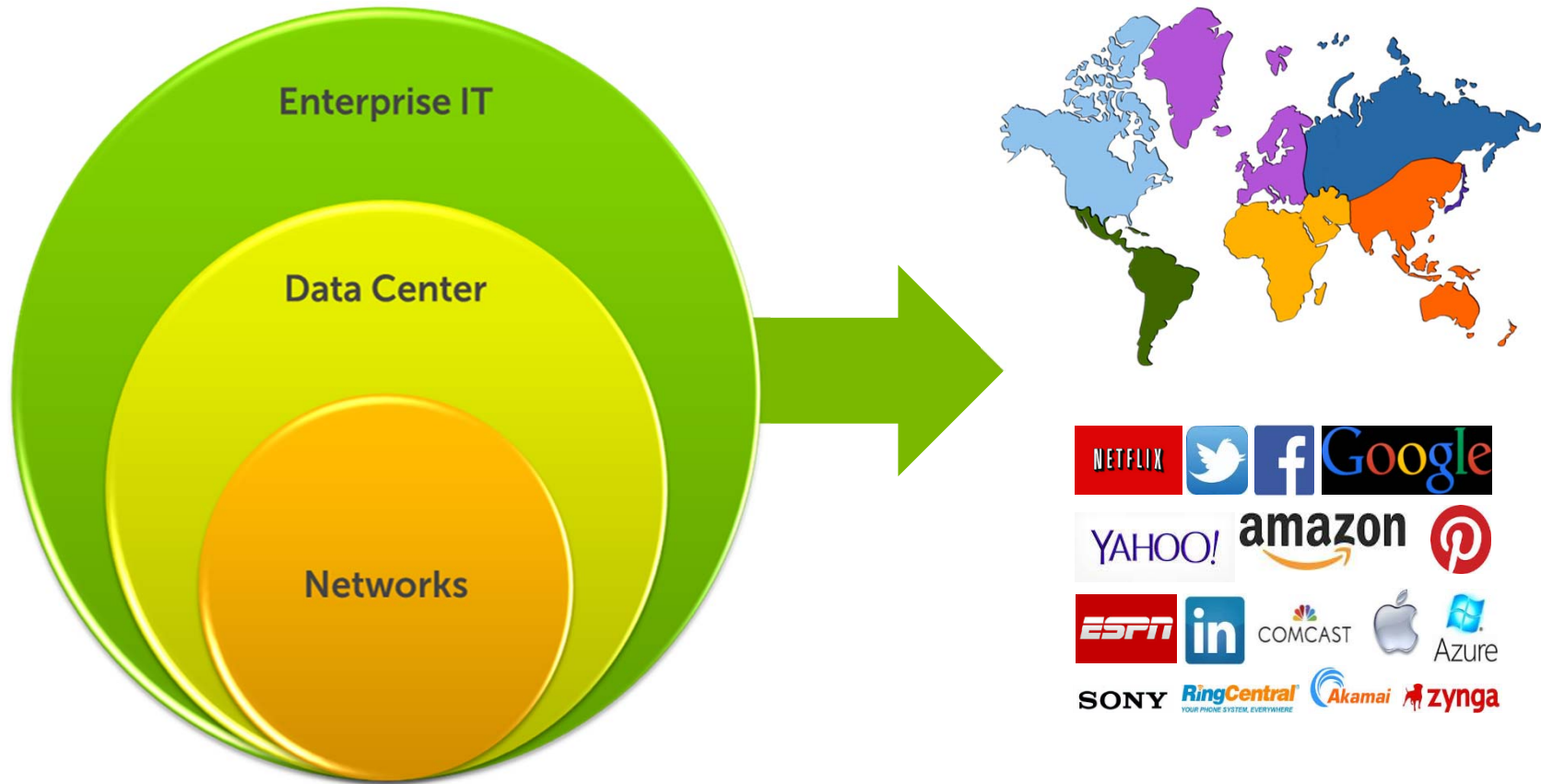
Dell Networking

October 15, 2013

Challenges in Enterprise,
Data Center making
Networking COOL (again
!)

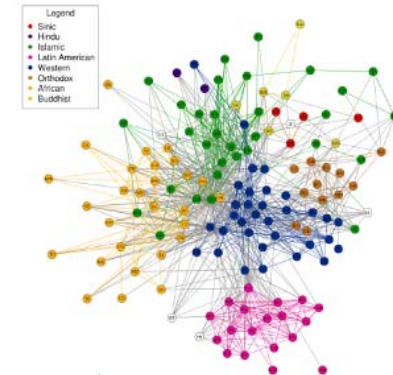
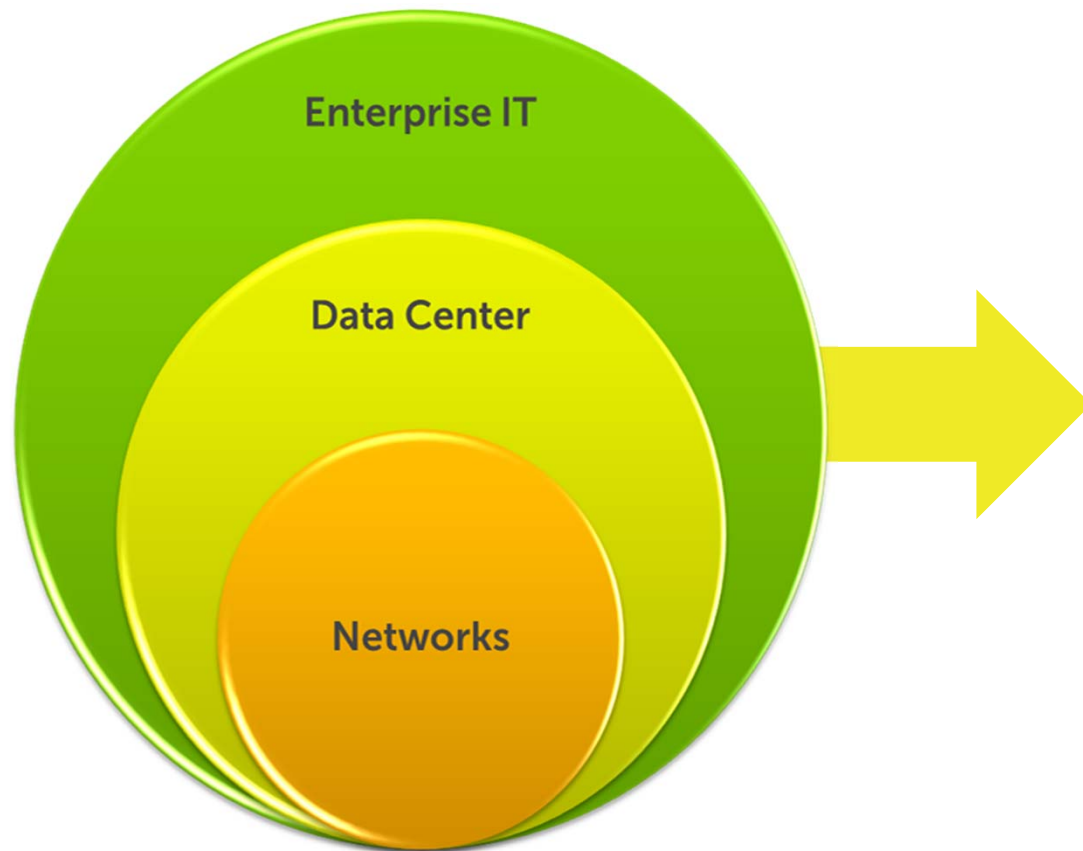


Challenges Today IT

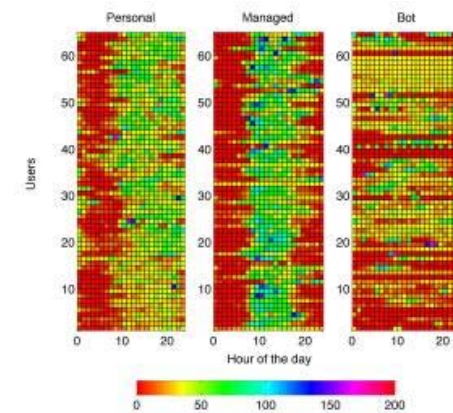


Millions of Global Connections accessing Internal
& External Services

Challenges Today Data Center



Email communication pattern

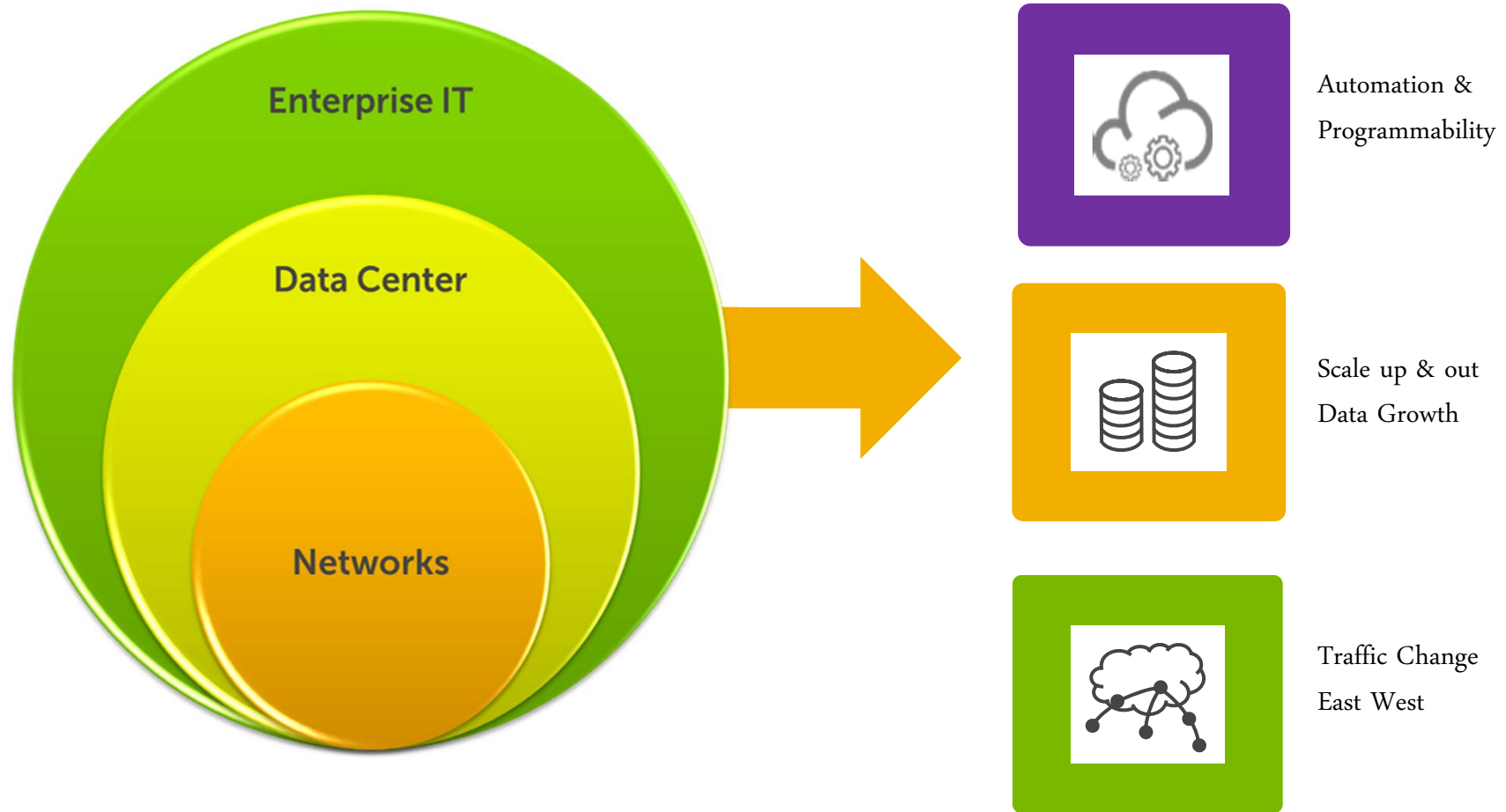


Twitter Communication pattern

Changing Communication & Traffic Patterns

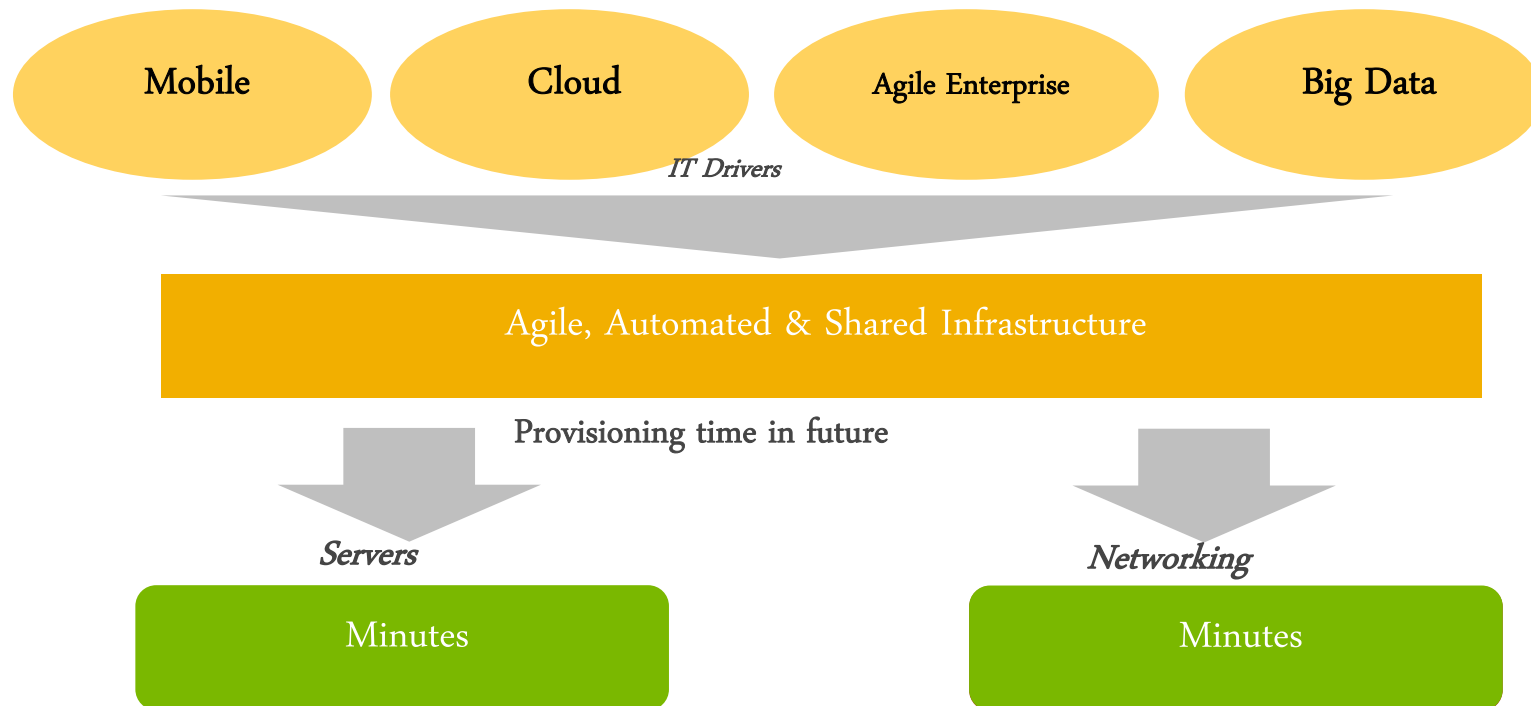


Challenges Today Networks



Networking is Cool Again !

Deliver Operational Agility



New Requirements towards future vision

Current Industry State

Fragmented & Siloed



Fragmented Roads to Future state

3 Separate mind-sets



Server/hypervisor

Build Switches like Servers

Re-draw compute block

Purist & standards

Standards, Open Source

Greenfield & SDN

Networking

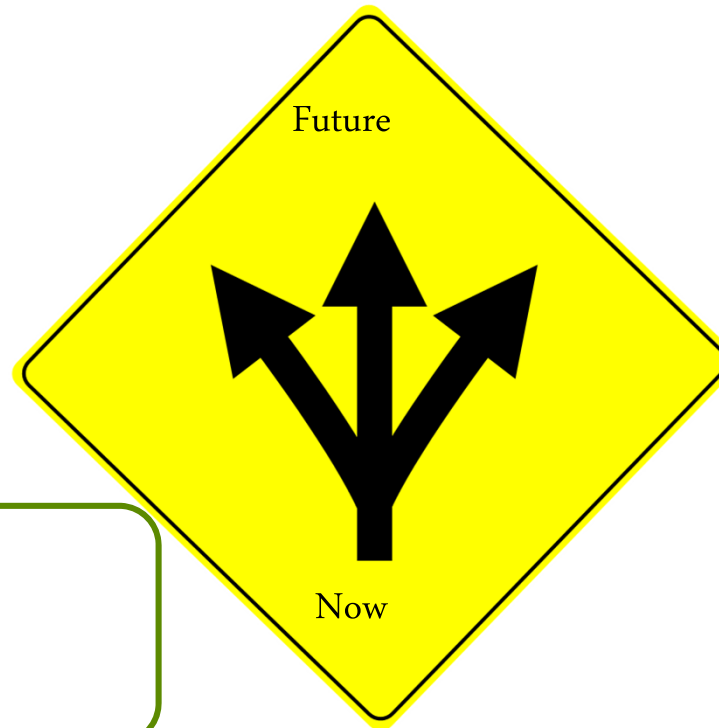
Proprietary thinking

Commodity Switches + Thin OS



Fragmented Roads to Future state

3 Separate mind-sets



Server/hypervisor

Build Switches like Servers
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Purist & standards

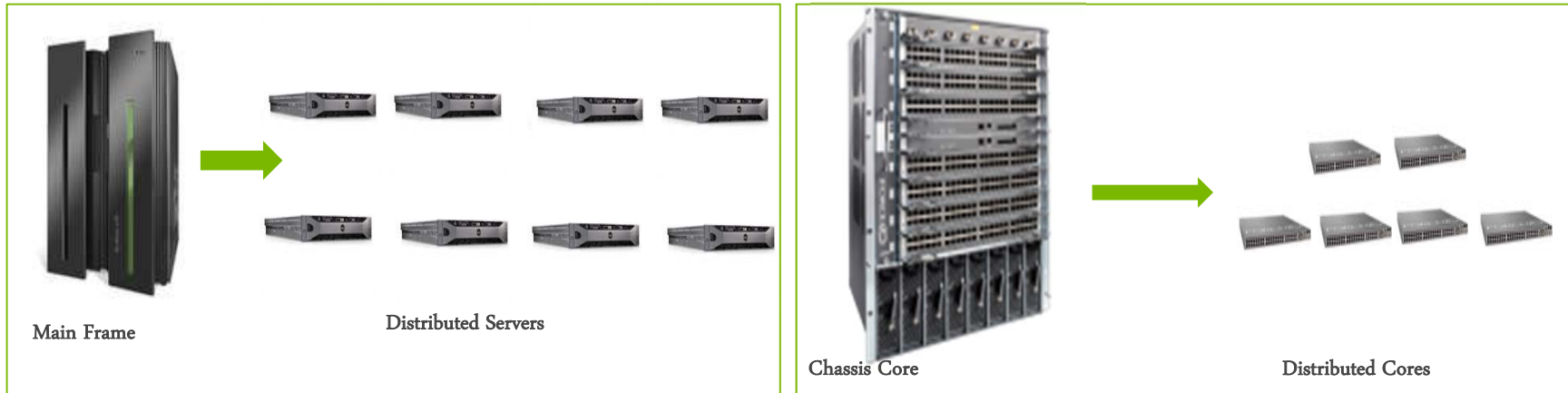
Standards, Open Source
Greenfield & SDN

Networking

Proprietary thinking
Commodity Switches + Thin OS

Build Switches like Servers

Simplify the physical switches & Fabric Architecture

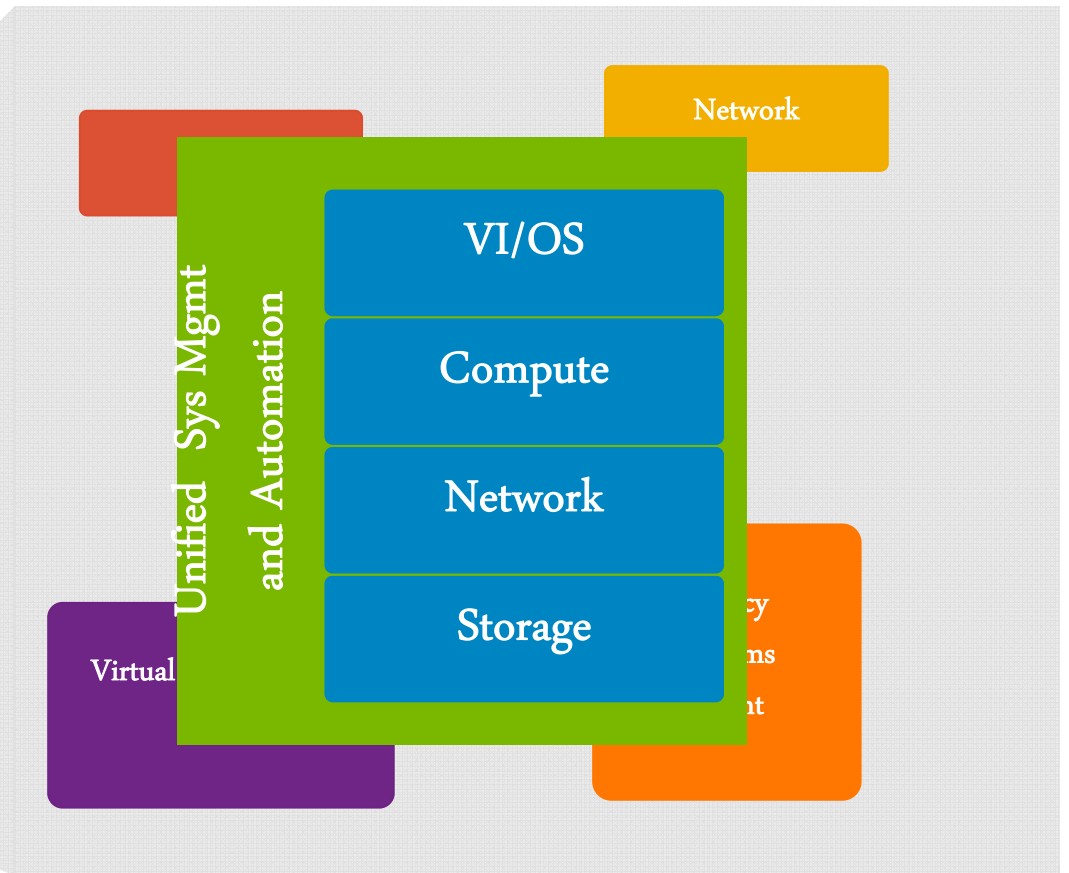
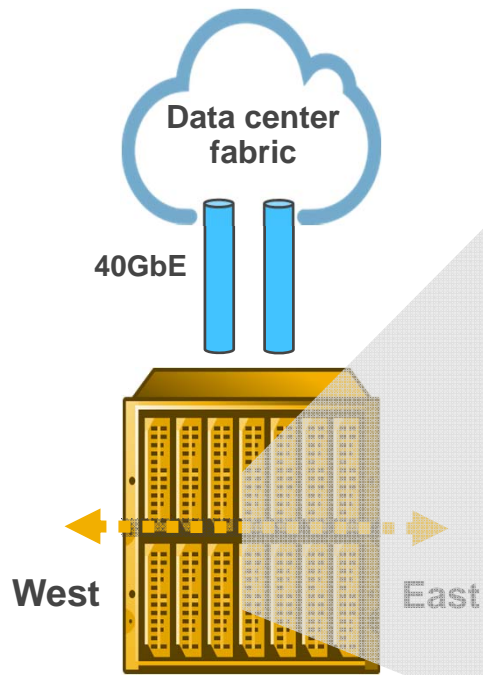


Scalable Fabric Designs

Optimized for New Workloads and Traffic Patterns

Re-draw the compute block

Compute + storage + networking + management



Fragmented Roads to Future state

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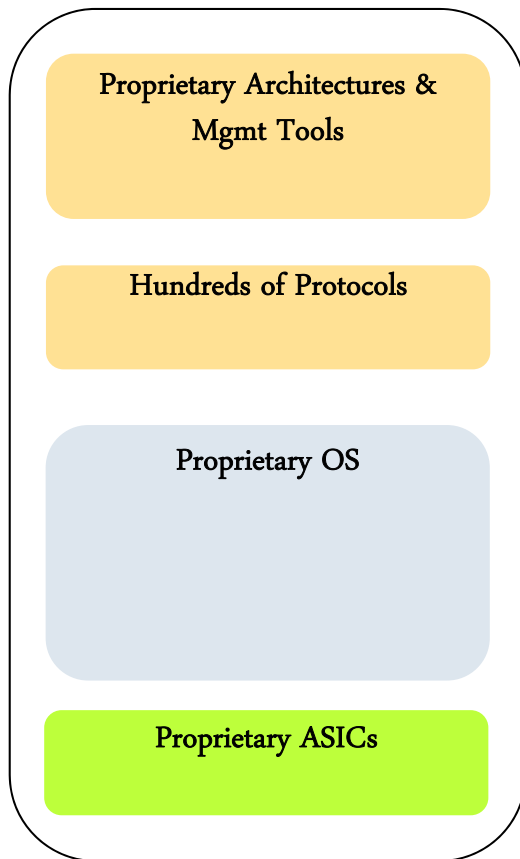
Networking

Proprietary thinking
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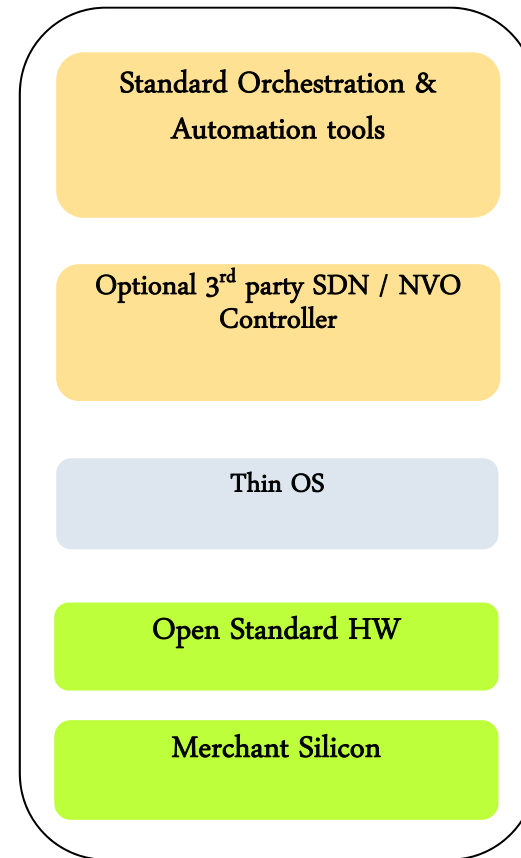


Networking Mind Set for future state

Proprietary Thinking

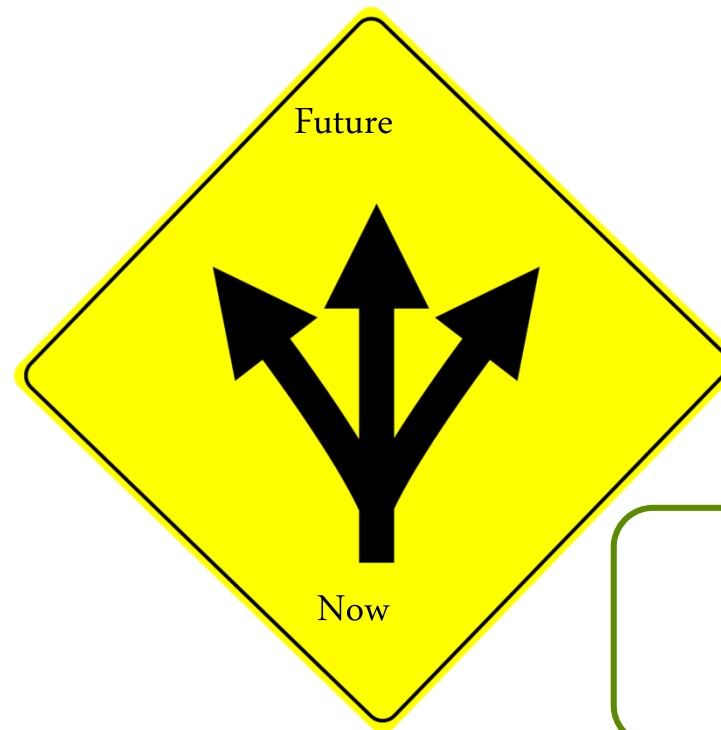


Dis-aggregated Model



Fragmented Roads to Future state

3 Separate mind-sets



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Build Switches like Servers
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Interoperability with Open Source & Standards

Open standards



OPEN
Compute Project



Chair, high-speed working group



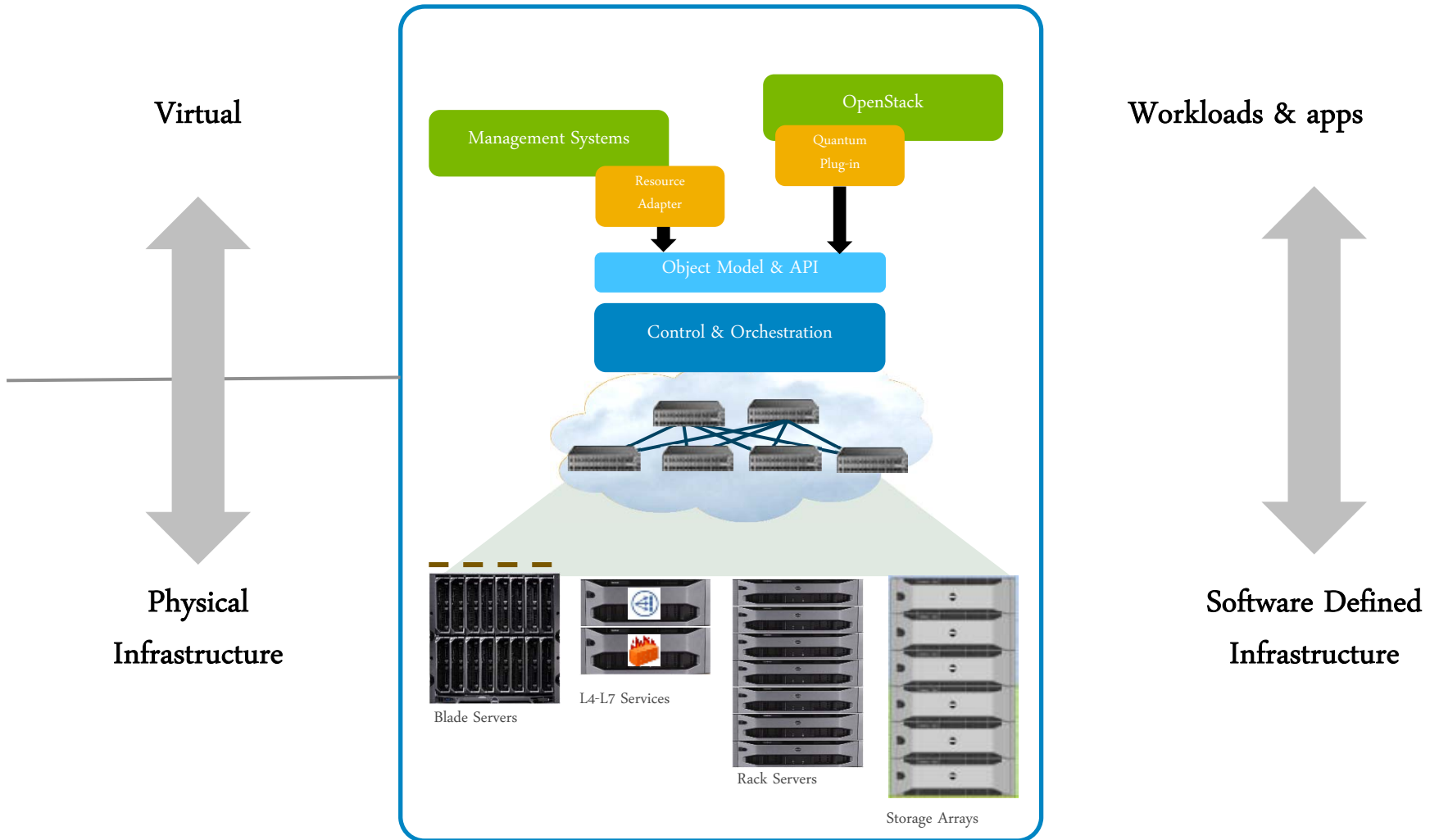
Open source



+ Other Open Source Controllers



The promise of Software Defined Enterprise



Call to Action

Think a Balanced
standardized approach



Times they are a-changin

1

Challenges in Enterprise IT and Data Center is making Networking COOL Again !

2

Current Industry in a Fragmented State across Vendors, Standards and Segments

3

Need a balanced Approach that holistically looks at IT (versus only Networking) to get to a future state

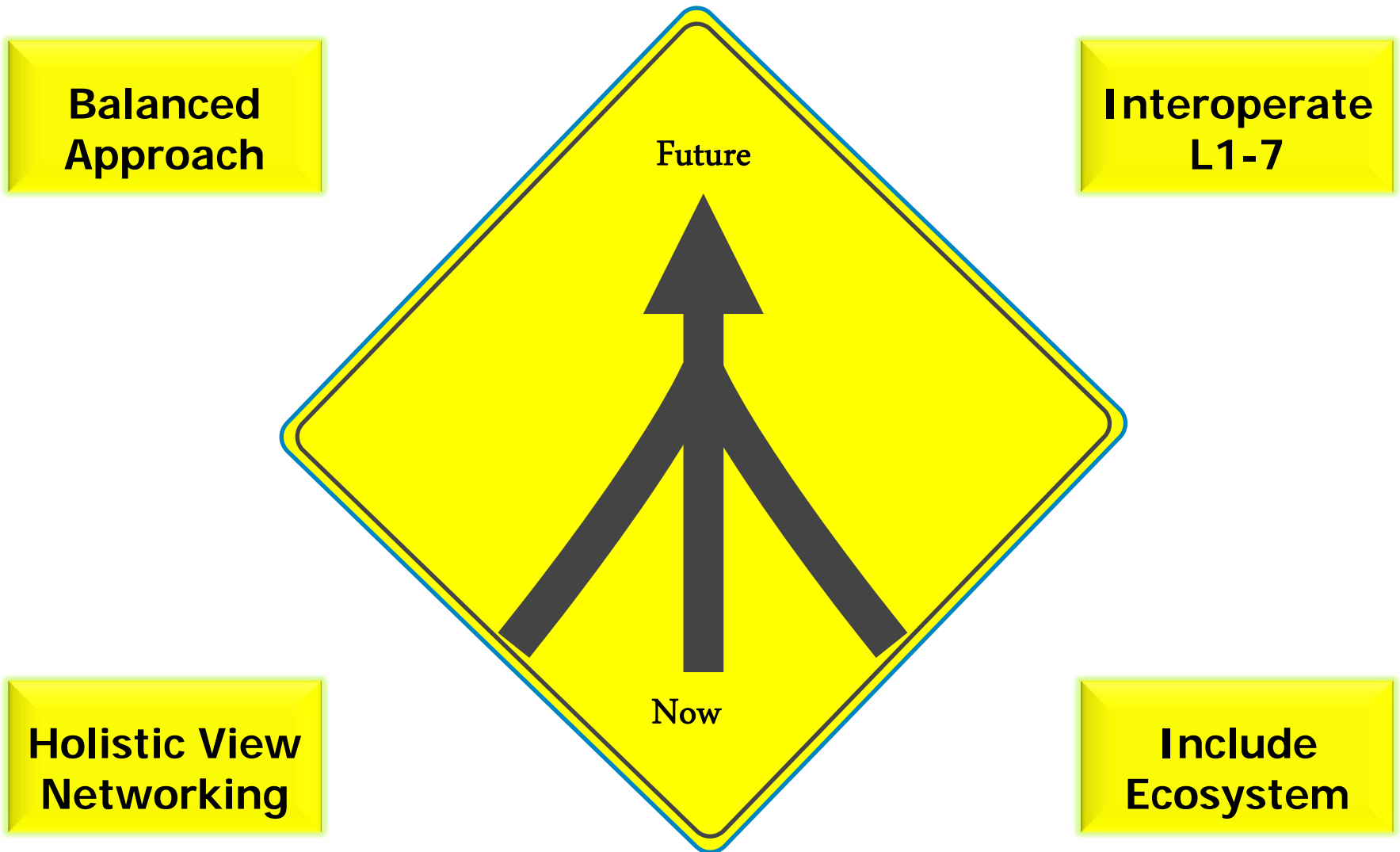


Call to Action, from fragmented to



Aligned view across

Vendors, Ecosystems & Standards



Thank you

