



Stop Doing and Start Automating Your Data Center

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May 11, 2004

About Opsware

- Ran Loudcloud MSP business for 3 years
- Used experience and technology from MSP business to become Opsware, data center automation company in August 2002
- Publicly traded (NASDAQ: OPSW), cash flow positive, with over \$60 MM in the bank
- Product built based on real-world needs and real-world experience
- More than 250 customers including EDS, HP, NEC, Lehman Bros., US Dept of Energy, BSKYB
- Driving standards efforts as a Governing Member of DCML

Key Takeaway

Automation is the first step towards achieving the utility computing vision and customers are using Opsware today to automate

Question

How do you build a roadmap to realize this vision?

Automate Today

- If you want to realize the full promise of utility computing over time, you can't buy a series of point solutions, you need a cohesive system that can:
 - tackle the entire operations lifecycle
 - coordinate across multiple groups and geographies
 - integrate with the OSS ecosystem
 - leverage standards
 - easily be extended
- Think of Maslow's hierarchy of needs
 - Identify a couple key trouble areas
 - Standardize technologies and processes in those areas
 - Use automation to streamline management in those areas
 - Identify next trouble areas and start again

Thank You

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