GLOBAL CONNECT @SBF

Connecting your business to global opportunities

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COURTESY POINTS

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Have a question? Type your questions into the Question & Answer Panel and we will read it out later or contact you after the webinar.

Singapore Cloud Framework

Raju Chellam
Aug 03, 2021

The Agenda

A: Apps
B: Business
C: Commercial
D: Digital Natives
E: Enhanced PDPA
F: Final Slides

Speaker Profile:

- Chair: ITSC Cloud & Data
- Chief Editor: AI Ethics BoK
- VPres: SCS Cloud Chapter
- Author: Organ Gold
        (Dark Web)

Top Applications in the Cloud

	Currently migrating/ deployed in the cloud	Planning to migrate in next 12 months	Planning to migrate in next 1-3 years	Have already migrated but moving/plan to move out of the cloud	Have already migrated but moving/plan to move to a different cloud model	Currently building from scratch/ greenfield development	No plans
Website / Web app	53%	13%	10%	3%	4%	5%	11%
Collaboration and Communication Solutions	52%	16%	10%	3%	4%	4%	11%
CRM / ERP / HRMS / LOB applications	41%	17%	14%	3%	3%	4%	18%
Mobile Apps	37%	14%	12%	3%	3%	5%	26%
BI /Data warehouse (DW)/ Data Analytics	30%	15%	15%	4%	4%	7%	25%
AI or machine learning applications	23%	14%	11%	2%	2%	8%	40%

Q. Please use the scale below to describe your organization's plans for building, employing, or migrating each of the following types of applications/workloads.

EXHIBIT 23 | Market overview: Public cloud market in Singapore is expected to grow from $1.5B to $3.6B at a CAGR of 20% over 2018-23

Public cloud market size ($B)

2018	0.9	0.1	0.5	1.5

CAGR 20%

2023	2.1	0.4	1.1	3.6

CAGR   20%   25%   17%

■ SaaS   ■ PaaS   ■ IaaS

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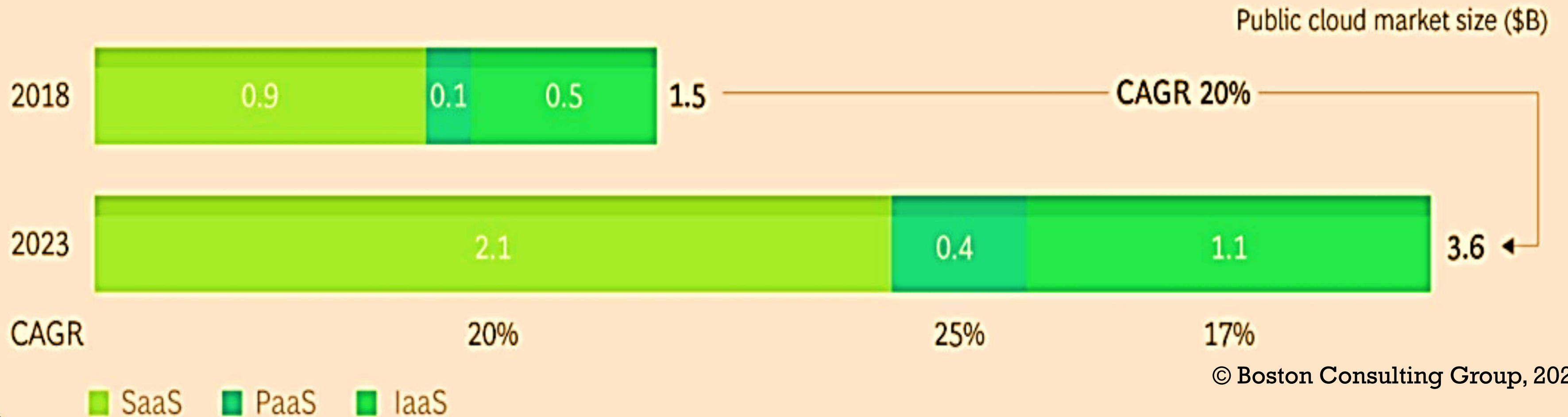
BCG: "Most large enterprises @SG have begun to use some form of cloud storage or computing.
SG enterprises starting to tap into more advanced use cases such as AI & ML.
SaaS model currently has 45% share, but PaaS is the fastest-growing segment (25% CAGR→2023).

Biggest Global Risks

Environmental dangers dominate the WEF's survey for 2019

■ Environmental ■ Technological ■ Societal ■ Geopolitical

	2019	2018	2017	2016
1	Extreme weather	1	1	1
2	Failed climate change mitigation	2	2 Involuntary migration	2
3	Natural disasters	3	3	3 Failed climate-change mitigation
4	Cyber attacks	4	4 Terrorist attacks	4 Interstate conflict
5	Data fraud or theft	5	5	5

Source: World Economic Forum Global Risks Report

Bloomberg

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D: Digital Natives

SMEs GO DIGITAL

3 STEPS TO GO DIGITAL

Support available

- Pre-Approved Solutions
- Start Digital Pack
- Grow Digital
- Consultancy Services (SME Digital Tech Hub)
- Government Grants (e.g. Productivity Solutions Grant (PSG); SkillsFuture Enterprise Credit (SFEC))
- Digital Resilience Bonus
- Advanced Digital Solutions

1 Is your business digital-ready?
Find out using the Industry Digital Plan (IDP) for your sector.

2 How do you get started?
Take up pre-approved solutions with grant support.

3 Where can you get help?
Contact your nearest SME Centre for support.

SMEs are at the heart of S'pore's economy.

SMEs employ 66% of S'pore's workforce & contribute ~50% of S'pore's GDP.

With digital tech transforming every sector, it is imp to ensure SMEs make the most of digital tech to boost ops & generate new revenue.

(details @IMDA)

E: Enhanced PDPA

TRUSTED DATA SHARING FRAMEWORK

SG:D EMPOWERING POSSIBILITIES

INFOCOMM MEDIA DEVELOPMENT AUTHORITY

pdpc PERSONAL DATA PROTECTION COMMISSION SINGAPORE

Enhanced PDPA for Businesses

The enhanced PDPA is part of ongoing efforts to enhance protection of personal data while supporting organisations to thrive amidst new technology, business models and global developments in the digital economy.

This Framework is intended for use in the commercial and non-governmental sectors but excludes data sharing in or with the public sector.

Ensure all employees are aware of PDPA requirements and properly trained in personal data protection.

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F: Final Slide

Two Sides of the Cloud Coin

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Thank You

rajuchell@
protonmail.com

Coralogix

Stateful Streaming Analytics Platform for Logs, Metrics, and Security Data

Modern observability with no reliance on storage or indexing

Lior Redlus

Co-founder & Head of Solution Engineering
Coralogix
lior@coralogix.com

A Brief History of Logging and Observability

Legacy Solutions are reactive–
Ingest, Index, then Analyze

Modern Observability is proactive –
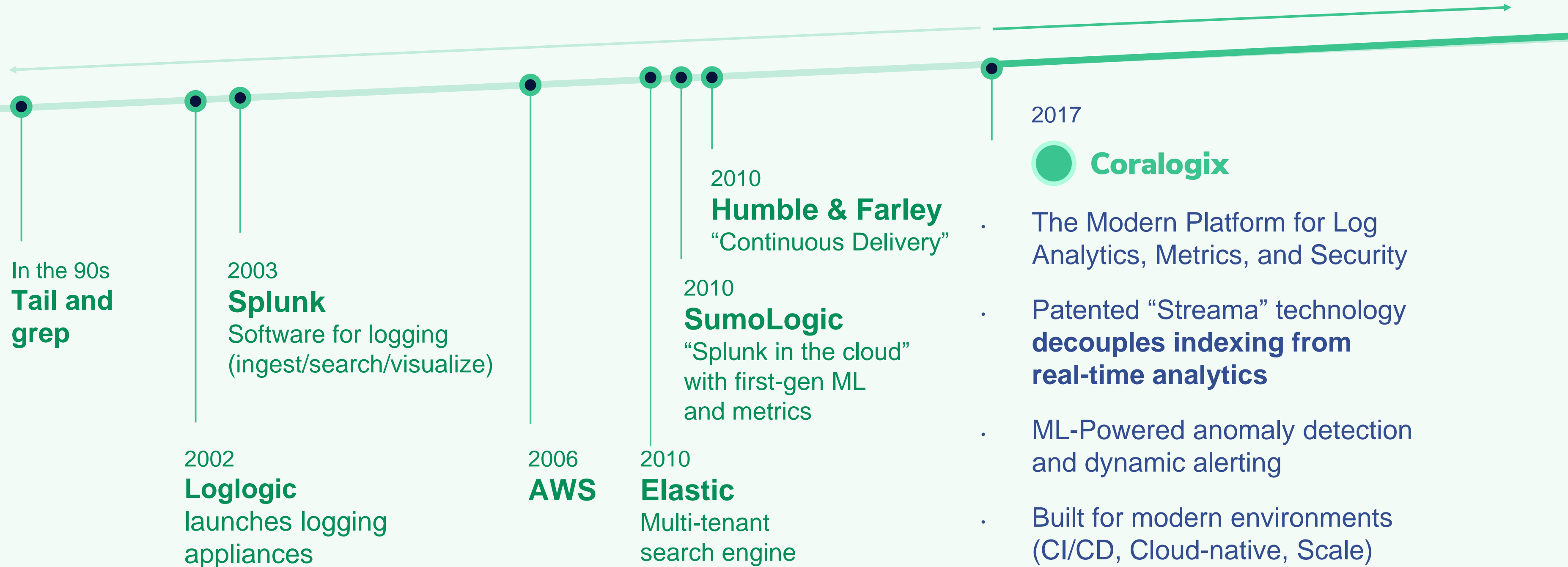**Ingest, Analyze, then Index**

In the 90s
Tail and grep

2002
Loglogic
launches logging
appliances

2003
Splunk
Software for logging
(ingest/search/visualize)

2006
AWS

2010
Elastic
Multi-tenant
search engine

2010
SumoLogic
"Splunk in the cloud"
with first-gen ML
and metrics

2010
Humble & Farley
"Continuous Delivery"

2017

Coralogix

· The Modern Platform for Log
Analytics, Metrics, and Security

· Patented "Streama" technology
**decouples indexing from
real-time analytics**

· ML-Powered anomaly detection
and dynamic alerting

· Built for modern environments
(CI/CD, Cloud-native, Scale)

Coralogix

Legacy Solutions

- **Store logs as unstructured system data**
  High storage costs and overages

- **Analyze data once it's been indexed**
  Reactive, manual alerting; Slow MTTI/MTTR

- **Data streams are unpredictable**
  Data loss/throttling when quotas are exceeded

- **Built for legacy architecture and workflows**
  Incompatibility with modern CI/CD pipelines

- **Use proprietary search languages**
  Vendor lock-in, requires full-time SME

Coralogix
Modern Observability

- **Triages and prioritizes data before indexing**
  Full data coverage & up to 70% storage savings

- **Analyzes data in real time using ML**
  Proactive monitoring; Reduced MTTD/MTTR

- **Auto-scales to meet your needs**
  No overages, throttling or data loss EVER

- **Born in the cloud, built for CI/CD**
  Proactive monitoring and feedback loops

- **Uses OSS syntax known by most engineers**
  No vendor lock-in, no SME required

Secure by Design

Coralogix is fully compliant with the highest standards of privacy and security and provides multiple geographic data centers for compatibility with various local privacy laws.

The Coralogix Platform

Full Observability to Build, Run, and Secure Modern Applications & Infrastructures

Log Analysis

Analyze, monitor, and visualize your log data before indexing for proactive insights with no coverage or cost limitations.

Metrics

Track, visualize, and alert on all system metrics, with unlimited cardinality and labeling for no extra cost.

Security

Fully secure your cloud environments within minutes. Easy to set up, no need for data standardization, no coverage uncertainty.

Coralogix

We Work the Way You Work

Code Libraries	Log Shipper	CI/CD	Cloud Providers	Containerization
Python	logstash	Jenkins	AWS	Docker
Java	Fluentd	Circle CI	Azure	Kubernetes
.Net	Filebeat	GitHub	GCP	And Many More...

Coralogix

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Ingest

Analyze

Index

Streama Technology

Run with K8s on AWS + Kafka streams - without the use of storage

Load Balancers

Load balanced at Ingress, uses cluster auto-scaling w/AWS

Ingress Service

Data flows through Ingress Service to Kafka for Stream analysis

Logs Parser

Executes regex rules to parse/block data

S3 Bucket

Archive direct query, Reindexing

Hot Index

Unique Features Powered by Streama:

Pre-index live tail

Data enrichment

Loggregation

Logs2Metrics

Dynamic alerts

Metric alerts

New value alerts

TCO Data Orchestration

Cardinality Analyzer

Team & RBAC control

Insights

Advanced Alerts

Auto Anomalies

CI/CD benchmarks

Long-term Visualization

Coralogix

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Any data, Any dashboard, Any syntax

Not a data warehouse, a data platform

Connect any data, in any format, and view anywhere including our purpose-built UI, Kibana, Grafana, SQL clients, Tableau, or using our CLI and full API support.

Avoid vendor lock-in, and streamline setup and adoption in your organization.
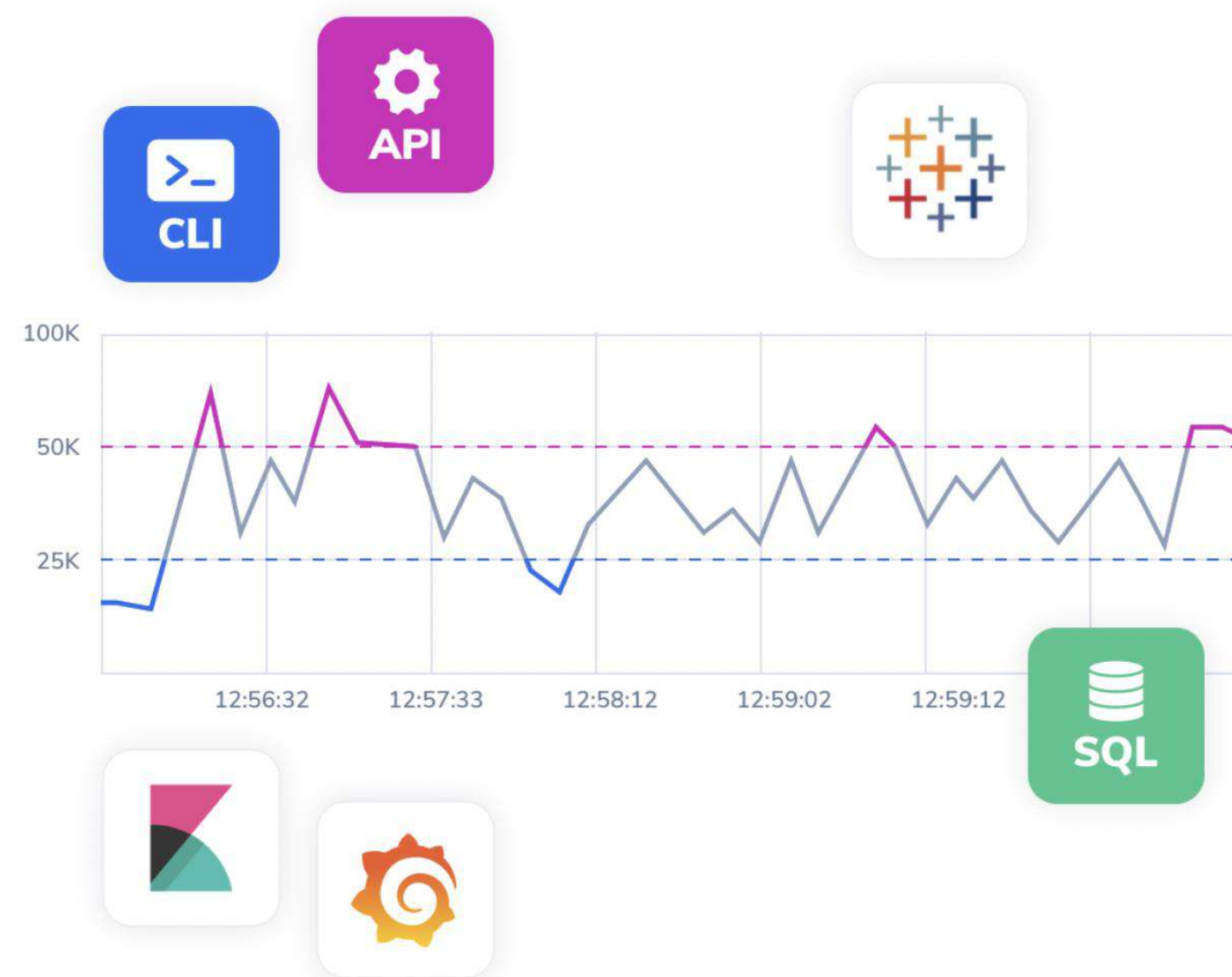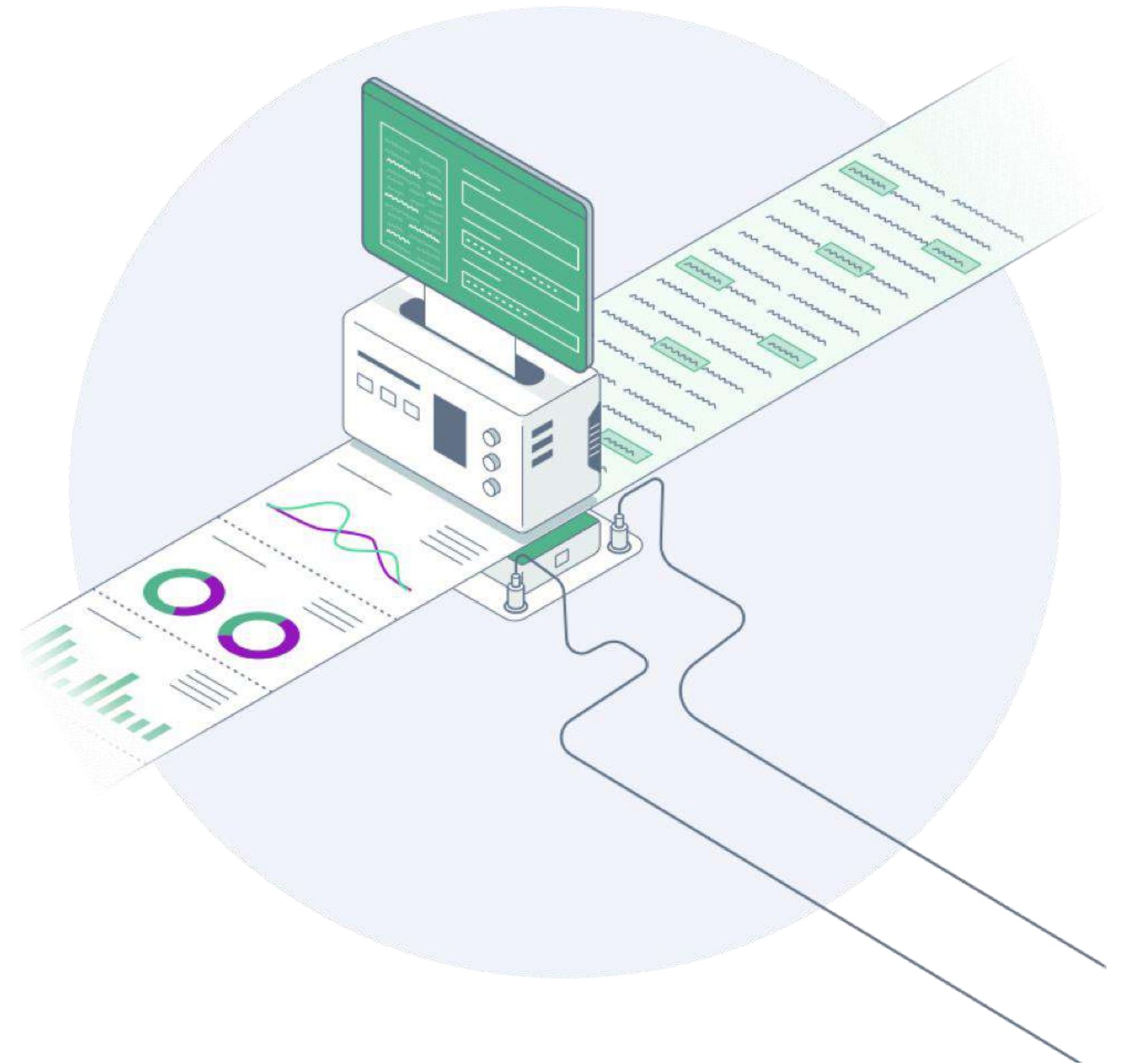
Use-cases

Log Analysis & Monitoring

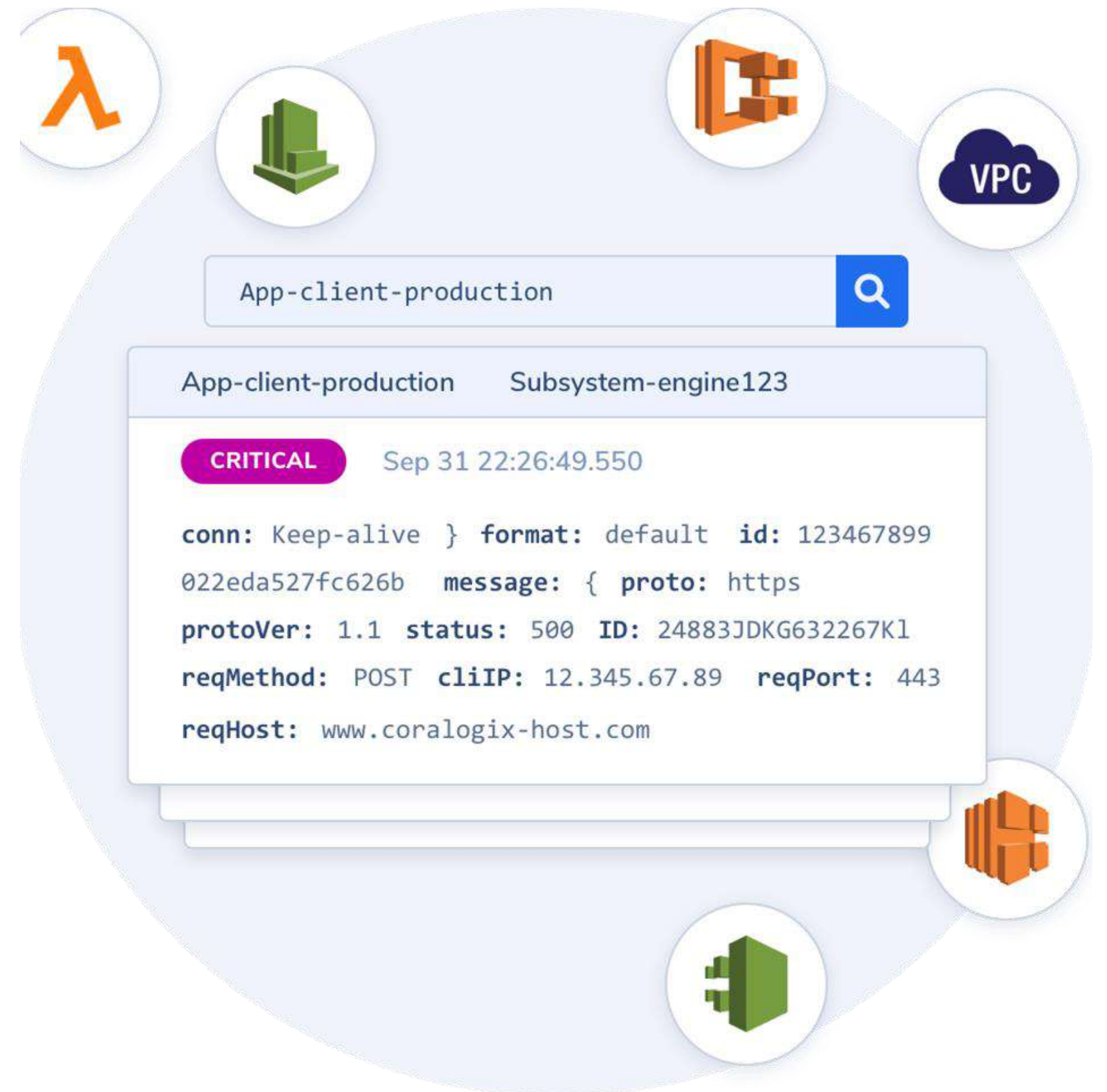Analyze, monitor, and visualize your log data before indexing for proactive insights with no coverage or cost limitations.

- Auto-parsing
- Live tail
- Log clustering
- Anomaly detection
- Dynamic ML-alerts

Coralogix

AWS Observability

Analyze, monitor, and visualize all AWS data with direct integrations to all major AWS technologies.

- Centralized data collection
- 3-Click cloud security
- AWS Advanced Technology Partner
- Certified Marketplace Listing
- AWS Serverless App Repo

App-client-production

App-client-production   Subsystem-engine123

CRITICAL   Sep 31 22:26:49.550

conn: Keep-alive } format: default id: 123467899
022eda527fc626b message: { proto: https
protoVer: 1.1 status: 500 ID: 24883JDKG632267Kl
reqMethod: POST cliIP: 12.345.67.89 reqPort: 443
reqHost: www.coralogix-host.com

Coralogix

CI/CD Acceleration

Correlate real-time insights with specific releases without the restrictive costs of other solutions.

- Centralized data collection
- Data clustering
- Version benchmarking
- Dynamic alerting
- Auto-scaling
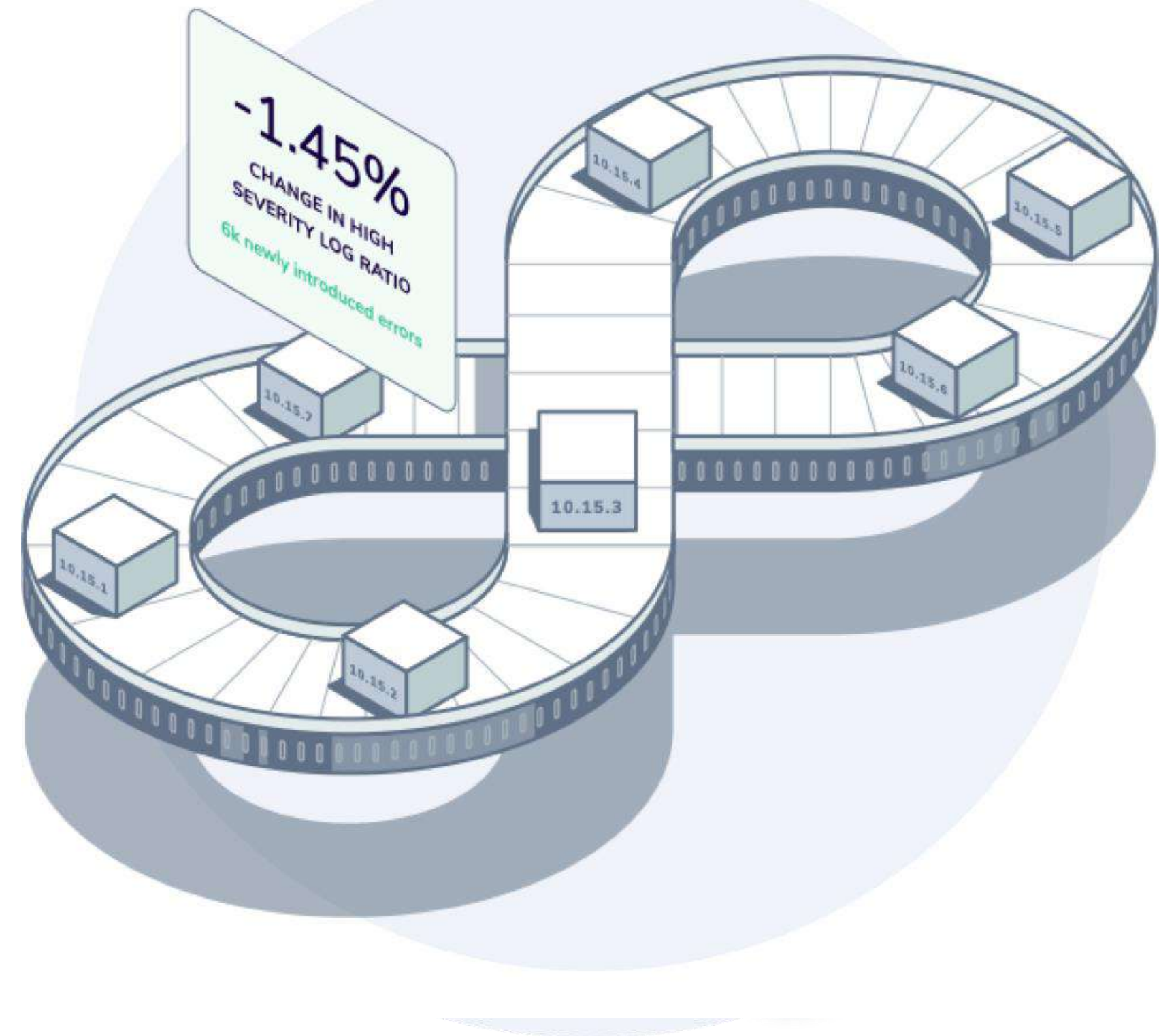
Homegrown Alternative

Fully managed observability platform that scales effortlessly and comes with advanced, out-of-the-box features.

- Auto-parsing and data enrichment
- Live tail
- Data clustering
- ML-powered anomalies & alerts
- Direct archive query
- Version benchmarking
- No vendor lock-in
- 24/7 support

Cost (TCO) Optimization

Data prioritization before storing or indexing data reduces monitoring costs while simultaneously improving system visibility.

- All data analyzed <u>before</u> indexing
- Powered by Streama
- Prioritize data based on use case
- Full monitoring capabilities for archived data
- Direct archive query and reindexing
- Full feature access, always

Coralogix

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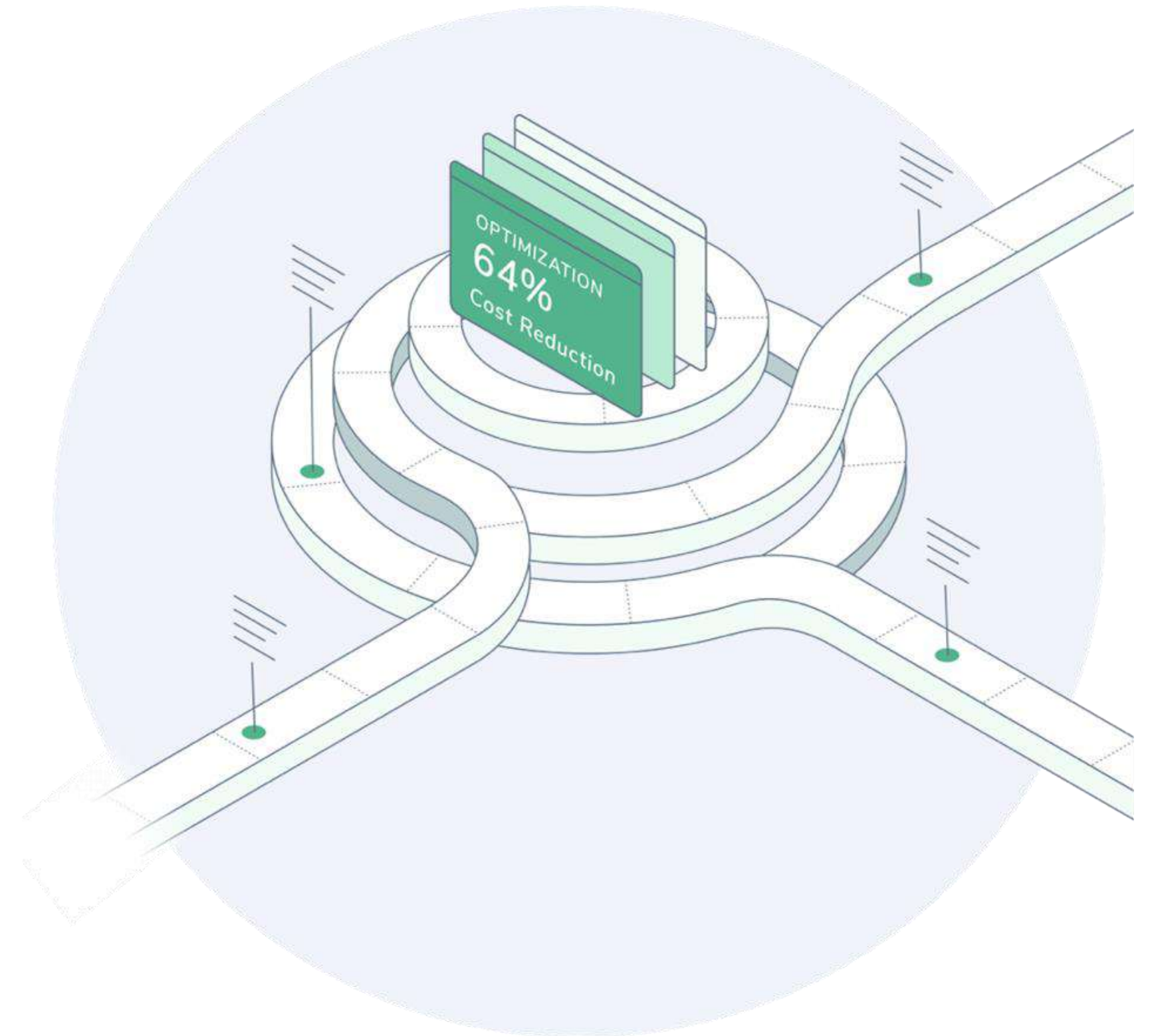
Contextual Data Analysis

Get added context and deeper system observability by ingesting small pockets of data to be correlated with errors and system health metrics.

- Cloud availability reports
- Repository insights
- CI/CD events
- AWS SNS
- Alert aggregators
- Corporate chats
- 3rd party status pages
- Support platforms
- Security events

Coralogix
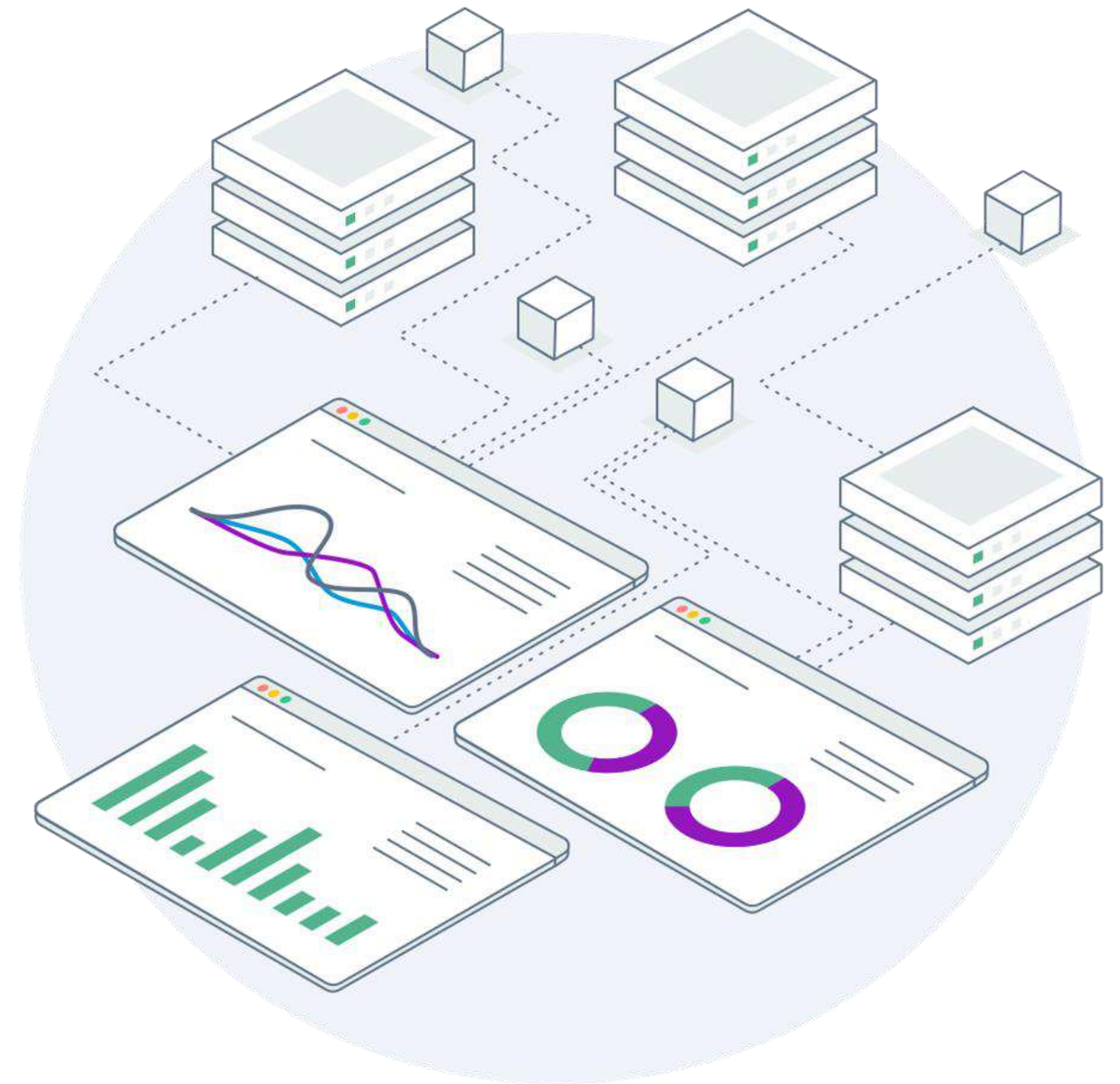
You're in Good Company

MONDAY.COM - JOURNEY TO MODERN OBSERVABILITY

"Now, we can see the full picture from the applications to the logging systems without having to manage any of the complexity."

– Ben Yitzhaki, Infrastructure Engineer

CLOUD-BASED WORK OS

$130M
ANNUAL
REVENUE

10X
LOG VOLUME
GROWTH

60%
REDUCED
MTTR

$100K
SAVED/YEAR

CHALLENGES WITH TRADITIONAL LOGGING:

- No unified logging across systems

- Explosive system growth (3TB to 30TB log volume per month)

UNIFIED LOGGING WITH CORALOGIX:

- Integrated and achieved full coverage within 48 hours

- Immediate identification of 750 previously unknown issues

- Data normalization and log templating to enhance data value

- AWS Cloud Security implemented

Questions?

Coralogix

GRANULATE

Real-time Continuous Optimization

Organizations Face Difficulties Managing & Optimizing Infrastructure

**1 Million users,
all with unique requests**

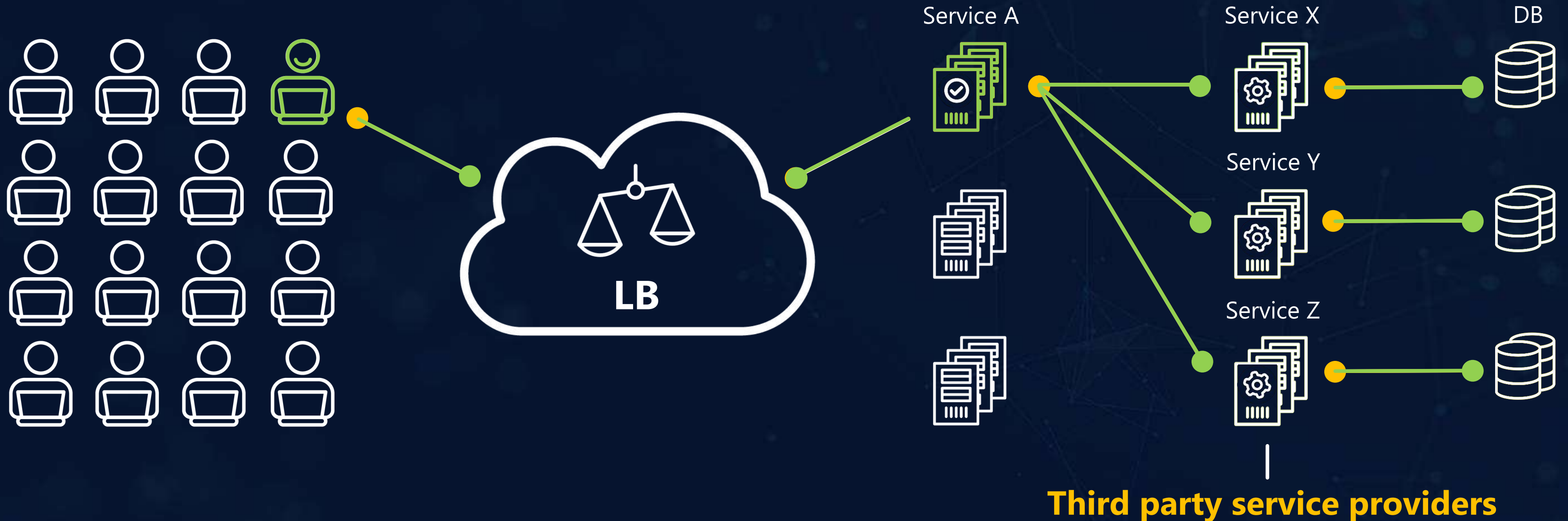**50-50,000 VMs**

LB

Third party service providers

GRANULATE

Organizations Face Difficulties Managing & Optimizing Infrastructure

**1 Million users,
all with unique requests**

50-50,000 VMs

Service A

Service X

DB

Service Y

Service Z

LB

Third party service providers

The Growing Infrastructure And Workload **Optimization Challenge**

Optimization At Scale Is **Highly Complex**

Technical Complexity
Requires deep performance expertise

Outside Core Business
Distraction from product & business logic

Dynamic Environments
Ever changing workload & resource consumption

Shared Responsibility
Responsibility shared between R&D & DevOps

Leading To **Unfulfilled Performance** Potential

2-5X
Untapped Performance

30% - 40%
Utilization

Tens Of Billions USD In Wasted Compute Costs Annually

Our Solution
Real-Time Continuous Optimization

1 Automatically Analyze
Granulate automatically learns your application specific resource usage patterns and data flow

2 Continuously Optimize
Granulate tailors OS-level scheduling and prioritization decisions regarding CPU, network, locks, and memory accesses

3 Improve Performance
Granulate reduces response time and increases throughput of every machine

4 Reduce Compute Costs
Leverage improved performance to reduce cluster size and downsize compute resources

The Secret Sauce

Granulate agents optimize performance continuously adapting to application workload -

• **Kernel Module** - resource allocation

• **Runtime Module** – application level improvements, without code changes or restart

OS Kernel

CPU Scheduling

Network

Memory

I/O

Customer Environment

Completely Autonomous Optimization Of A Unique Focal Point Across The Tech Stack

Infrastructure Agnostic

- All Architectures
- All Environments

Simple Installation

- Single Command Line
- Start From A Single VM
- Completely Automated

Past Initiatives Agnostic

- Discount Purchasing
- Cloud Hygiene
- Rightsizing

No R&D Efforts

- No Code Changes
- No Maintenance
- No Configuration

Quick Value - Cost Cutting And Better Performance Within 2 Weeks

GRANULATE

Use Cases – Cost Reduction Optimization

Cost Reduction Value

40% - 60%

1 Proprietary Java, Scala, Clojure & Kotlin Applications
- EKS/AKS/GKE
- ECS/ACS
- Containers
- Monolith

2 Proprietary Go, Python and Ruby Applications
- EKS/AKS/GKE
- ECS/ACS
- Containers
- Monolith

3 Proprietary Node.js Applications
- EKS/AKS/GKE
- ECS/ACS
- Containers
- Monolith

25% - 40%

4 Big Data
- Spark
- PySpark
- Hadoop
- Dataproc
- EMR
- HDInsight
- ElasticSearch

5 Stream Processing
- Kafka Consumer / Producer
- RabbitMQ Consumer / Producer
- ActiveMQ Consumer / Producer
- Kafka Broker

10% - 25%

1 Week   2 Weeks   3 Weeks

Time To Savings

GRANULATE

Moving Forward

Today

Preliminary Assessment

- Identify 1-3 relevant scenarios
- Determine success criteria

Day 1

Short POC

- Install on 2-5 VMs

Day 7

Review

- Performance report
- Summary & discussion
- Decide on deployment

Day 8

Deployment

- Full service deployment
- Additional scenarios

GRANULATE

https://granulate.io/lets-talk-singapore/

Spot by NetApp
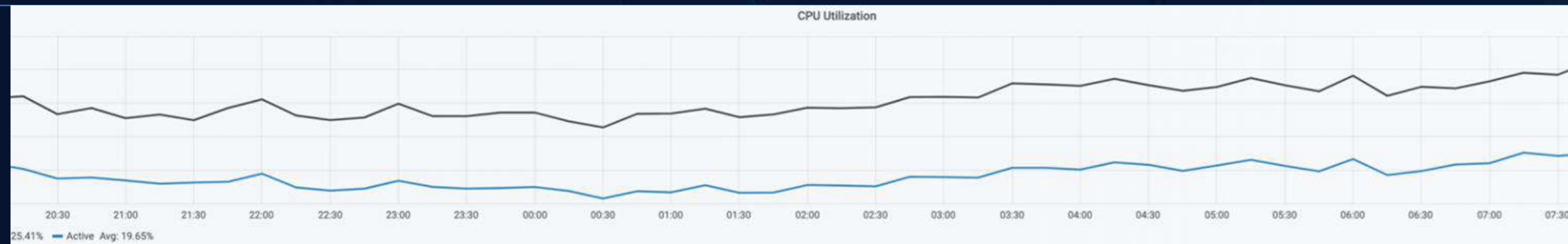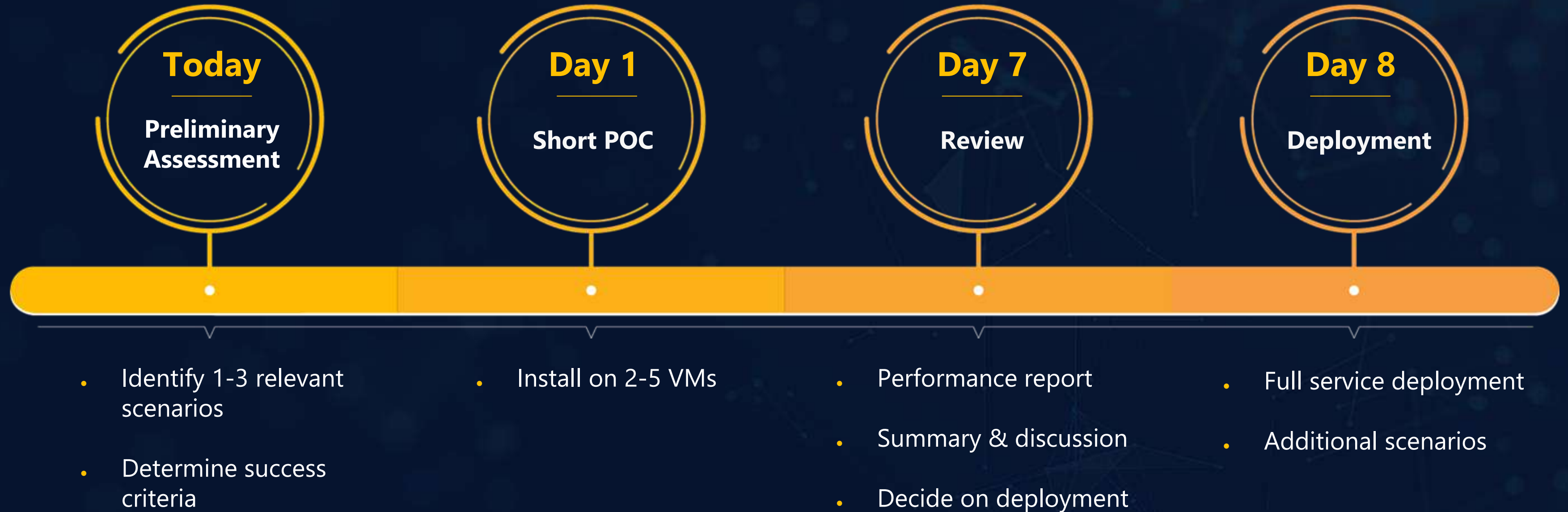
Cloud automation for continuous optimization

Give your workloads the cloud infrastructure they deserve: Always available, always scalable, always at the lowest possible cost

Michael Nassie
Spot Territory manager, APAC | mnassie@netapp.com

COVID-19 accelerated the push to public cloud

According to CIOs in APAC:

89%

said COVID-19 lead to a significant increase in workloads in the cloud

47%

said more than half of their workloads are now in the public cloud

60%

CIOs said their biggest challenge was higher than expected cloud cost

NetApp

Spot
by NetApp

Why is Optimization so difficult?

According to CIOs in APAC:

Lack of internal cloud expertise

Architectural challenges and process complexity

These can contribute to cloud wastage and ultimately, overspending
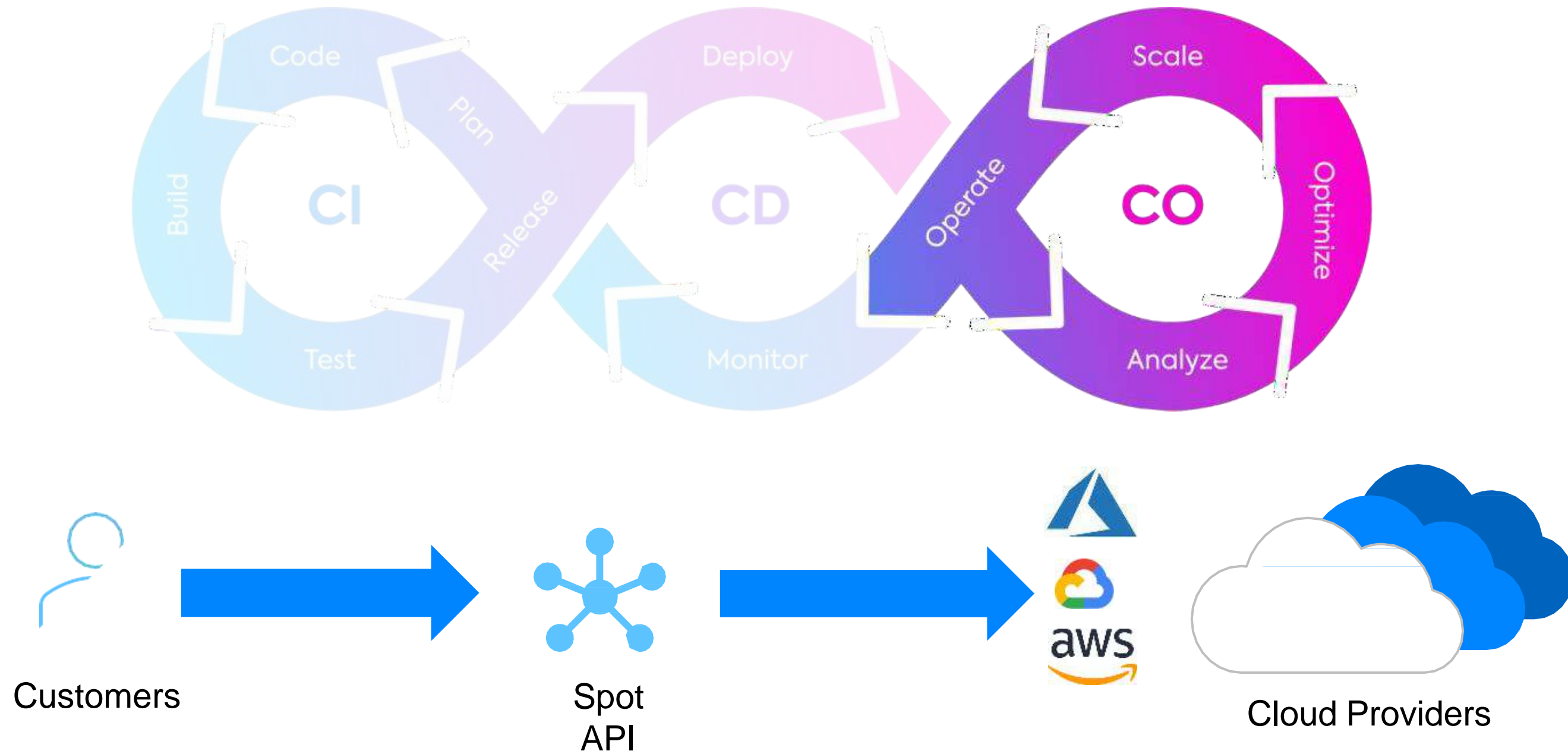
NetApp

What is Spot?

- Founded in 2015 as Spotinst by IDF compute infrastructure specialists (MAMRAM)
- Offered a SaaS cloud infrastructure automation platform
- Rebranded to Spot.io in early 2020, right about the time they met NetApp
- Sold the solution to NetApp and saved NTAP about 70% cost on AWS
- NetApp acquires the company in June 2020
- Spot.io rebranded Spot by NetApp

Cloud automation for Continuous Optimization
Spot extends application delivery pipelines with "CO"

Customers   Spot API   Cloud Providers

Spot Value Proposition

Spot by NetApp is a cloud optimization solution that works with customers to Automate and reduce cloud compute and operational costs.

Spot helps customers by:

- Automating cloud provisioning & consumption
- Optimizing workloads to maximize resource utilization
- Enabling customers to take advantage of more volatile, cost effective components without decreasing service availability or increasing operational overhead

Spot
by NetApp

main business drivers & differentiators

Challenge	Solution
Cost optimization is often still a manual process it is not effective for Cloud Native Ops	Monolith to Cloud Native, Spot offers continuous **automated** optimization, saving upto **80%**
Optimization automation initiatives takes a large effort to develop & maintain, increasing time to value	Spot.io is a turn key, enterprise grade managed platform, **time to value < 30 days**
Cloud environments are becoming more complex and variable making it difficult to measure efficiency	Spot.io is a single pane of Glass which measures efficiency on KPI's
Enterprises have multiple cloud environments, with various constraints and availability requirements	Spot.io covers your full environment **staging to production**, with **SLA for service availability**
Average of 30% of Cloud spend is being wasted, hindering progress and innovation and resources	Spot.io removes waste from Commitments and 65% of RI's are resaleable
Cloud costs are very volatile and difficult to predict and measure return on investments	Spot provides a results based business model with **savings based billing to guarantee ROI**

Global market leader for continuous optimization – ASEAN & worldwide

1500+	5B+	1M+	73%
Customeís	Compute Hís / Month	Concuííent Managed Nodes	Aveíage Savings

Spot by NetApp product suite

A comprehensive portfolio of compute services to provision, run, and scale applications in the cloud
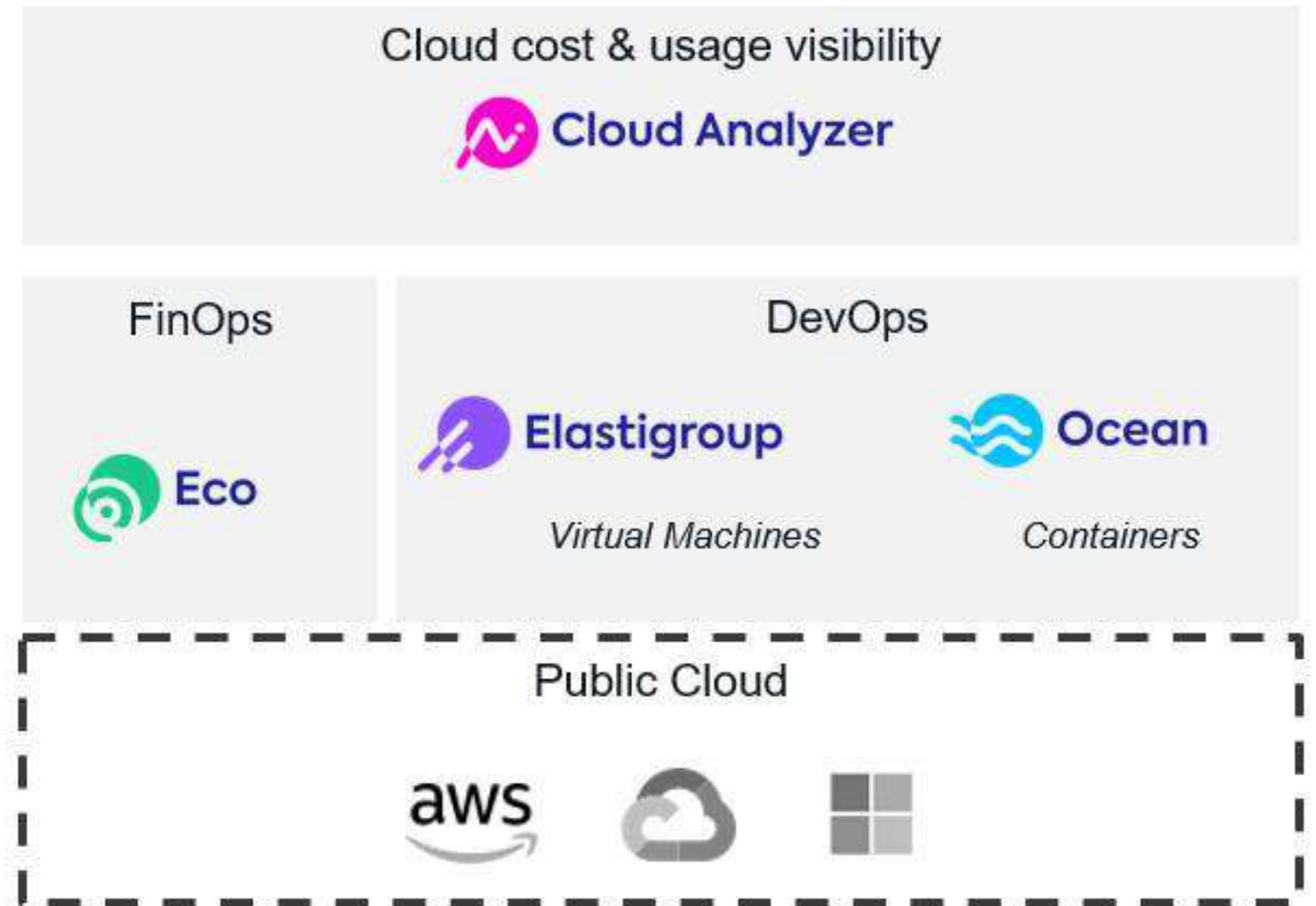
Cloud cost visibility
See, understand and take action to reduce cloud costs and improve cloud efficiency.

Infrastructure optimization
Automate and optimize cloud infrastructure pricing and right-sizing to deliver availability and performance at the lowest possible cost.

Active capacity management
Purchase the optimal portfolio of reserved capacity and respond to changes in usage automatically.

Cloud cost & usage visibility

Cloud Analyzer

FinOps

Eco

DevOps

Elastigroup

Ocean

Virtual Machines

Containers

Public Cloud

aws

Spot

Spot utilizes all

1

On-demand

- **Scales** up and down for variable demand
- **Expensive** per-unit cost

2

Reserved capacity

- **More affordable** per unit
- **Less flexible** – Committed to future use

3

Excess capacity

- **Cheapest** option
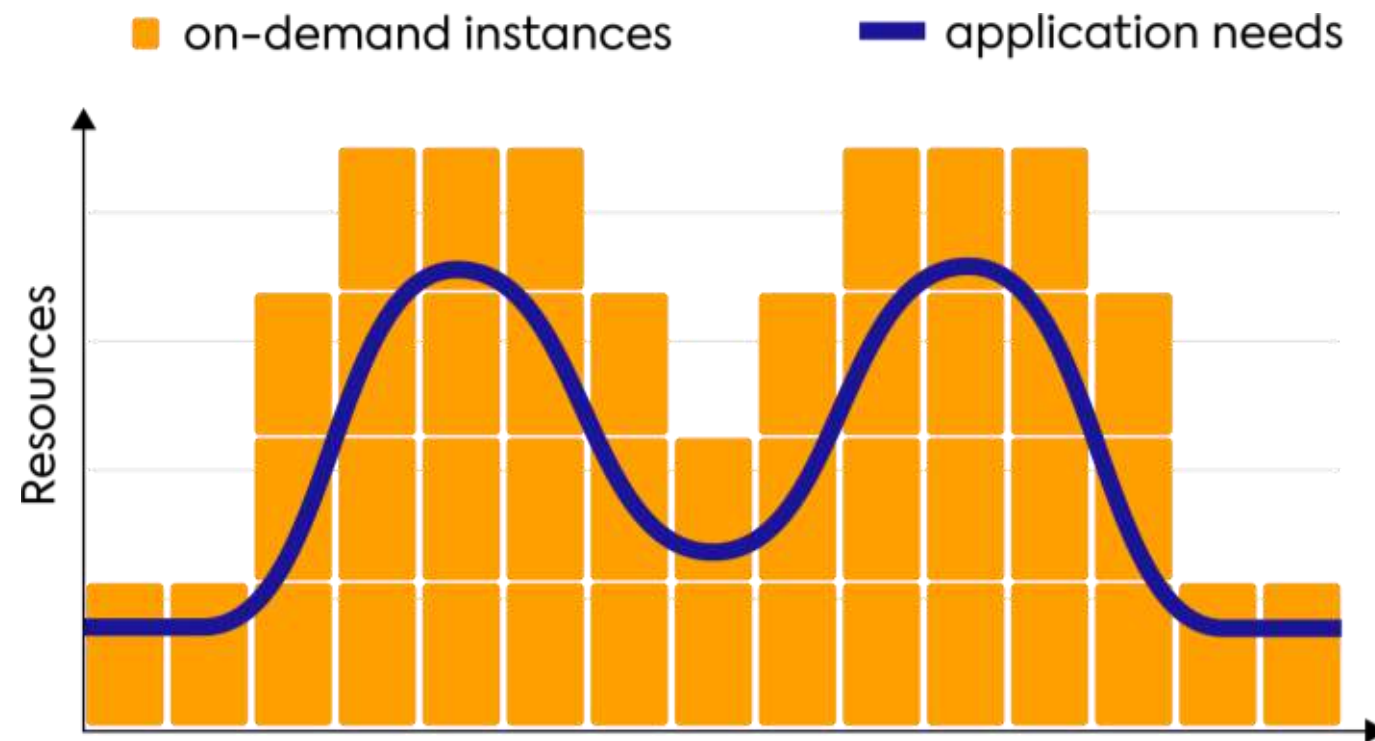- **Riskiest** – No SLA / Can be taken away at any moment

Spot takes continuous real time decisions to automate the best purchase model based on the service requirements

Spot
by NetApp

Spot by NetApp: Our core value proposition

Up to 90% less on compute, while maintaining SLAs & SLOs

spot VMs

commitments

on-demand

Up to 90% savings

Without Spot   With Spot

Spot Market Scoring

	r4.2xlarge	c3.large	c4.large	p2.8xlarge	p3.8xlarge
US-east-1c	97.87	97.43	97.44	73.94	81.50
US-east-1d	95.40	94.96	94.97	81.50	79.03
US-east-1e	92.90	86.54	92.50	83.93	0.00
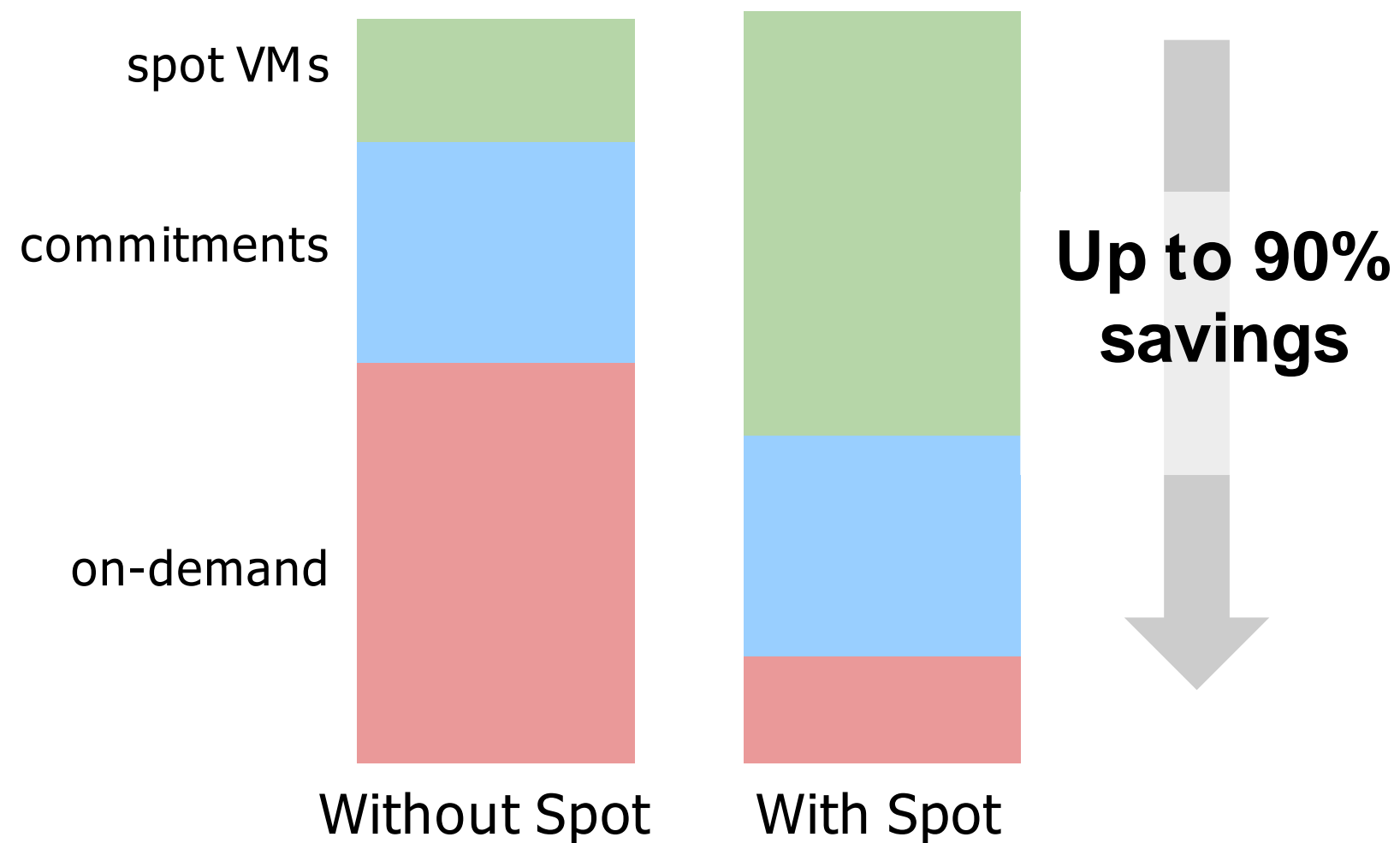
Spot
by NetApp

Enabling agility & speed

Self-managed

- Overprovisioning
- Mostly On demand/Reserved
- Homogeneous compute
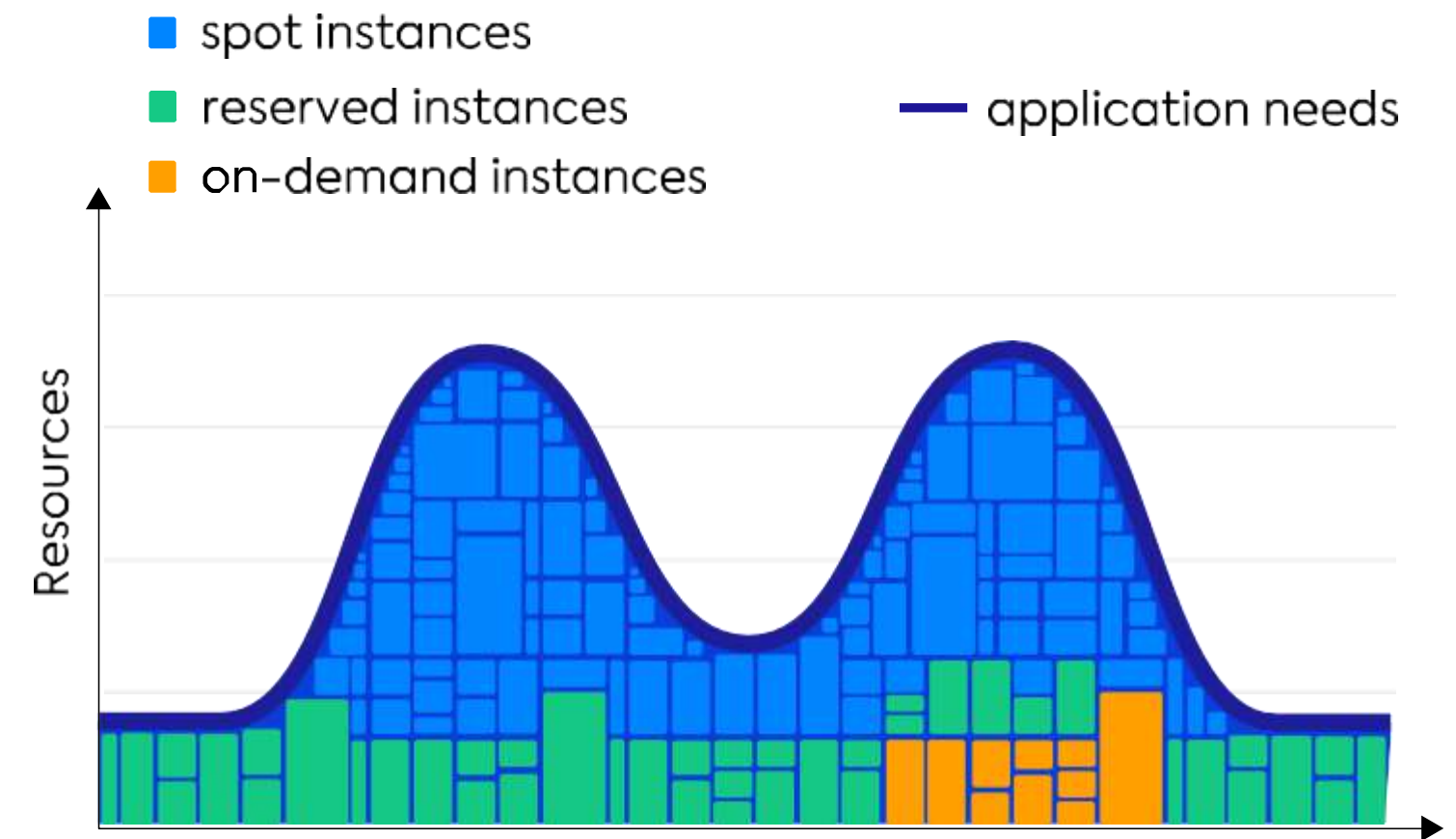
With Spot

- App driven provisioning
- Price level optimization
- VM size level optimization
- Container size level optimization
- Heterogeneous compute

Covering your Cloud Usage Transformation

Cloud Analyzer

Cloud Management and Continuous Optimisation
Where Finance and IT Succeed.

Ops Centric ← → Dev Centric

↑ Value

Ocean

Cloud Native

Elastigroup

Elastic applications

Eco

Managed Instance

Monolithic

Agility →

Single Instances
Scheduling
Right Sizing

Autoscaling
PaaS

IaC
CI/CD
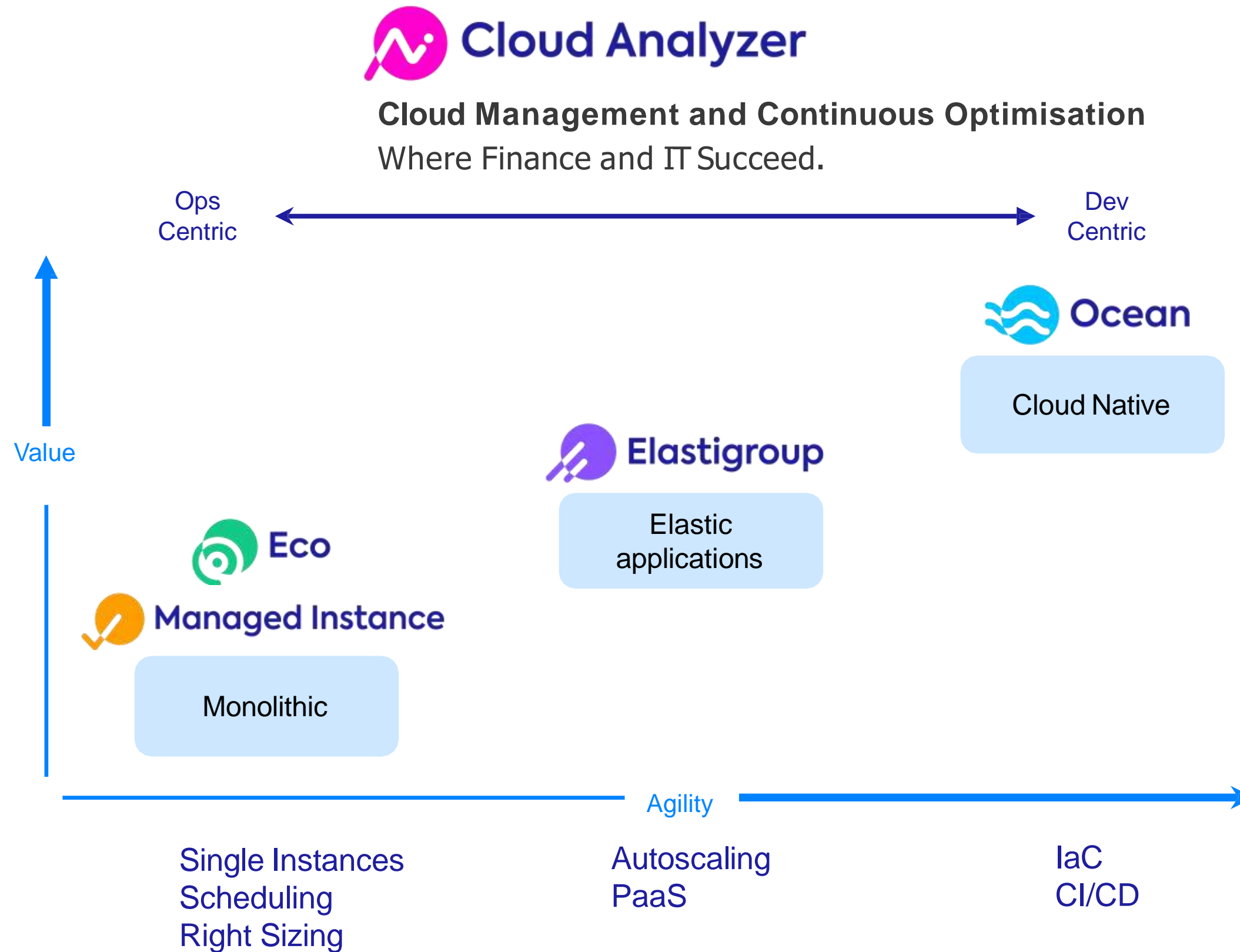
Challenges

As you scale and grow cloud capability, the traditional approach to Cost optimization no longer delivers value

Cross functional teams struggling to implement basic changes

Visibility tools stop being effective due to ownership and fluidity

Deployment of complex cloud native applications and services increases

Classic optimization tooling to report on wastage and recommendations no longer work

How to automate the process of optimization, integrating the tooling into your IAC and CI/CD processes

Spot by NetApp

Help & Accelerate your Cloud Migration Process

Example TCO of Migration to Cloud IaaS Over Three Years
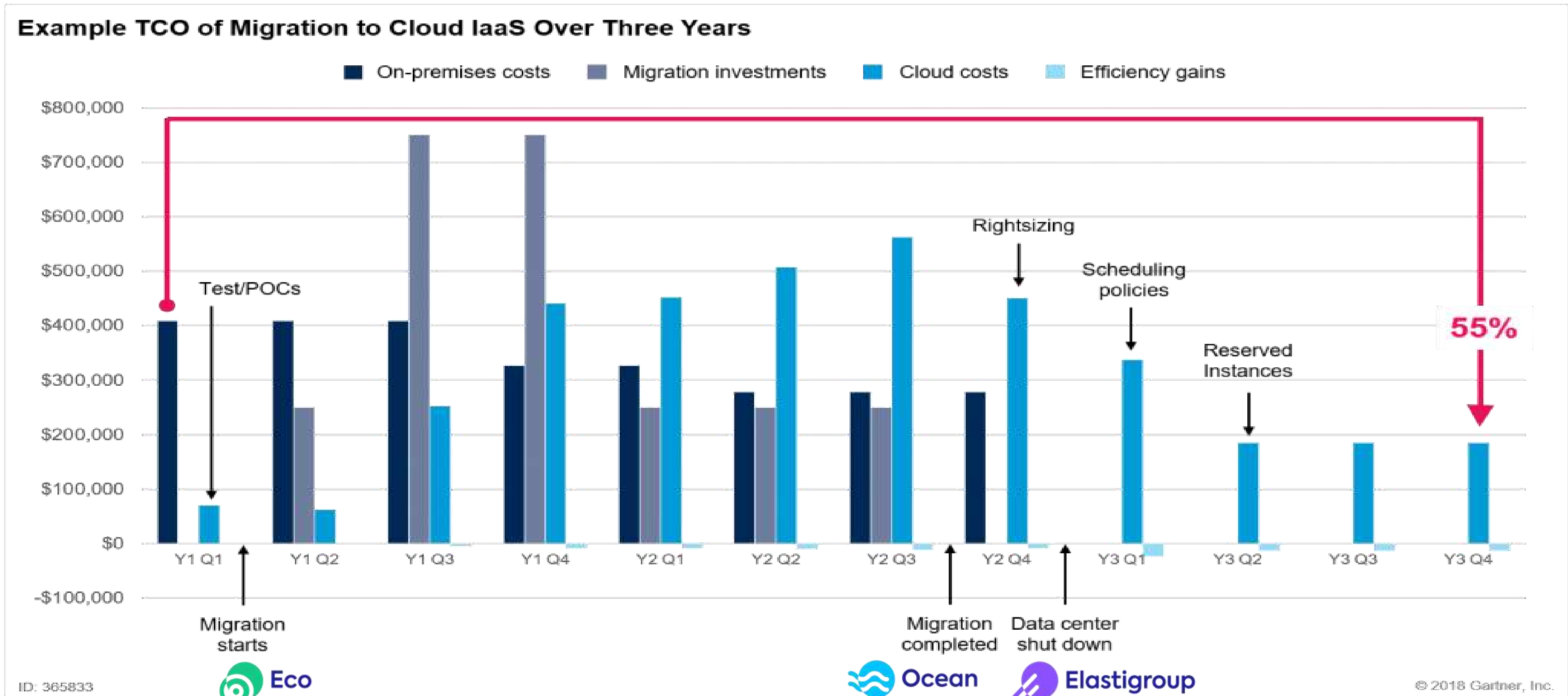
Lower your day 0 footprint cost without affecting your infra
Keep commitment flexibility for business & tech.
requirements

Deploy & scale cloud native services architecture
Accelerate cloud adoption & optimize consumption

Source: Gartner

Products breakdown

Cloud Analyzer

Cloud Management & Continuous Optimisation

NetApp
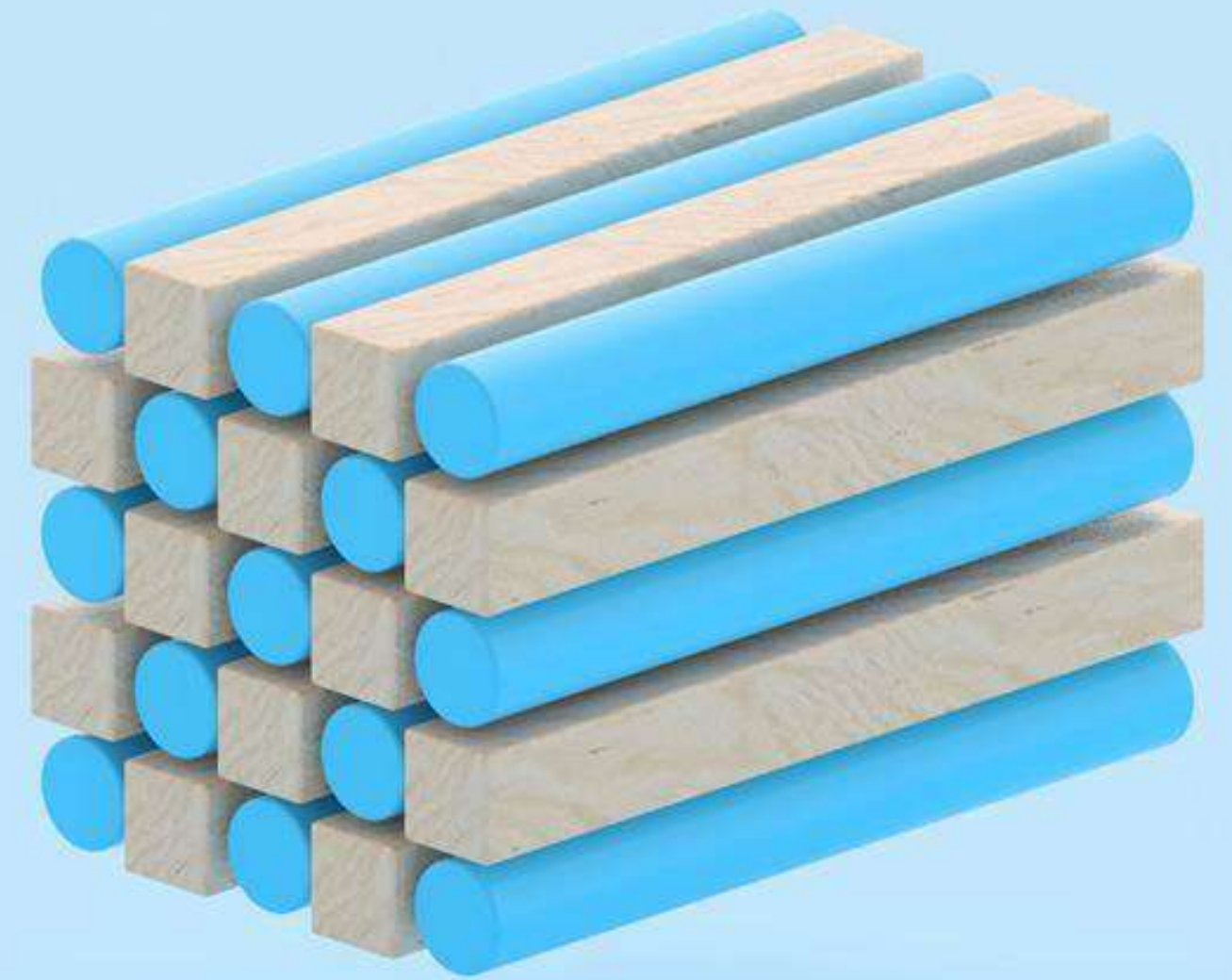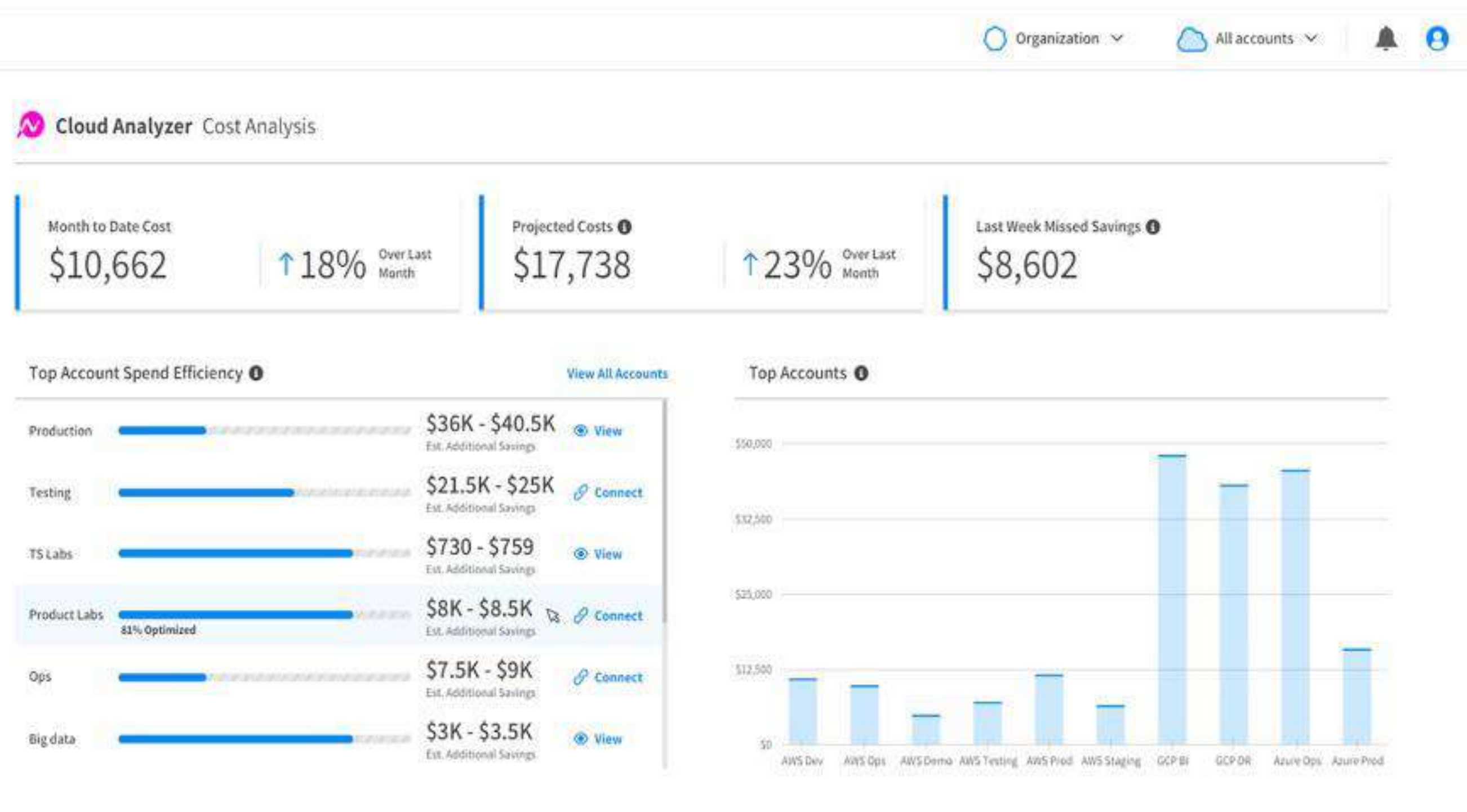
Cost Analysis

Visually explore your spend across clouds & cost centers

Measure you Account Efficiency to target where you can be more economical

View projected costs and trends

Target services and accounts where you are missed savings

Spend Analysis
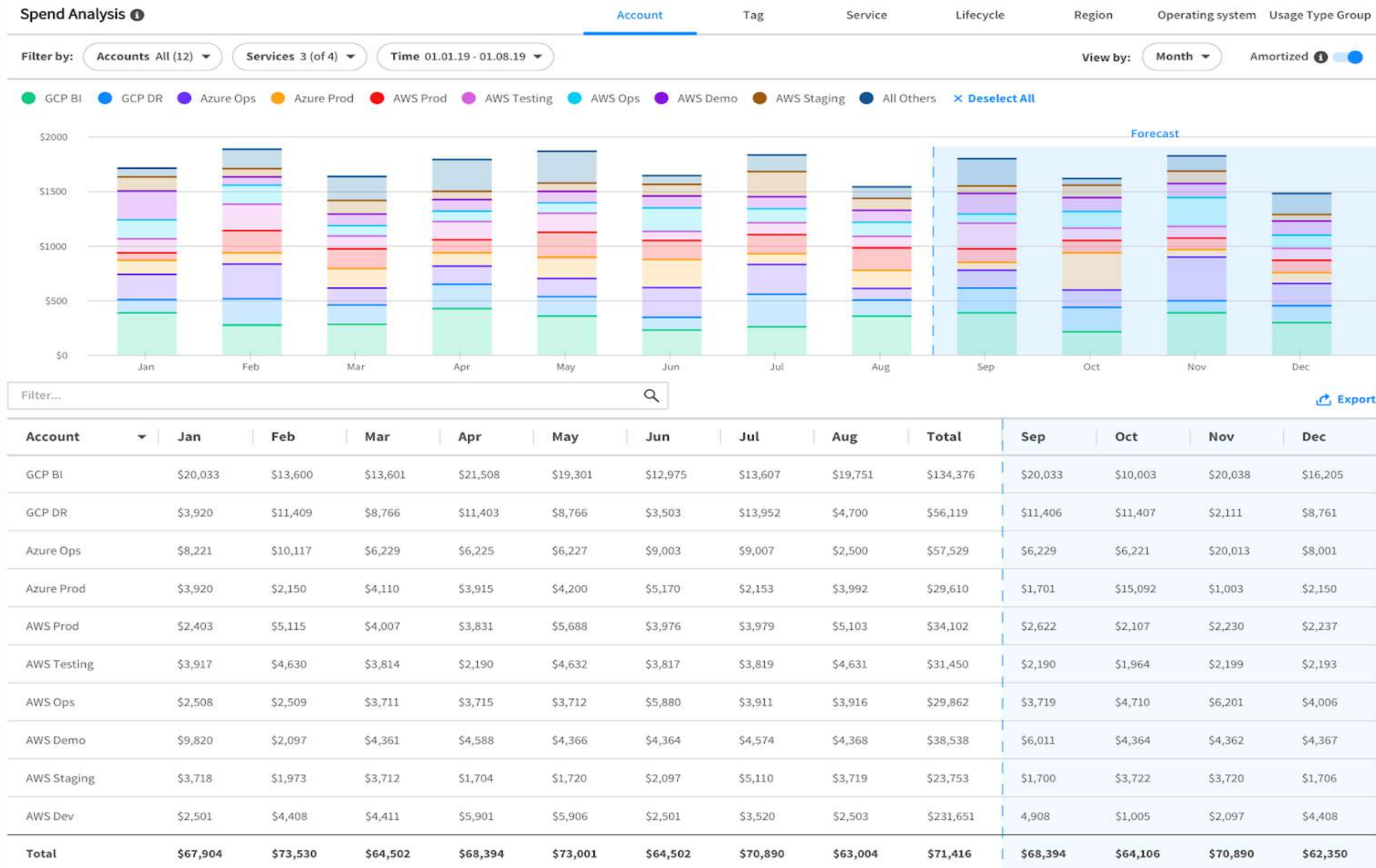
Gain comprehensive operational insights with cost and usage analysis into all your cloud deployments

Report on BU, Accounts, Service, Regions and more

Forecast spend across the coming weeks and months

Target services and accounts where you are missed savings

Optimization
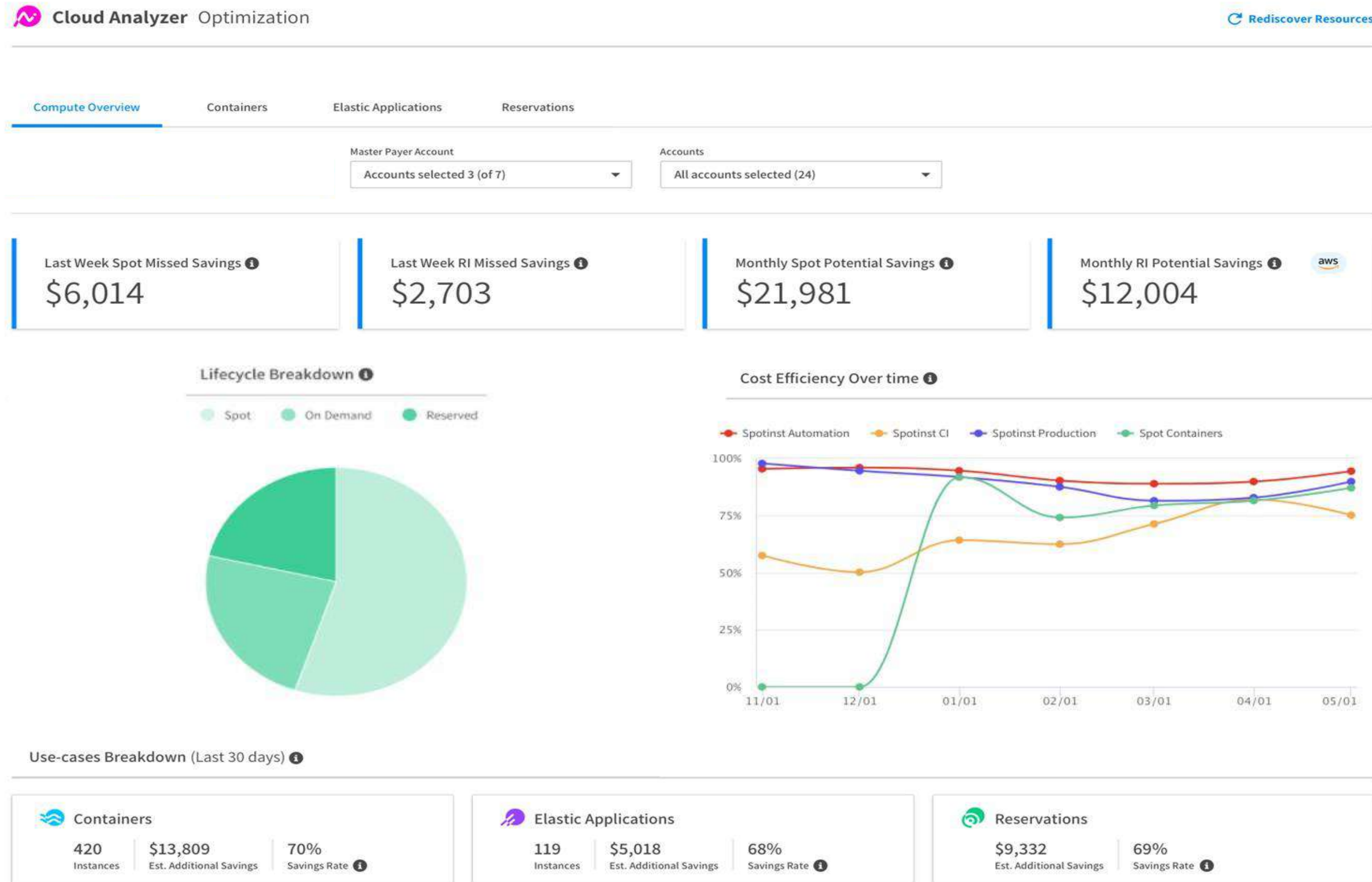
Receive actionable cost and usage optimization recommendations that you can implement and automate with the click of a button

Discover your cloud efficiency KPI and track the feedback loop of your optimization actions over time.

Intelligent commitment
Lifecycle Automation

Eco

NetApp

Eco
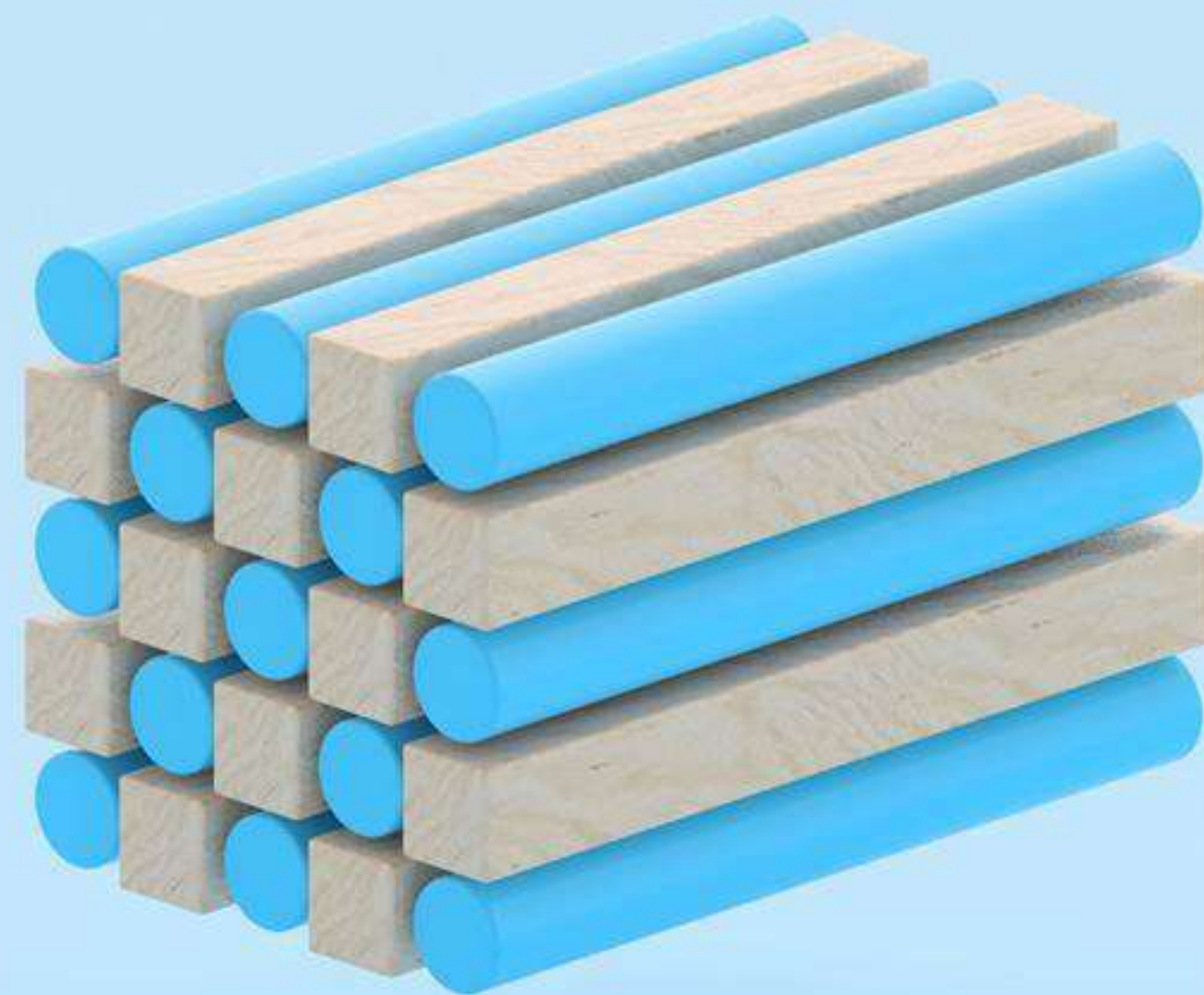
No Engineering Effort

Reserved capacity is a billing construct, engineers don't have to change anything about the compute or applications they use today.
Eco will continually track usage and build forecasting models to constantly manage the lifecycle.

Marketplace	Marketplace
1 Year No Upfront	1 Year No Full Upfront
	3 Years Full Upfront
STARTUP	**ENTERPRISE**

Diversify Commitment

Eco acts as a reservations broker, utilizing the Marketplace, mix and match commitment lengths from 2-36 months so that utilization will be optimal with as little commitment as possible.

Spot
by NetApp

Eco

Automated Commitment Management

100% Coverage

40%	**Marketplace** Gold
20%	1 yr **Standard** RI
8%	3 yr **Standard** RI
7%	1 yr **Convertible** RI
13%	3 yr **Convertible** RI
10%	1 & 3 yr **Compute Savings Plans**
2%	1 & 3 yr **EC2 Savings Plans**

~65% Sellable
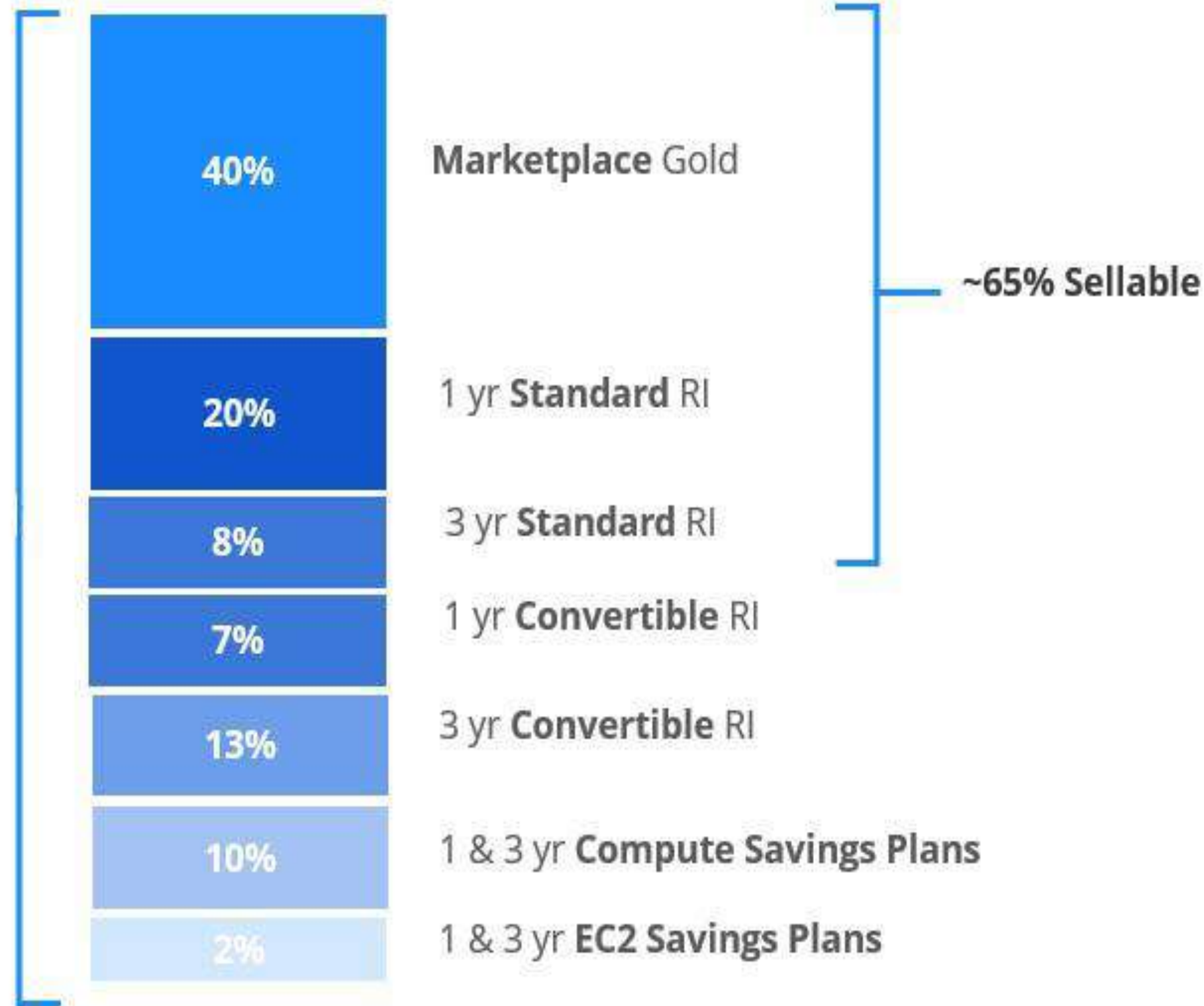
Building a sophisticated strategy

Comprehensive analysis of cloud usage and automatic fitting of capacity & reservations including:

Reserved Instances

Savings Plans

Eco buys and sells capacity in the AWS Marketplace and to NetApp internal pool of >1500 customers, to provide liquidity for unused capacity

With Active management, organizations can see an order of a magnitude more savings in the AWS Cloud.

Eco for MSP - A "low-to-no" cost solution

More to come!

Ocean

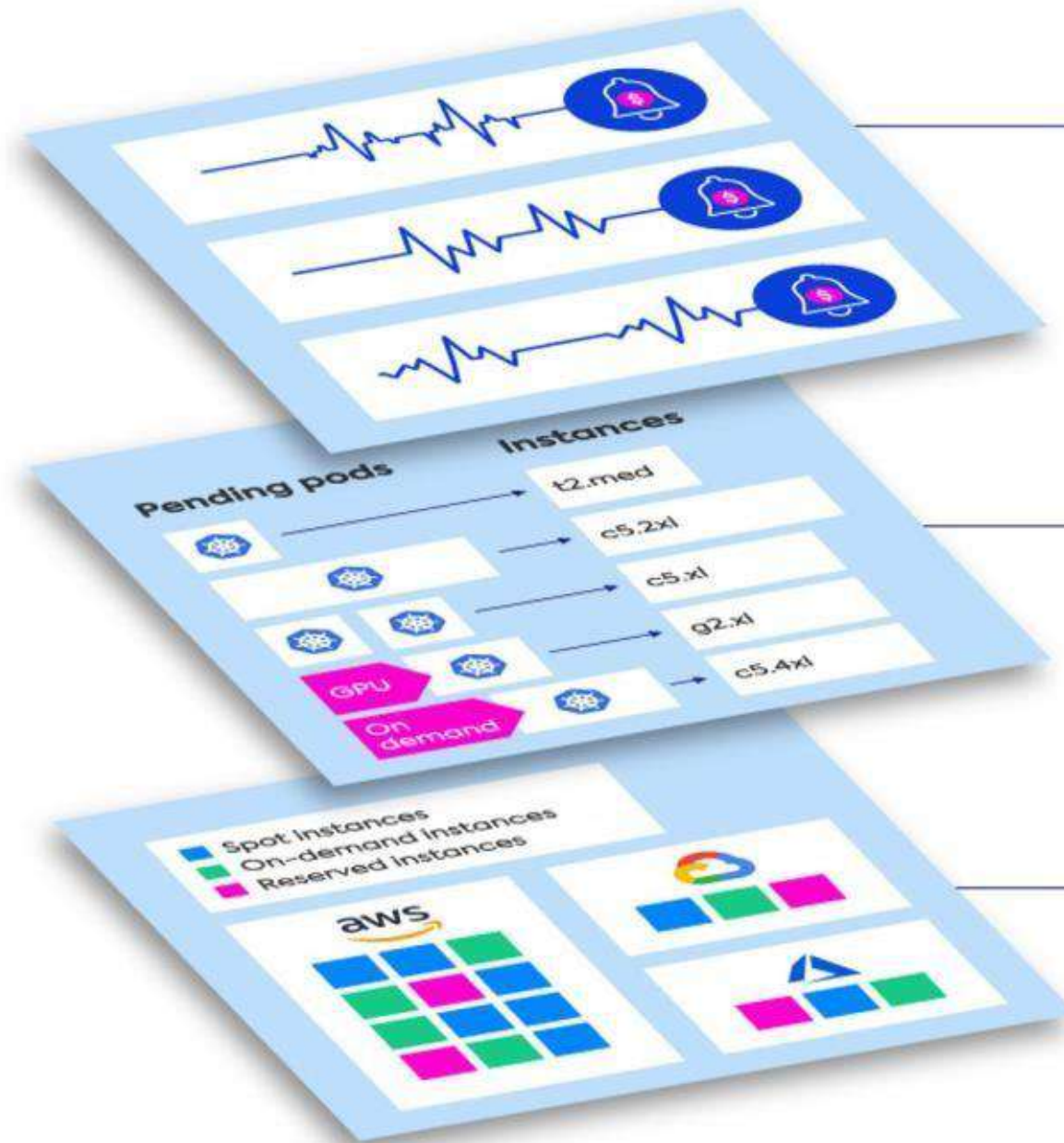Your Containers. Zero Infrastructure Management

NetApp

Your Containers. Zero Infrastructure Management

30%
Savings

40%
Savings

70%
Savings

Container right sizing and observability

Monitor and analyze container utilization and modify in runtime their resource limitations for performance at lowest cost

Container driven auto scaling

Instance size, type & pricing is determined based on pod/container specifications while honoring labels, taints, tolerations, network and storage requirements.

Infrastructure provisioning & pricing

Automated infrastructure management that leverages cloud compute pricing models (spot, on demand and reserved instances) with an enterprise-level SLA for cost savings and dependable performance.

Spot
by NetApp

Ocean

Serverless Containers

Container-Driven Autoscaling

Auto-detect Pod or Task infrastructure requirements so the appropriate instance size or type will always be available.
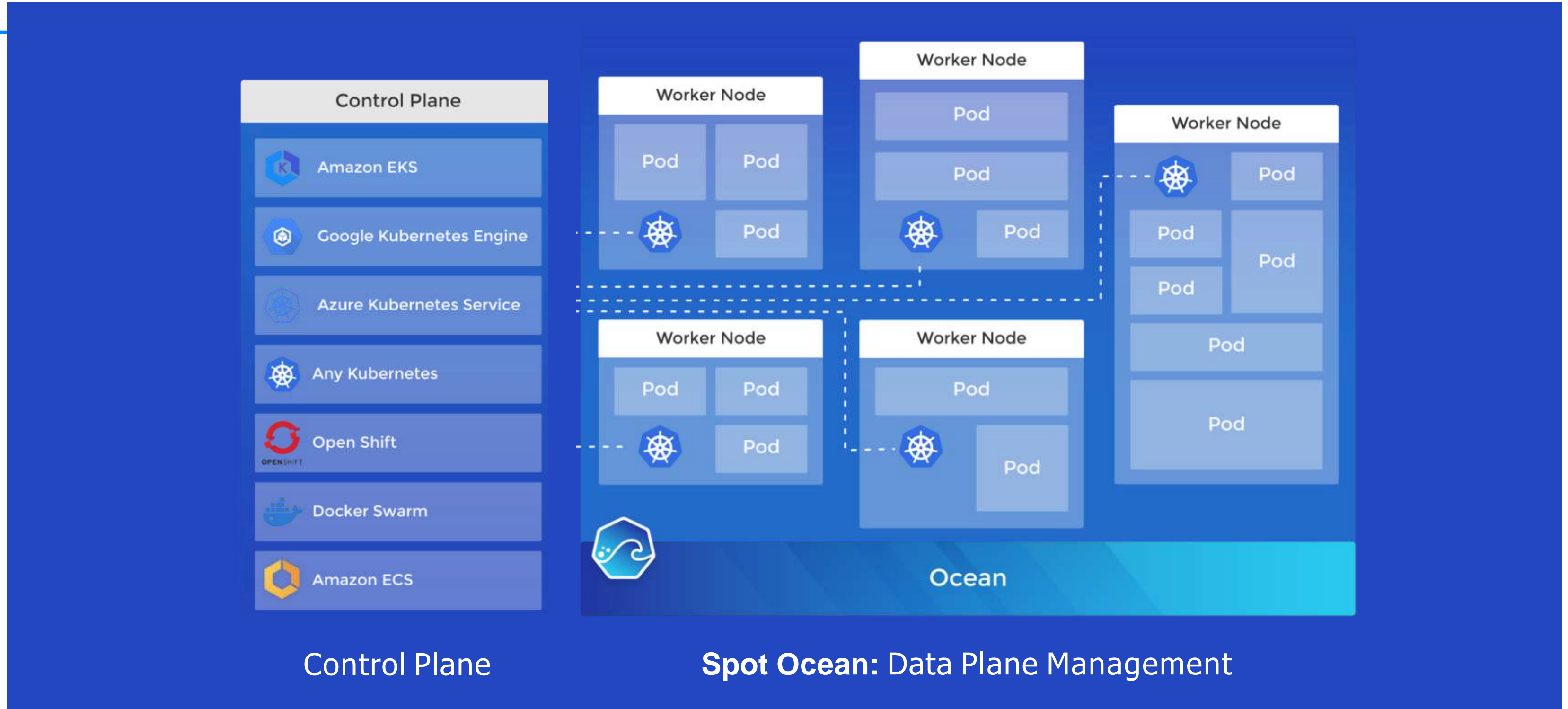
Simplify Operations

Deploy more without having to manage all the details of the underlying container infrastructure.

Deploy containers on abstracted infrastructure, with up to 90% cost optimization.
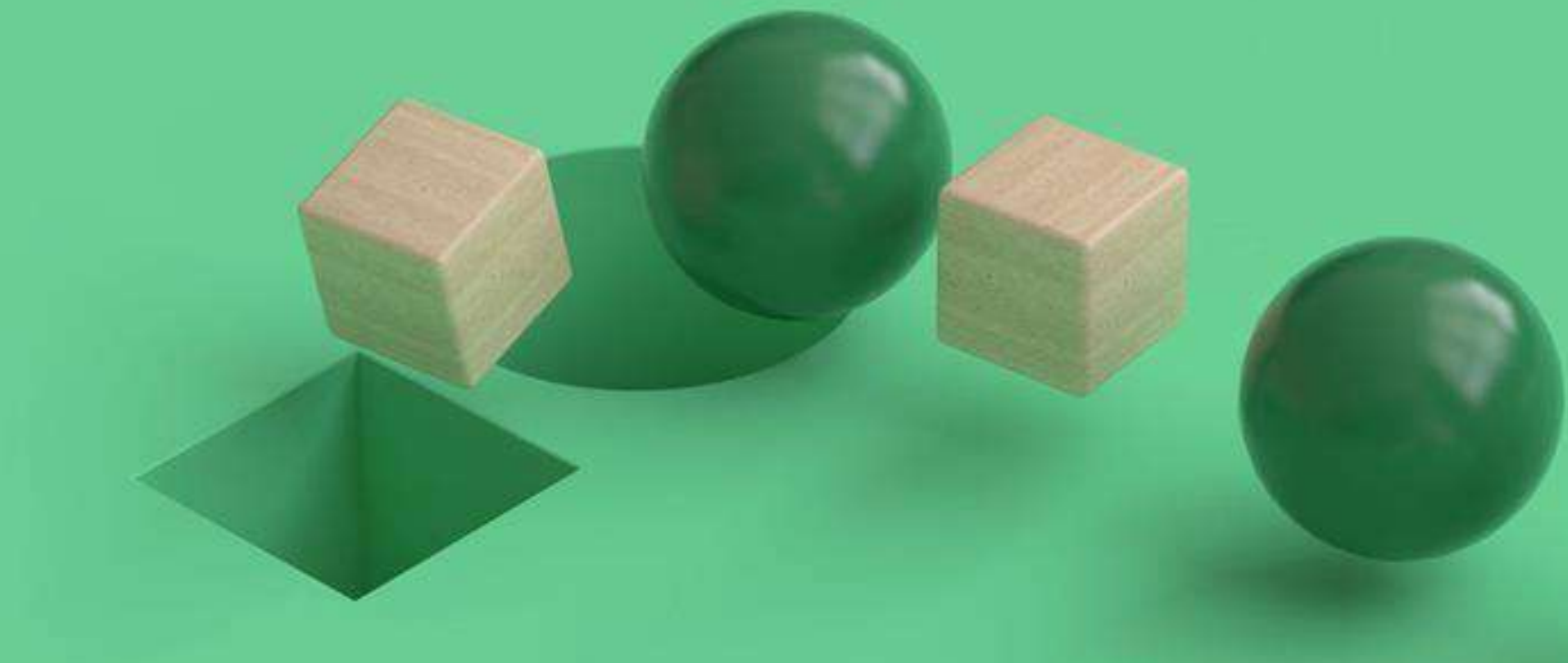
Ocean

Serverless Containers

Control Plane

Spot Ocean: Data Plane Management

Elastigroup
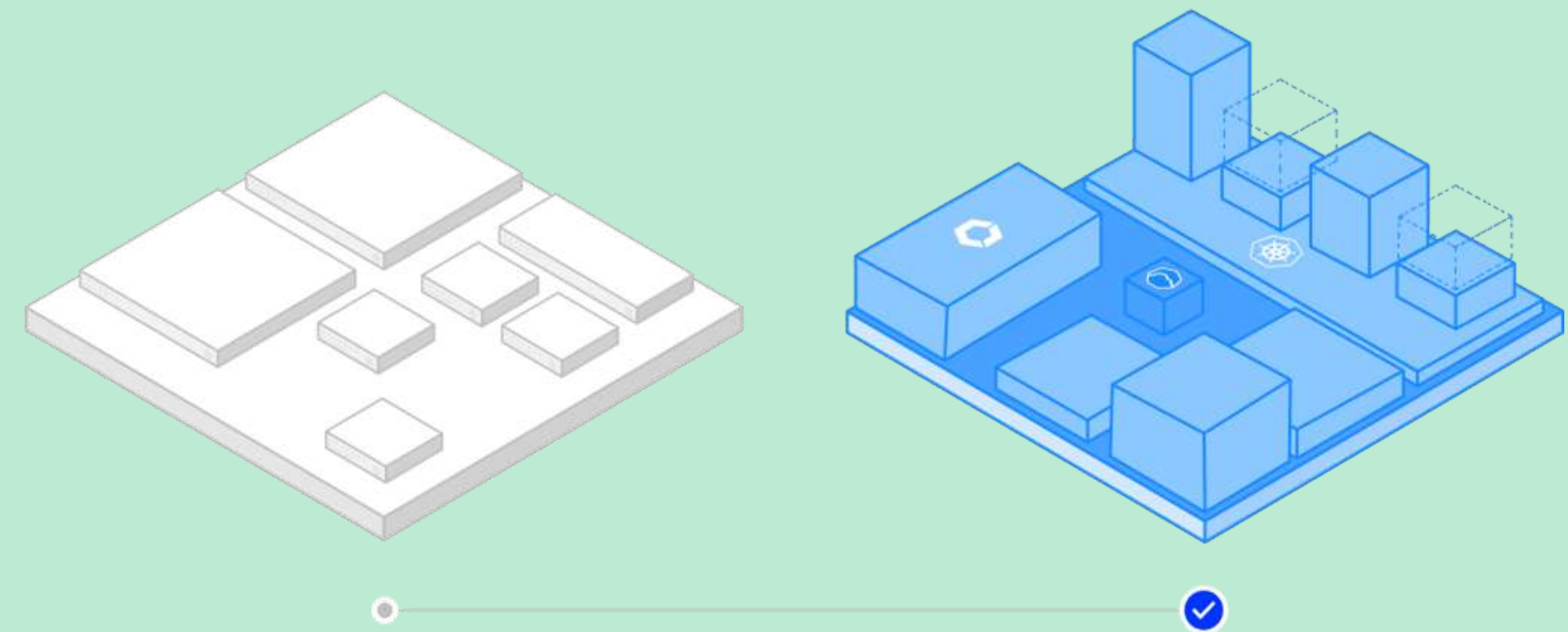
Automate All Your Application Workloads

NetApp

Elastigroup

Optimize Costs
Reliably leverage Cloud Excess Capacity to optimize cost and save up to 90% on compute infrastructure across all major cloud providers.

Simplify Operations
Scale, manage and accelerate workloads without the complexity and risk of manually managing your infrastructure.

Automate any application workload, with up to 90% cost optimisation.

■ NetApp
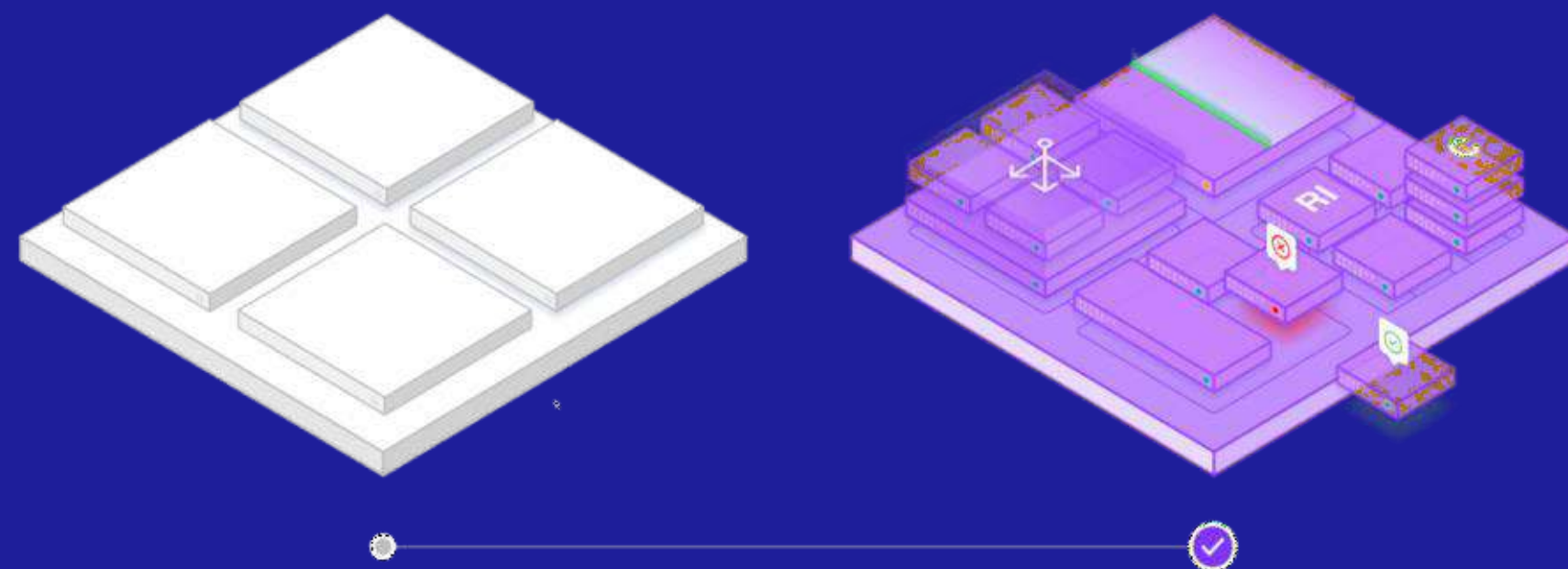
Spot
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Prediction is the Key

Elastigroup predicts Spot Instances behavior, capacity trends, pricing and interruptions rate.

Up to 90% Cost Optimisation with SLA

By predicting interruptions and fluctuations Elastigroup is able to offensively rebalance clusters to prevent interruption.

Utilize Reserved Instances

Prioritize all underutilized Reservations across your accounts and apply Reservations discount usage prior to launching Spot or On-Demand Instances.

Enterprise-grade SLA

In the event where Spot Instances aren't available, Elastigroup will automatically fallback to On-Demand Instances and will revert back to Spot Instances whenever possible, all while persisting your storage, network configuration, and state.
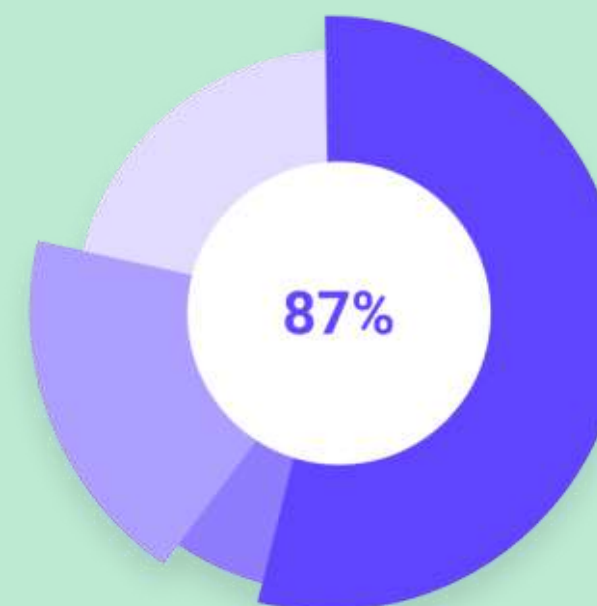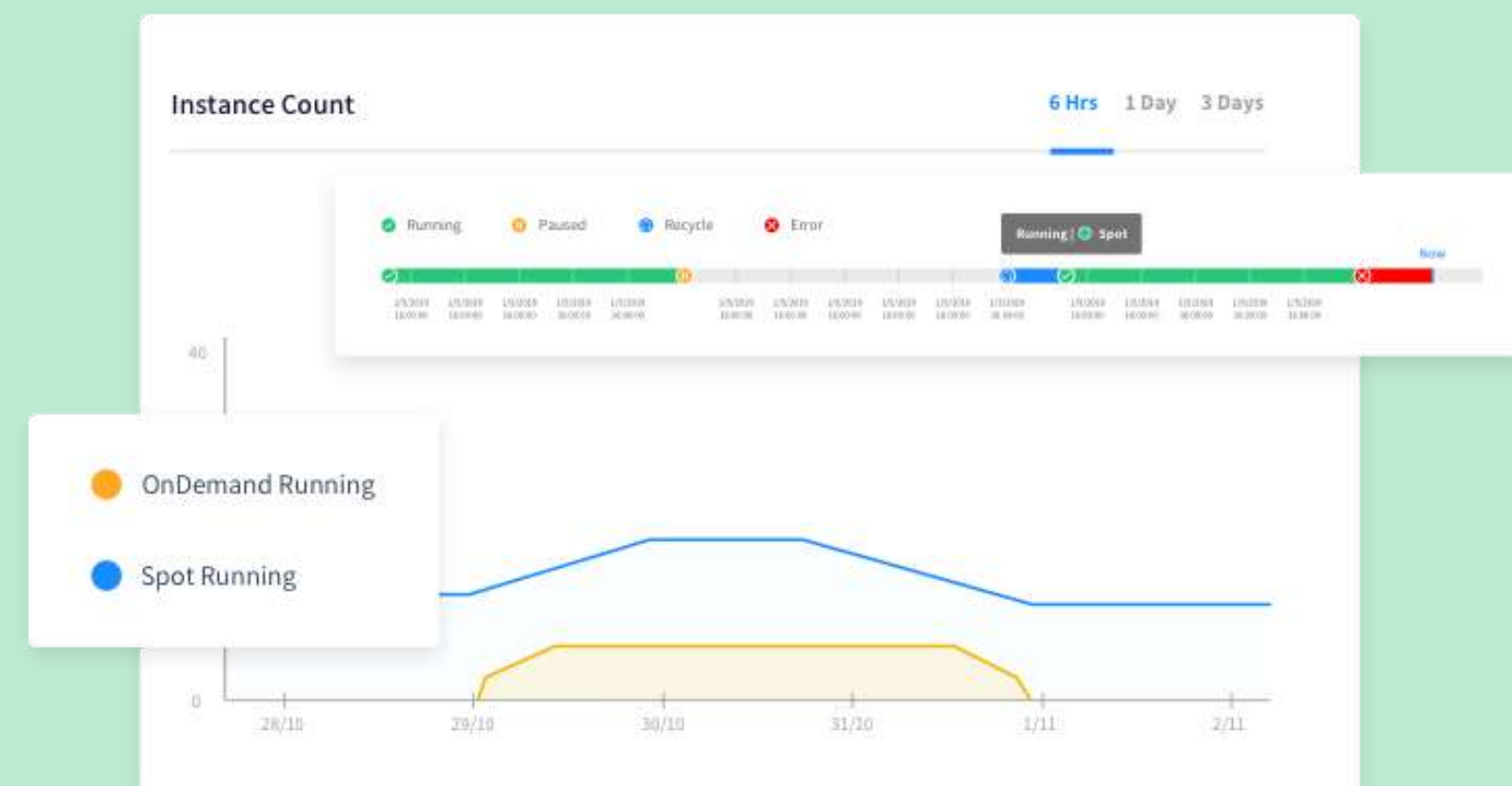
Thank you!

Get started for free
https://spot.io

Questions & Answers

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Thank you!

Questions? Comments?
We'd love to hear from you!

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