

Attack of the Millennial I.T. Buyer

Hardware at Software Speed
in the Age of GitHub

packet



Linaro
connect

Bangkok 2019



Jacob Smith

- Co-founder and CMO at Packet
- Background in marketing, product, ecosystem, sales and community.

Fun fact: former professional bassoonist!

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About Us

Packet empowers
developer-driven companies
to deploy physical infrastructure
at global scale.

20+ Public Cloud Locations

- Amsterdam
- Ashburn
- Atlanta
- Boston
- Chicago
- Dallas
- Dublin
- Frankfurt
- Hong Kong
- Los Angeles
- Marseille
- New York
- Phoenix
- Pittsburgh
- Seattle
- Singapore
- Sydney
- Sunnyvale
- Tokyo
- Toronto



Cloud Native Infrastructure, Simplified

We automate infrastructure regardless of what it is, where it is or who owns it.



Cloud

The leading bare metal public cloud for developers, available in 20+ locations.



On-Premises

A software solution for on-premises environments with 5,000k servers.



Edge

Our bare metal cloud experience, deployable in 1000's of global locations.



Why Did We Start Packet?

1. Trend towards cloud abstraction was in conflict with software.
2. A move from generic to specialized hardware was underway.
3. The emergence of a new buyer was underway.

The Opportunity

- All market leaders of tomorrow will be technology enabled.
- But only a handful of companies are really good at technology opinion.
- Who would help the next 1-2k enterprises of tomorrow compete & win?

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Why Arm?

A Diverse Ecosystem

- Aligns with our view of a future defined by diverse, specialized hardware.
- Deep partner ecosystem helps to make it happen.
- Battle scars!

packet ♥ arm

Partnership Highlights

Works on **arm**



A collaborative ecosystem development project, run in partnership with Arm since 2017 that provides free CI/CD and test infrastructure to 100+ open source & commercial projects.

www.worksonarm.com



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Enter the
Millennial Buyer

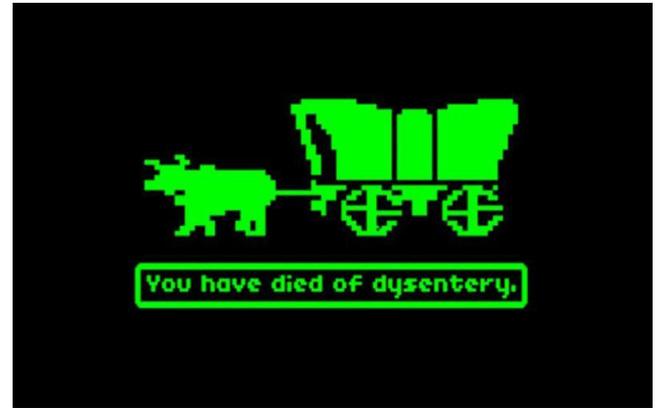
Big Spenders of Today

- IT Generation.
- Got email after they had kids.
- Fully appreciate the complexity and power of technology.
- Laugh when Node.js developers call themselves “full stack”.



The Elusive Today-ish Buyers

- The “Oregon Trail” Generation
- Eased onto the Internet in high school.
- Remembers dial tone phones & Radio Shack.
- Came of age with a flip phone.



Tomorrow's Buyer is Way Different

- Literally grew up with the Internet.
- Had smartphones since they can remember.
- Never been inside a datacenter - don't WANT to.
- They have 100 problems - and booting your server ain't one of them!
- Generation “now” - instant delivery and access.
- Defined by developer experience = opinionated & empowered.



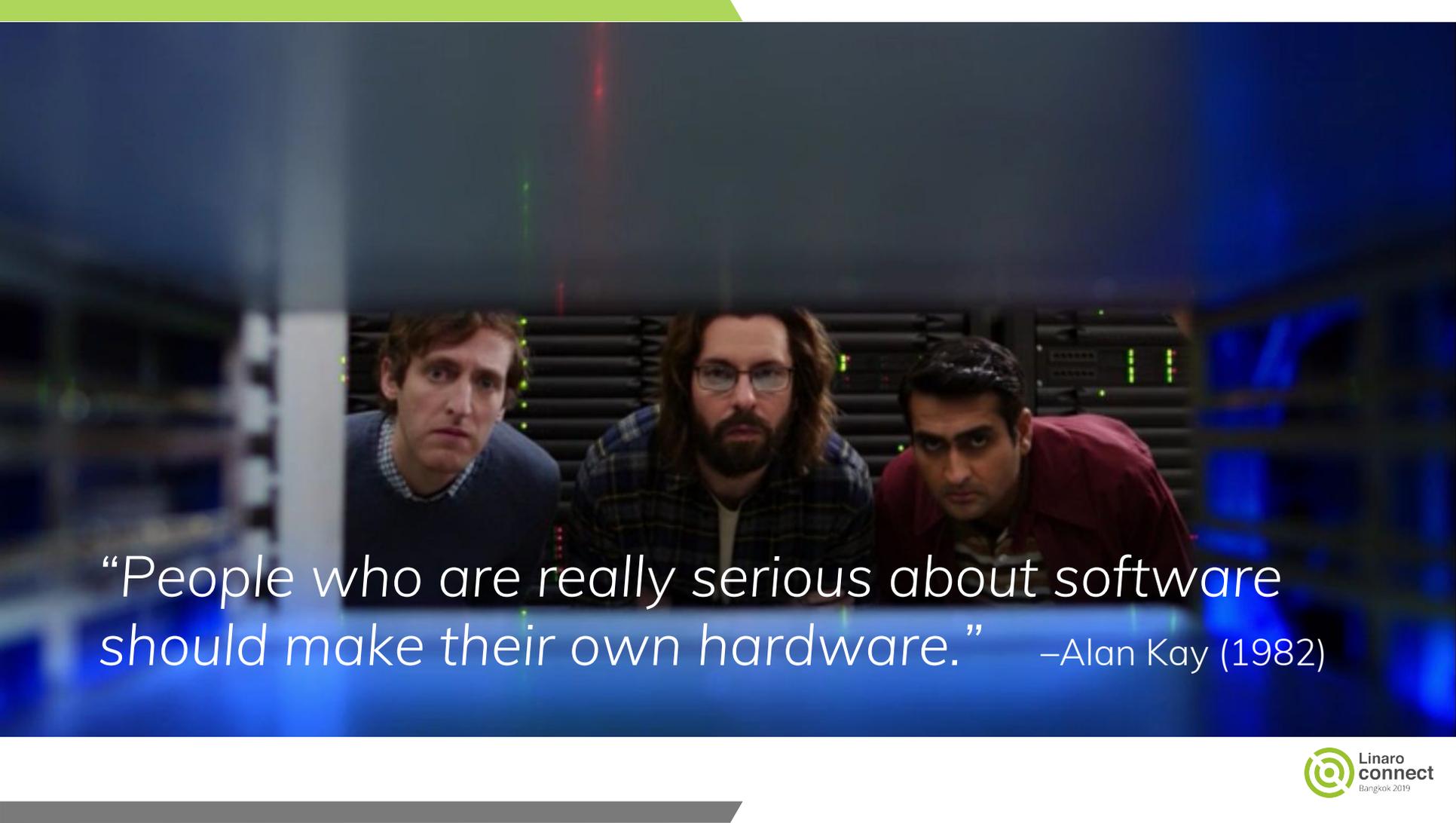
Why does this matter?

If you are interested in selling to the biggest buyers over the next 10 years, then **millennial developers are your control group**. Better figure them out!



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Hardware at Software Speed

A photograph of three men in a server room. The man on the left has short brown hair and is wearing a blue sweater over a checkered shirt. The man in the middle has long brown hair, a beard, and glasses, wearing a plaid jacket. The man on the right has dark hair and is wearing a red shirt. They are all looking intently at a screen that is not fully visible. The background shows server racks with green indicator lights.

“People who are really serious about software should make their own hardware.” –Alan Kay (1982)

Ten Years Ago

- The iPhone had just launched.
- Uber was about to incorporate.
- AWS was 3 years away from its 1st reInvent conference (2012).
- Self driving cars were a thing of science fiction. First Tesla in 2008!
- The five most valuable companies in the world were all energy companies.

Today

- Consumerization of I.T. is real, thanks to the cloud.
- Disaggregated architecture is taking shape.
- The biggest companies are building their own silicon / software / networks.
- Technology distribution is consolidating.

The Impact of Open Source

- Expanding hugely, moving faster and diving lower.
- Immense community to cover; hard to get access. No single source for adoption.
- Money alone generally can't accelerate things.
- It takes time, trust, persistence, and access to the community.



Ten Years From Now

- Dramatically more change than what occurred over the last 10 years.
- Software will be the driving factor, but hardware will define the winners.
- New experiences will inform the direction of infrastructure.



“New” Enterprises

- We think 1-2k companies will try to win their markets.
- They will all be technology enabled.
- Most will not be public clouds on the side: they will rely on vendors & ecosystems.



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Hardware in the Age of Github

How it All Adds Up

1. Software is setting the pace of innovation.
2. Hardware is more important than ever, but harder for most to access.
3. The buyer of the next 10 years is different: sophisticated, empowered, impatient.

Four Keys to Success

Enable millennials
to access hardware.

Double down
on open source.

The experience is key.
Unboxing, upgrading.

Stay close & invest in
the builders & makers.

A Call to ARMs!

- To all the partners: join us in creating a new distribution model.
- To the software folks: let's talk about how to accelerate efforts & work together.
- To all of us: Arm on Arm is real, and we're open for business.



Ecosystems

Ecosystems

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“It’s an exciting time for boring infrastructure.” –Tim Hockin

Questions?

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[@packethost](https://twitter.com/packethost)  <https://slack.packet.com>



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