THE AI & ML HYPE:

Challenges and Opportunities from a Cloud Services Perspective

0900-1015

PACIFIC TELECOMMUNICATIONS COUNCIL

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1. Trusted advisors since 1996. Unicorns.

Complex hybrid cloud solutions that deliver compliance, performance, security, and price.

Technology, meet Humanity.
opus:interactive

5 Star Cloud
- Launched 2005
- OpusCloud is 15+ years of continuous improvement.
- Third-Party verified to outperform AWS and Azure

World Class Datacenters
- Tier III+
- High security
- Grid redundancy
- Global & hyperscale connectivity
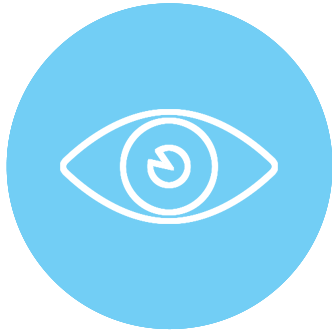- Low-cost power
- Renewable energy

Certs & Compliance
- SSAE 18 SOC 2 Type II
- PCI-DSS
- HIPAA
- LEED Certified
- FISMA High
- Woman-Owned
- FedRamp Ready

Sustainable Solutions
- Right-sized workloads
- ENERGY STAR equipment
- Cable management & aisle containment
- LEED Certified
- Continuously optimized network

2. ML/AI Influence and Impact

Enterprise use of AI grew 270% over the past 4 years.

See
See all your data in one place

Discover all components within your enterprise – standard and unique – across physical, virtual and cloud. Collect and store data in a clean and normalized data lake.

Contextualize
Actionable Insights w/ AI & ML

Understand relationships between infrastructure, applications and business services. Use this context to gain actionable insights.
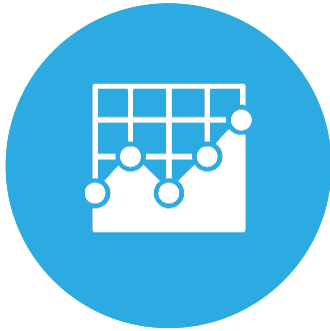
Act
Connect your IT ecosystem

Integrate and share data across technologies and your IT ecosystem in real-time. Apply multi-directional integrations to automate both responsive and proactive actions at cloud scale.

Shannon Hulbert
CEO – Opus Interactive, Inc

3. Real World Use Case

Sensors & Data

IoT sensors in individual units' appliances, hot water heaters, & inside and outside of multi-family residential buildings to monitor:
- Light levels
- Humidity levels
- Power usage
- Temperature
- Water leaks

ML Driven RBAs

Data is collected, cleaned, mapped, and fed into the SL1 platform to drive predictive runbook actions (RBA) and optimize:
- Energy usage
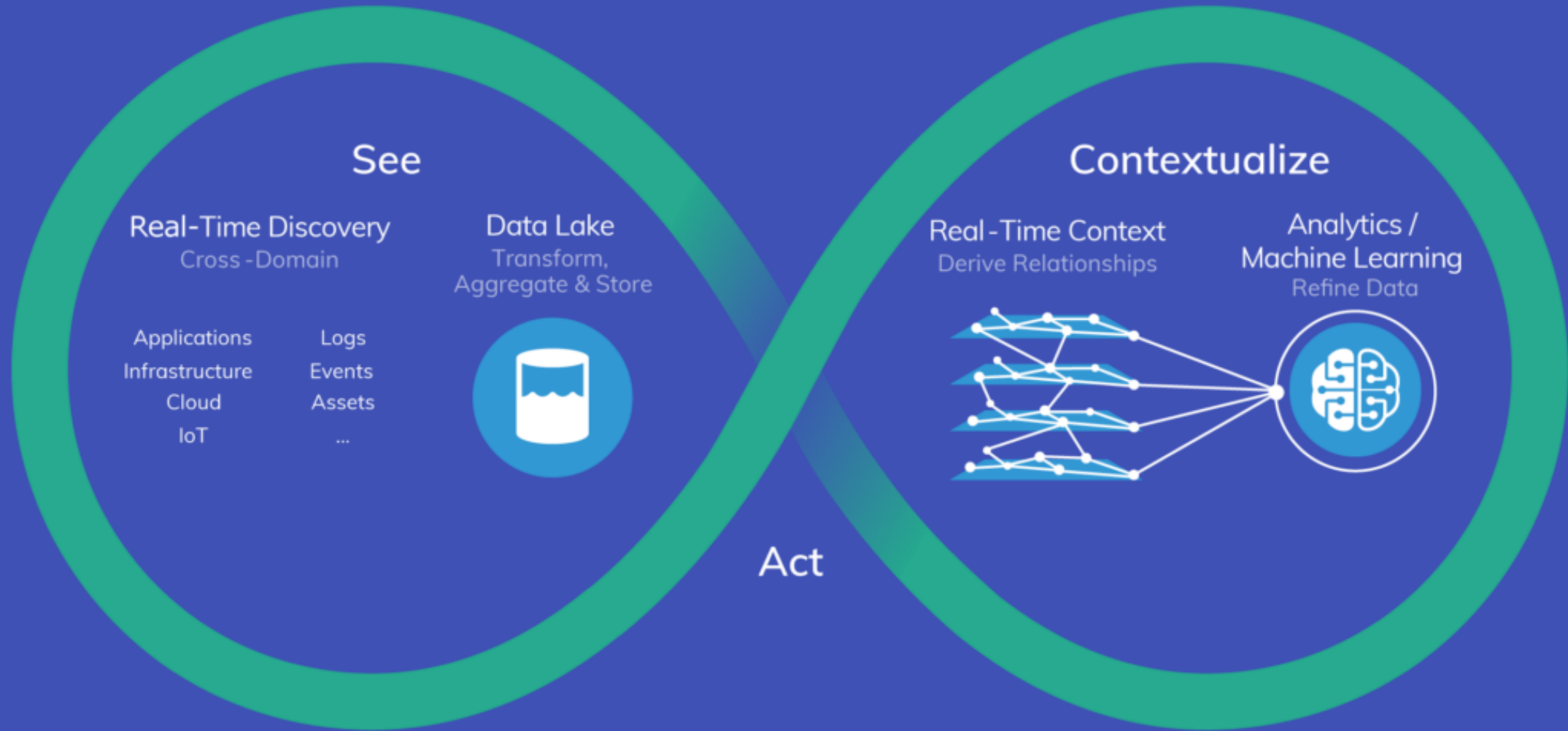- Water remediation
- Proactive operations

Multi-Unit Visibility

Easy-to-understand, real-time business health dashboards give building managers better visibility into:
- Building
- Unit
- Appliance
- Systems

4. Automating data lakes

See

Real-Time Discovery
Cross-Domain

Applications   Logs
Infrastructure   Events
Cloud   Assets
IoT   ...

Data Lake
Transform,
Aggregate & Store

Contextualize

Real-Time Context
Derive Relationships

**Analytics /
Machine Learning**
Refine Data

Act

5. Data Drives the World

- 90% of the data in the world was generated in the past 2 years.

- 463 EB per day by 2025

- An internet minute
  - 1 million Facebook logins
  - 347,000 Instagram scrolls
  - 2.1 million Snaps created
  - 87,000 Tweets posted
  - 18 million texts sent

- 4 TB produced by connected cars
  (100 sensors)

6. Minority Report IRL in 2020

- Security and convenience trump privacy
- Google's privacy policy:
  - 2 minute read in 1999
  - 30 minute read in 2018
- We access the internet privately, but are more visible than ever
- **Someone is always watching – more endpoints require more security**

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