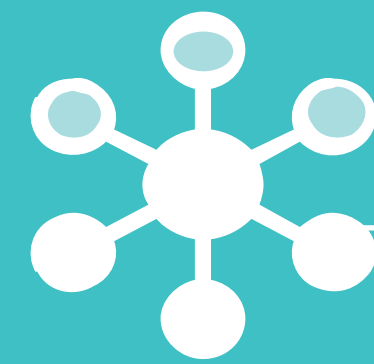# Invisible
Infostructure

The Soft, the Hard and the Virtual
Crouching Tiger, Hidden Container
Simply the Edge
Ops, AI Did it Again
Ceci n'est pas une Infrastructure

Invisible
Infostructure

The Soft, The Hard
## and The Virtual

What do you do in an intense standoff with IT infrastructure that gets more complicated and unmanageable by the day - while it's trying to steal all your money? Well, send in the cavalry. Virtualization is key to standardize, hide complexity and render deployment invisible. Software transforms hardware and everything else infrastructure-related into flexible, editable code. Automation weaves it all together, bypassing tedious, replicable and error-prone human activities, delivering infrastructure services in an instant. Together, they make the unbeatable foundation for a business that moves even faster than its shadow.

# The Soft,
The Hard
and The Virtual
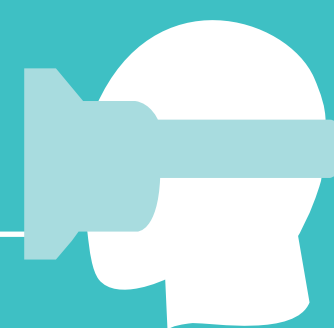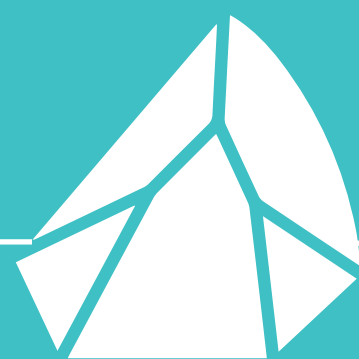
Crouching Tiger
Hidden Container
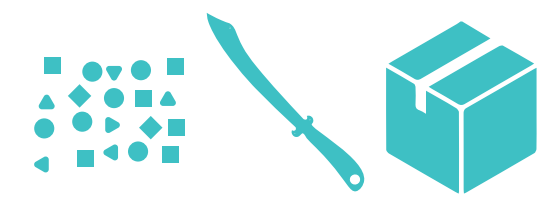
Infrastructure can be intimidating, showing its claws through different versions of operating systems, devices, connections, configurations, files, middleware and all other foundational elements needed to run an application. What worked yesterday may be extinct tomorrow, as even the tiniest change to infrastructure can bring the mightiest application down. Enter containers; they simply package an application with exactly the infrastructure and middleware components needed into a sealed-off, air-tight, standardized box. Any cloud, server or PC will then be able to run these containers, making them the silent, martial art masters of infrastructure.

# Crouching Tiger **Hidden Container**
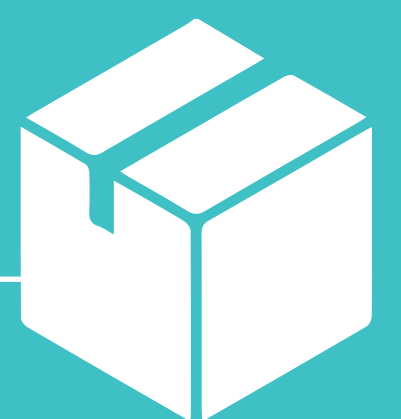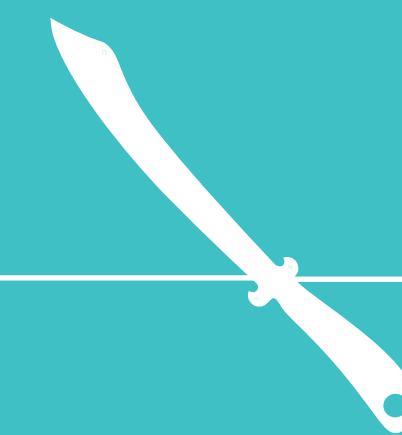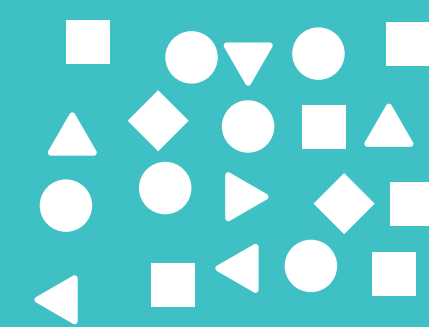
Simply
The Edge

5G and fog computing are pushing storage, processing and connectivity power deeper into the physical world and further away from corporate data centers. With potentially every 'thing' at the edge of infrastructure in connected real-time to the network, the vision of digital twins evolves. They become even more precise, trustworthy models of their physical equivalents. Add (artificial) intelligence, and they turn out to be much 'smarter' than their real-life twins. This brings radically different perspectives on how to orchestrate and manage so many more physical assets – and the data it generates - as part of the IT infrastructure. But once the edge is unleashed, it's better than all the rest.

Simply
The Edge
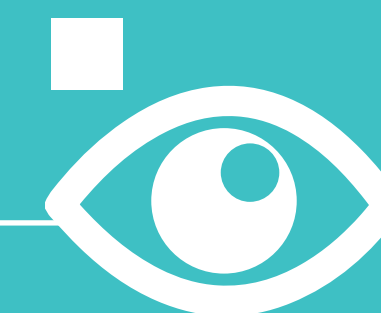
OPS,
AI Did It Again

So many systems, services, devices and applications swarming around in an enterprise IT operations landscape. So much data available in real-time about how they perform, succeed and fail. It's the perfect playground for AI to get a grip on the complexity, by learning from IT operations data to provide improvement. First by giving better insight into the performance of operations and by real-time detection of disturbances. Then - through predictive analytics - by anticipating these disturbances, so that timely measures can be taken. Finally - when it has found even the most complex, hidden patterns - by autonomously optimizing IT operations. Oops, is that infrastructure simply taking care of itself?

OPS,
AI Did
It Again
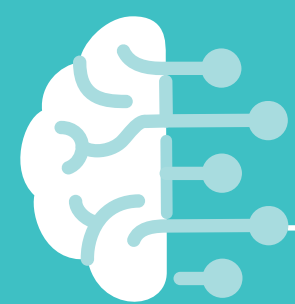
Ceci N'est Pas Une
Infrastructure

Sounds like a pipedream. But the ultimately invisible 'no' infrastructure is there. Goodbye server room, hello asset-free business. Infrastructure as code, radical automation, software containers, microservices and serverless computing are all paving the way towards retail-style consumption of infrastructure, without being bothered by complexity. With software being continuously developed and deployed on an infrastructure that automatically adjusts, IT infrastructure can finally become the powerful utility it was destined to be; always available, just unperceivable. C'est tout.

Ceci N'est Pas Une Infrastructure