



# How to walk on the clouds without falling through...

From a business point of view

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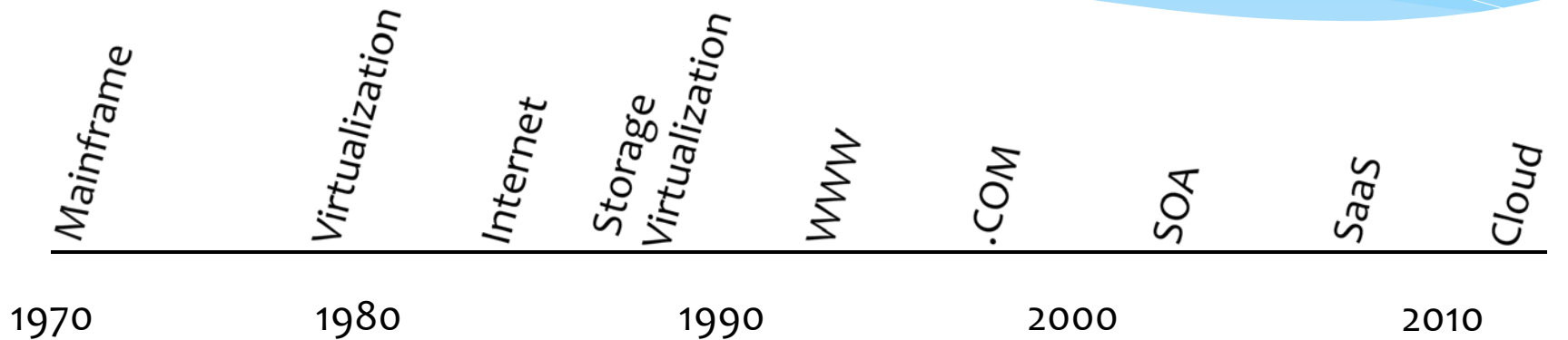
# Agenda



- \* Transformation of IT
- \* Cloud Overview
- \* Cloud Architecture
- \* Myths of Cloud computing
- \* How can the Cloud improve business



# Transformation of IT



What IT can do for and on behalf of the business

Business Centric

New Paradigm  
- Business Consumes IT

# Benefits



## Tactical

- \* Scale on Demand
- \* Virtualization
- \* Metering/Charge Back
- \* Optimized Dev and Test environment

## Strategic

- \* Reduced Cost
- \* Changing Cost Structure
- \* Reduced Complexity
- \* Reduce Time to Market

Transformation to Simplification, Consolidation, and ultimately Cloud Computing

# Key Concerns



- \* Security
- \* Compliance
- \* Quality of Service – Performance and Availability
- \* Integration and Customization



# Cloud Overview

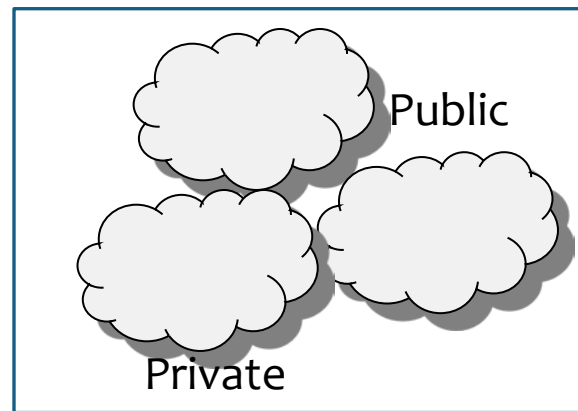
Private



Public



Hybrid



# Cloud Solutions



## Characteristics

- \* On-demand self service
- \* Resource Pooling
- \* Rapid Elasticity
- \* Measured Service
- \* Broad Network Access

## Service Models

- \* Infrastructure as a Service (IaaS)
  - \* Virtual Machines, servers, storage
- \* Platform as a Service (PaaS)
  - \* Runtime environments, databases, web servers
- \* Software as a Service (SaaS)
  - \* Email, CRM, Virtual Desktops

# Five Business Benefits



## (1) Business Agility

- \* IT and computing resources you need when you need them
  - \* Projects begin more quickly
  - \* Fewer IT resources needed
  - \* Business becomes more nimble
- \* Scalability
  - \* Business can scale up or down the operational needs quickly , allowing flexibility as needs change
- \* Business continuity
  - \* Storing data in a secure and safe location
  - \* Access to data quickly
  - \* Allowing a faster resumption of business
  - \* Minimizes down time



# Five Business Benefits



## (2) Business Innovation

- \* Readily available cloud services can jump start initiatives
  - \* Utilizing or combining can result innovative business models
- \* Collaboration efficiencies with cloud computing models
  - \* Communicate and share information more easily
    - \* Sharing project information across different locations
    - \* A quick and secure way of sharing internal records, i.e., accounting records with accounting)

## (3) Better use of Resources

- \* Cloud Service providers utilizes resources more efficiently
  - \* Allowing employees to spend their time on more useful activities to benefit the organization
- \* Flexibility in work practices
  - \* Allows employees more flexible work practices
  - \* Ability to access data or applications remotely
  - \* Essentially setting up a virtual office with the flexibility to connect to your business anytime, anywhere..

# Five Business Benefits



- \* (4) Reduced Operational Issues
  - \* Utilizing standardized services can
    - \* Reduce risks and increase business continuity
    - \* Allows deployment of services repetitively with same results every time
  - \* Software/Hardware updates
    - \* Up-to-date versions of software and hardware upgrades may be included in your service fee
      - \* Reduces maintenance costs and downtime
      - \* Put risk on service providers to maintain proper support levels

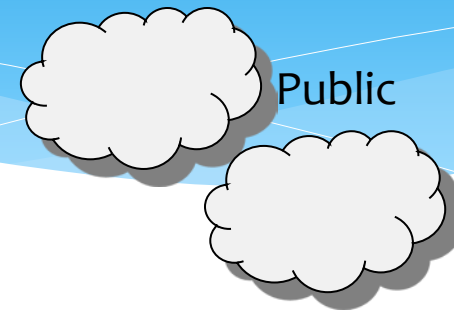
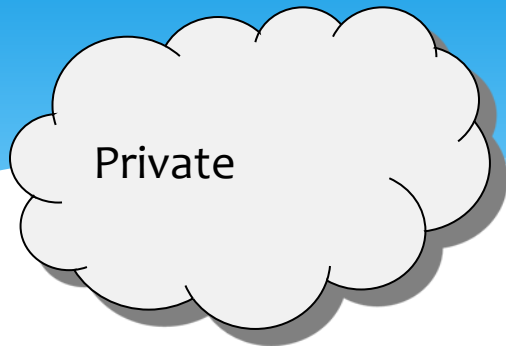


# Business Benefits

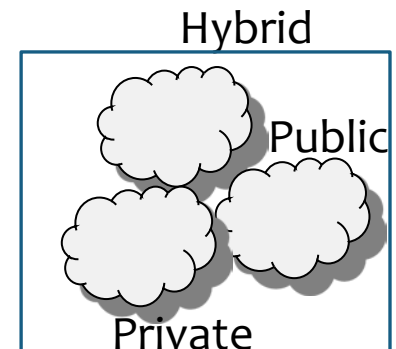
- \* (5) Cloud Services can be Less Expensive
  - \* (CapEx Vs. OpEx)
    - \* Zero upfront cost
    - \* No long term financial commitment
    - \* Faster project initiation
    - \* Closure without losing any investment
  - \* Reduced IT Costs (TCO)
    - \* No expensive systems or equipment to purchase
    - \* No technical support fees
    - \* Reduces costs of upgrades and replacements
    - \* Reduces energy bills and floor space storage
    - \* Fewer staff needed to maintain systems



# In Summary



- \* Cloud models: private, public and hybrid
- \* Service models: IaaS, PaaS, and SaaS
- \* Business of all sizes are shifting some or all to cloud computing
- \* New Paradigm - Business Consumes IT
- \* Allows Business and IT to be more agile
- \* Allows for rapid elasticity
- \* Reduces costs
  - \* Transforms from a CapEx model to an OpEx model



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Questions ?