

## The Forecast Calls For Clouds

### Looking.....

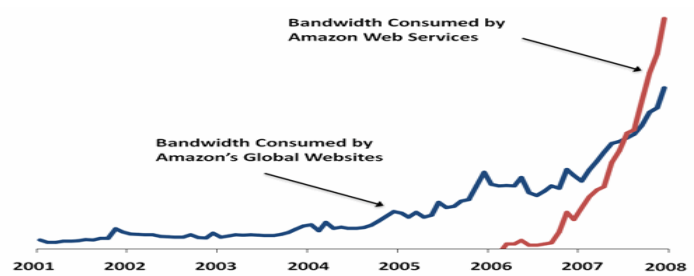
- For reductions of the IT footprint on the balance sheet, by avoiding capital expenditure;
- To pay only for services and solutions that are used;
- For greater alignment between IT and Business by being able to translate use metrics and associating them directly to business drivers;
- For agility and ability to reduce time to market, by being opportunistic and by using what the market place offers;
- To increase in lowering the cost of R&D, by utilizing readily available and cheap infrastructure we don't have to own;
- To validate organizational adoption of new technical solutions before building expensive in house capacity;
- For the ability to increase focus on corporate and strategic information needs by managing infrastructure as a service;
- For business partnerships beyond organizational structures;

### Cloud Trends (Information Week)

1. Steady growth for Cloud Market
2. Google will remain a niche player
3. Service outages more frequent, but less disruptive
4. Big Companies to embrace the cloud
5. Microsoft to keep customers on hold
6. Enterprise-class Management tools will emerge
7. Cloud start ups to thrive
8. We'll see Public -Private clouds
9. Data security will re-emerge as major issue.
10. Oracle will become cloud vendor

### Industry Growth

Example from Amazon's Web Services, the Industry lead in Infrastructure as a Service  
Consumption of Bandwidth exceeds Amazon's Global Websites Bandwidth



### Consider Cloud Computing.... The Forecast Calls For Clouds

Cloud computing is a style of computing in which typically real-time scalable resources are provided "as a service" over the Internet to users who don't need knowledge of, expertise in, or control over the technology infrastructure ("in the cloud") supporting them. It is a general concept that incorporates software as a service (SaaS), Web 2.0 and other recent, well-known technology trends. The common theme is reliance on the Internet for satisfying the computing needs of users. An often-quoted example is Google Apps, which provides common business applications online that are accessed from a web browser, while the software and data are stored on Google servers. Cloud computing encompasses the whole spectrum of technology as a service (hosting, storage, platform, applications and tools). The cloud is a metaphor for the Internet, based on how it is depicted in computer network diagrams, and is an abstraction for the complex application infrastructure it conceals.

### Market Movements Require Change Cloud Computing Requires Organizational Maturity

Based on the market movements experienced and predicted, cloud computing is here to stay, but with that knowledge must come the realization that business solution design, policy and management has to mature.

#### Area of Maturity Focus

- Legal Clarity/WBG Immunity
- Enterprise readiness
- Security & Confidentiality
- Reliability
- Integration for value added services
- Federated identity & access management
- Branding, Support, Usability
- Connectivity
- Control

### Suggested Reading

1. **Cloud Computing**  
Complete Cornerstone Guide  
by Ivanka Menken
2. **Cloud Computing Best Practices**  
by Haley Beard
3. **The Big Switch**  
by Nicolas Carr

**Sources:**  
Information Week, Forrester  
Amazon Web Services Blog  
Wikipedia

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