Penetrating the Cloud: Opportunities & Challenges for Business

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EVOLUTION OF THE CLOUD

The Fallacy of Now: The belief that the things we are seeing now are the most revolutionary of all-time
EVOLUTION OF THE CLOUD

1950s         Time-sharing
1960 – 70s    Utility computing
1990s         VPNs
The Amazon Story: Cloud computing invented by a small team out of Cape Town, South Africa
E V O L U T I O N  O F  T H E  C L O U D

It’s hard to understate the importance of July 2007 and April 2009
E VOLUTION OF THE CLOUD

Complimentary

Transformational  Redundant

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Where we are now
E V O L U T I O N O F T H E C L O U D

Experiments → Non-Critical → Full Production → Optimizing

~40% → ~20%
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Currently Using Cloud Solution

59%  Storage/back-up
53%  E-mail
49%  Web presence
48%  Disaster recovery/business continuity
46%  Business productivity
44%  Collaboration
41%  CRM
41%  Mobile application backend
STAFFING THE CLOUD

Resetting comp models:

• Similar to MSP model
• Flat vs. usage fee
• Calculating commissions
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Challenges:

• Finding the right skills
• Retaining the right people
• Multi-tier CRM
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Skillsets needed:

• Application integration
• Project managers
• Requirements gathering
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Old Skills + New Skills + User Skills

People + Process + Technology
SELLING THE CLOUD

Talking to customers:

• They already use it
• It’s an evolutionary thing
• It opens up options
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What they need to know:

- There will be tradeoffs
- Expect process changes
- Sell them better broadband

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SELLING THE CLOUD

Choosing the right partners:

• Limit your layers
• Define customer contacts
• Have a backup plan
CHOOSING THE RIGHT CLOUD

Public Cloud:

• Best place for cutting edge
• Limited privacy issues
• Enterprise ready?
CHOOSING THE RIGHT CLOUD

Private Cloud:

• Security is a priority
• Concentrated workforce
• Little downstream demand
CHOOSING THE RIGHT CLOUD

Hybrid Cloud:

• Flexibility imperative
• Complex failover needs
• Utilizes staff expertise
Lack of local service providers
Unclear or costly government regulation
Difficulty in integrating or migrating legacy applications to the cloud
Insufficient or unclear ROI
Slow or unreliable Internet access
Challenges in developing staff expertise
Security or data loss concerns

Global Firms*
Middle Eastern Firms*

46% 48%
33% 40%
29% 50%
28% 29%
27% 30%
23% 26%
22% 38%
Security in the Cloud

Right cloud for the right data:

• Classify your data
• Data availability
• Up / downstream liability
SECURITY IN THE CLOUD

SLAs:

• Identify your actors
• Define your metrics
• Decision trees for failure
SECURITY IN THE CLOUD

Operating Procedures:

• Managing versioning
• Human error not eliminated
• Auditing for compliance
The Future of the Cloud

Big Data Aggregation & Prediction
The Future of the Cloud

Analytics & Business Optimization
The Future of the Cloud

Pushing Data @ Points of Interest