

The Cloud

Is there anything new up there?



Neil Cross
Managing Director
Advanced 365

neil.cross@advanced365.com

Agenda

- A bit about me
- What is the Cloud?
- Challenges of adoption
- A path to success
- Looking forward

A bit about me

- 26 years in software
 - RPG developer started on System 34
 - Managing Director Chorus Software
 - Managing Director SharpOwl
- 2 years in Managed Services
 - Managing Director Advanced 365
- An interesting perspective, a foot in both camps

What is the Cloud?

“Fully managed internet delivered IT services characterised by subscription based licensing and elastic usage.”

**On Demand Self Service
Broad Network Access
Resource Pooling
Rapid Elasticity
Measured Service**

**Infrastructure as a Service
Platform as a Service
Software as a Service**

Cloud Formations

PUBLIC CLOUD

Microsoft
Google
Amazon
Apple
HP
IBM

SERVICE PROVIDER CLOUD

SharePoint
Backup
Monitoring
DEV Platforms

PRIVATE CLOUD

Unique Applications
Organisation IP
Data Warehouse

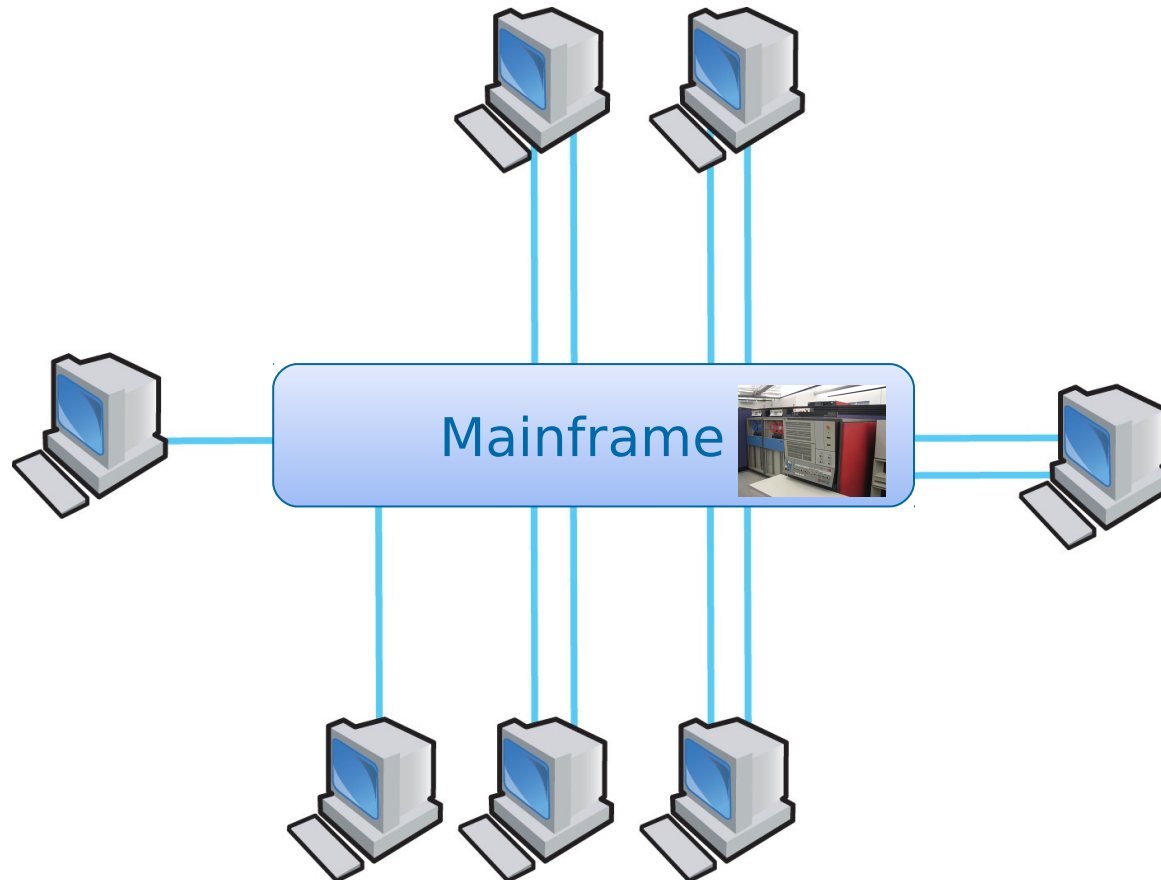
APPLICATION CLOUD

SalesForce.com
Advanced On Demand
Sage
Oracle
etc etc

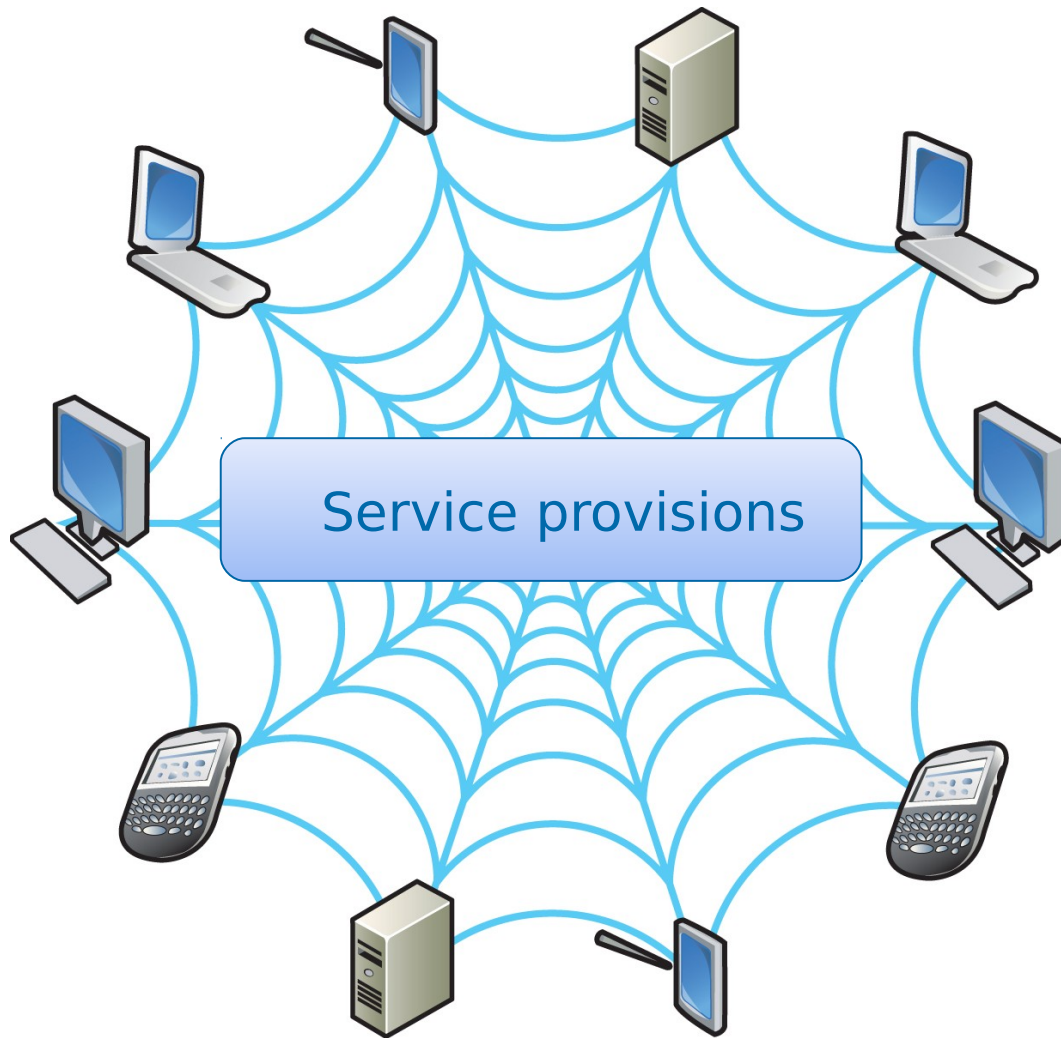
But is it really new?



1960s computing



Looks very familiar



Cutting through the hype


The Cloud has the answers to all of our problems

By 2014 the Cloud market will be worth £100Bn
~~**\$40Bn**~~
~~**\$70Bn**~~
\$140Bn

By 2013 all businesses will consume some elements of cloud services

The availability of Cloud services is the most significant development in IT since the birth of the PC

By 2014 all IT services will come from the Cloud

A dramatic, low-angle shot of a stormy sky. The clouds are dark, heavy, and textured, with a bright light source (likely the sun) breaking through from the upper left, creating a strong lens flare and illuminating the edges of the clouds. The overall mood is intense and turbulent.

Challenges leading to Stormy Skies



**Or
Success
leading to
Blue Skies**

Challenges of adoption

FEAR

UNCERTAINTY

DOUBT

Will I be able to manage all these providers?

Will I be able to negotiate connected SLA's?

Will I be able to monitor all the systems?

Won't creating a new user be a nightmare?

Will I be able to connect all my systems together?

A path to success

- It is not all about the infrastructure and the software
- Know your target market
- Appropriate Service Level Agreements
- Effective metering
- Solution management
- It is not 'all or nothing'



Know your target market

- Is where the data is stored an issue
- What level of resilience is required
- Is the market forward when it comes to new technologies
 - or does it follow?
- Are the applications suitable to a cloud model
- Who else is doing it in this space



Appropriate SLAs

- SLAs with teeth give client reassurance
- Availability
 - 99.xx%
- Resolution time
- But when it goes wrong who do they call
- If provisioned through the web is support through the web
- Is faceless service right for your market
 - Sometimes a premium service at a premium price is the right solution



Effective metering

- Pay for use
- How are users counted
 - named or concurrent?
- How is a period of use determined
 - once used billed for period?
- Minimum commitments
- Flex up and down
- Metering needs to be integral to billing for solution to succeed



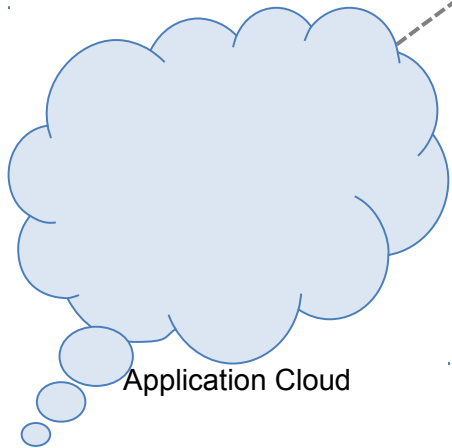
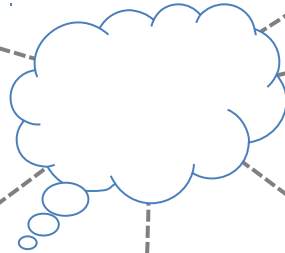
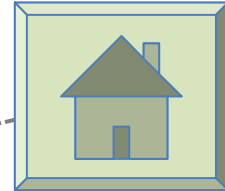
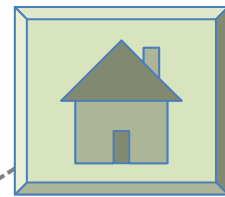
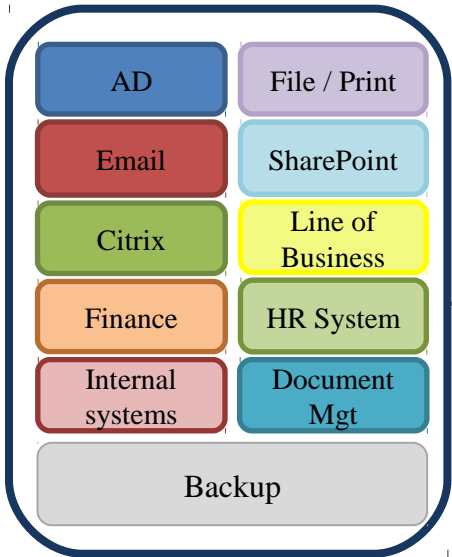
Solution management

- Multiple solutions from multiple vendors
- Single or multiple points of service
- Integration
- Ownership of integration
- Supplier management
- Is the role of an SI changing?

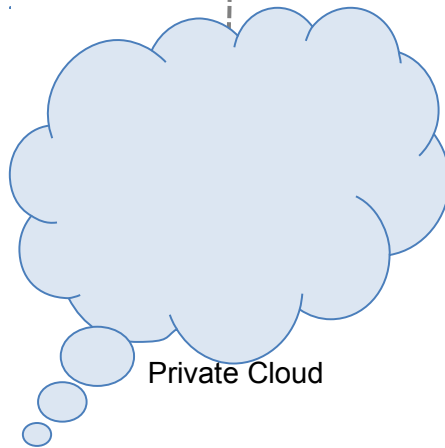


It is not 'all or nothing'

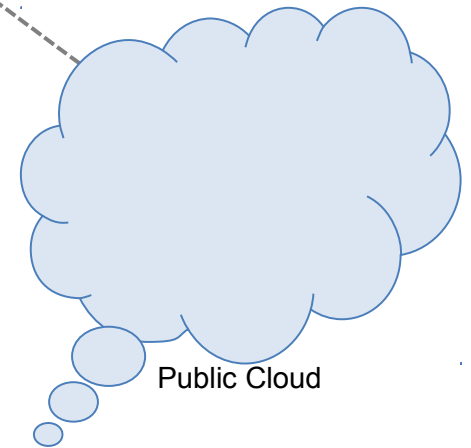
- The cloud is not right for all applications today
- Most businesses can however benefit from selective use



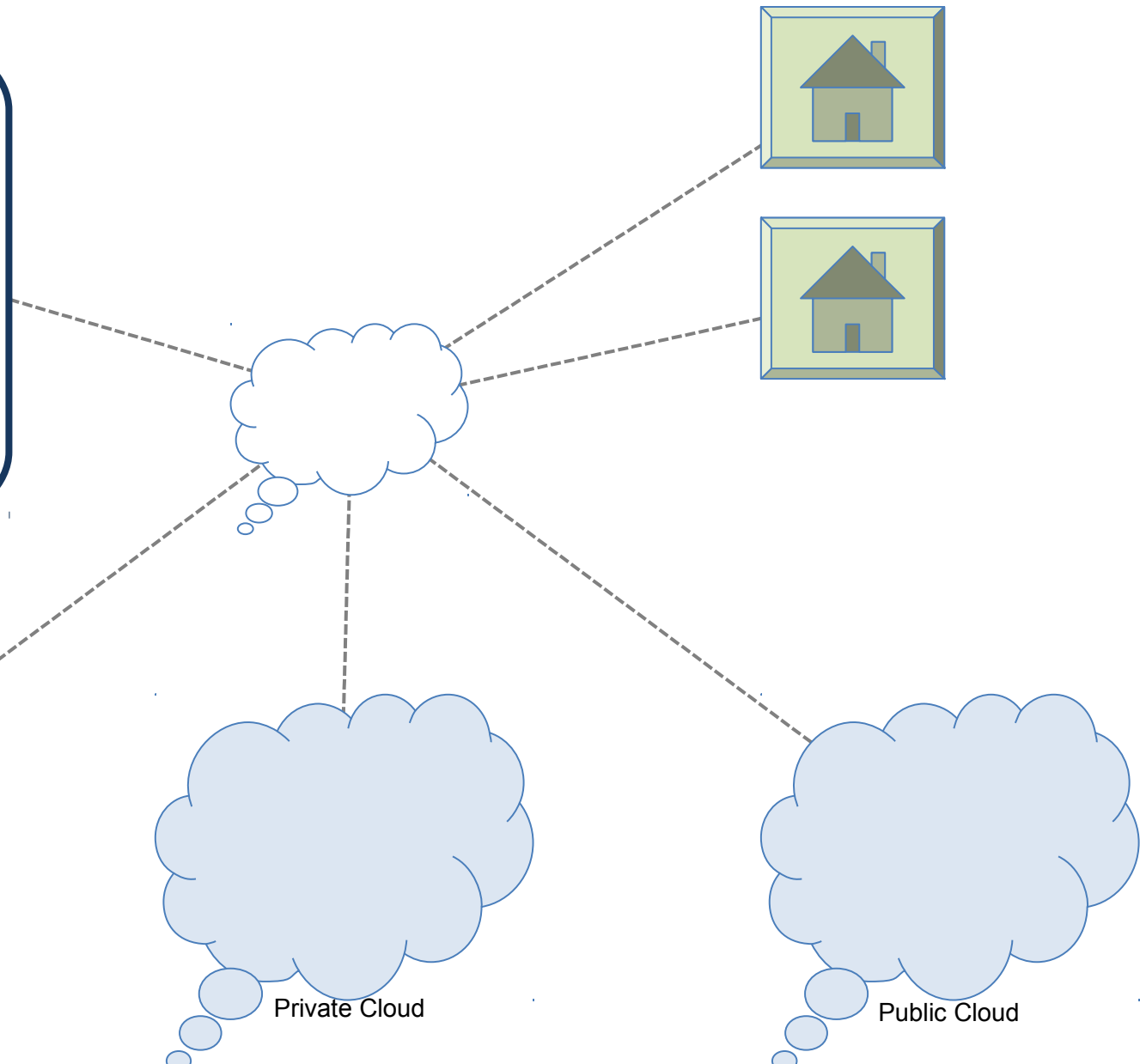
Application Cloud



Private Cloud



Public Cloud



But what next ?

- Computing perceived as a true utility
 - When do you wonder where your gas or electric comes from?
- Widespread application integration standards
 - Put the components together you need for your solution
- Global and accepted data security standards
 - Why would you worry where your data is stored

- A true Martini moment!
 - Anytime, Anyplace, Anywhere

The interesting thing about cloud computing is that we've redefined cloud computing to include everything that we already do. I can't think of anything that isn't cloud computing with all of these announcements. The computer industry is the only industry that is more fashion-driven than women's fashion. Maybe I'm an idiot, but I have no idea what anyone is talking about. What is it? It's complete gibberish. It's insane. When is this idiocy going to stop? We'll make cloud computing announcements. I'm not going to fight this thing. But I don't understand what we would do differently in the light of cloud

Larry Ellison
CEO Oracle Corporation

The Cloud

Is there anything new up there?



Neil Cross
Managing Director
Advanced 365

neil.cross@advanced365.com