

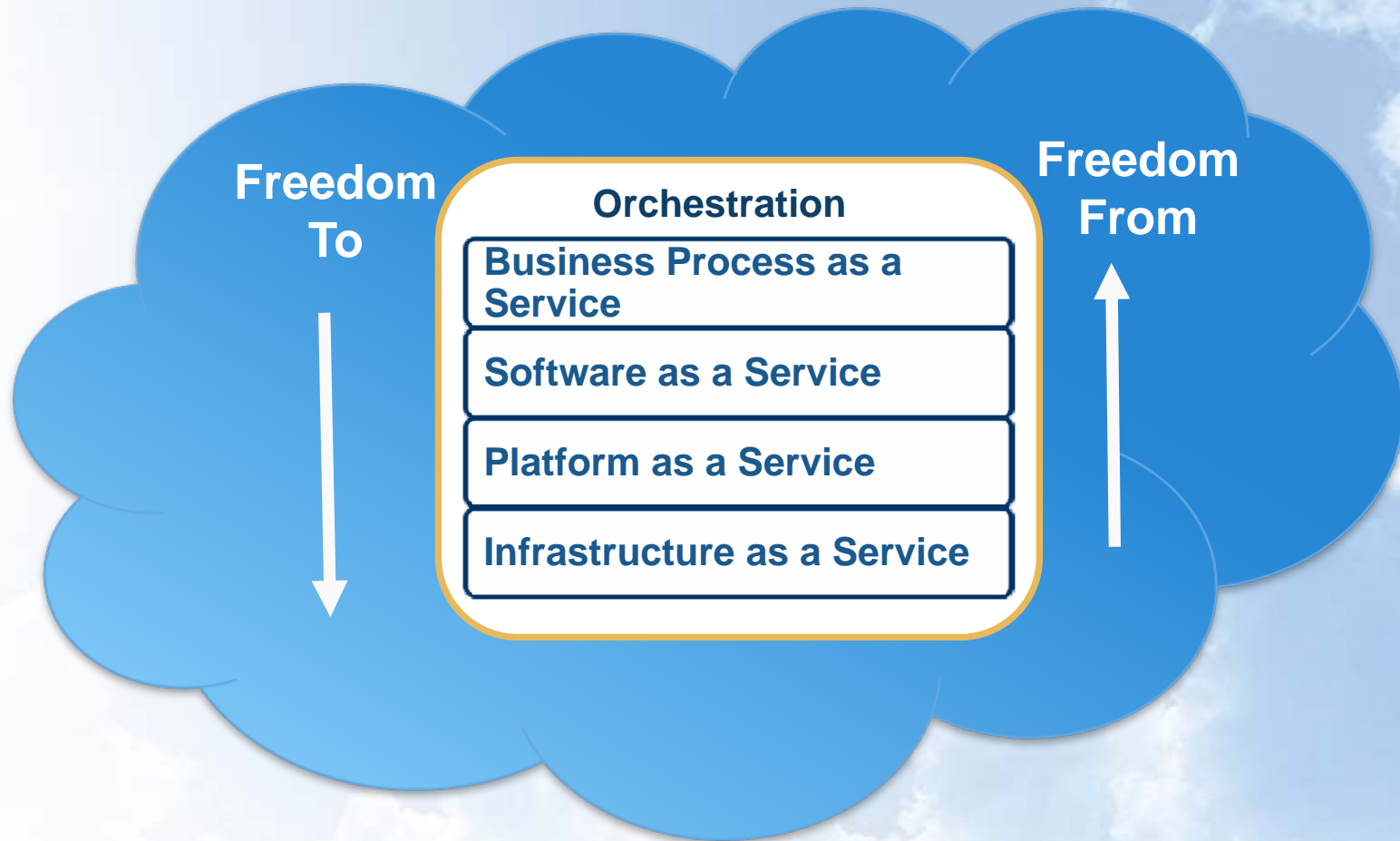
The Cloud of Things: The Next Phase of Computing

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Think of Cloud Computing as a series of layers – providing choices in control and responsibility



Orchestration includes services such as monitoring, management, integration, security, ID, authorization, scaling and optimization that wrap around the other layers

Traditional Business IT

- Internal functions
- Dedicated resources
- Fixed, capital costs
- Long development times
- Secured facilities
- Project deliverables
- Passive “users”
- Service level agreements
- Thousands of enterprises
- Business/IT alignment
- Top down hierarchies



Cloud Computing

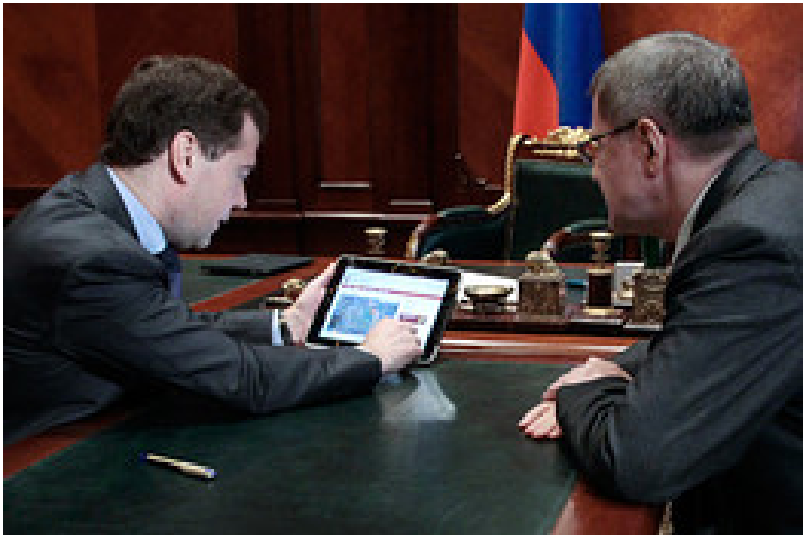
- Ecosystem capabilities
- Virtual resources
- Variable, dial-up/down costs
- On demand resources
- Shared spaces
- Customer co-creation
- *Double-deep* professionals
- Employee/customer self-service
- Billions of consumers
- Business/IT co-evolution
- Flatter, horizontal organisations

Cloud computing can support much faster, more flexible, and more innovative business operations, often at dramatically lower costs

The Cloud of Things includes a Post-PC World of 1) devices, 2) wireless broadband, and 3) cloud services



These new devices have a strong appeal,
especially to executives

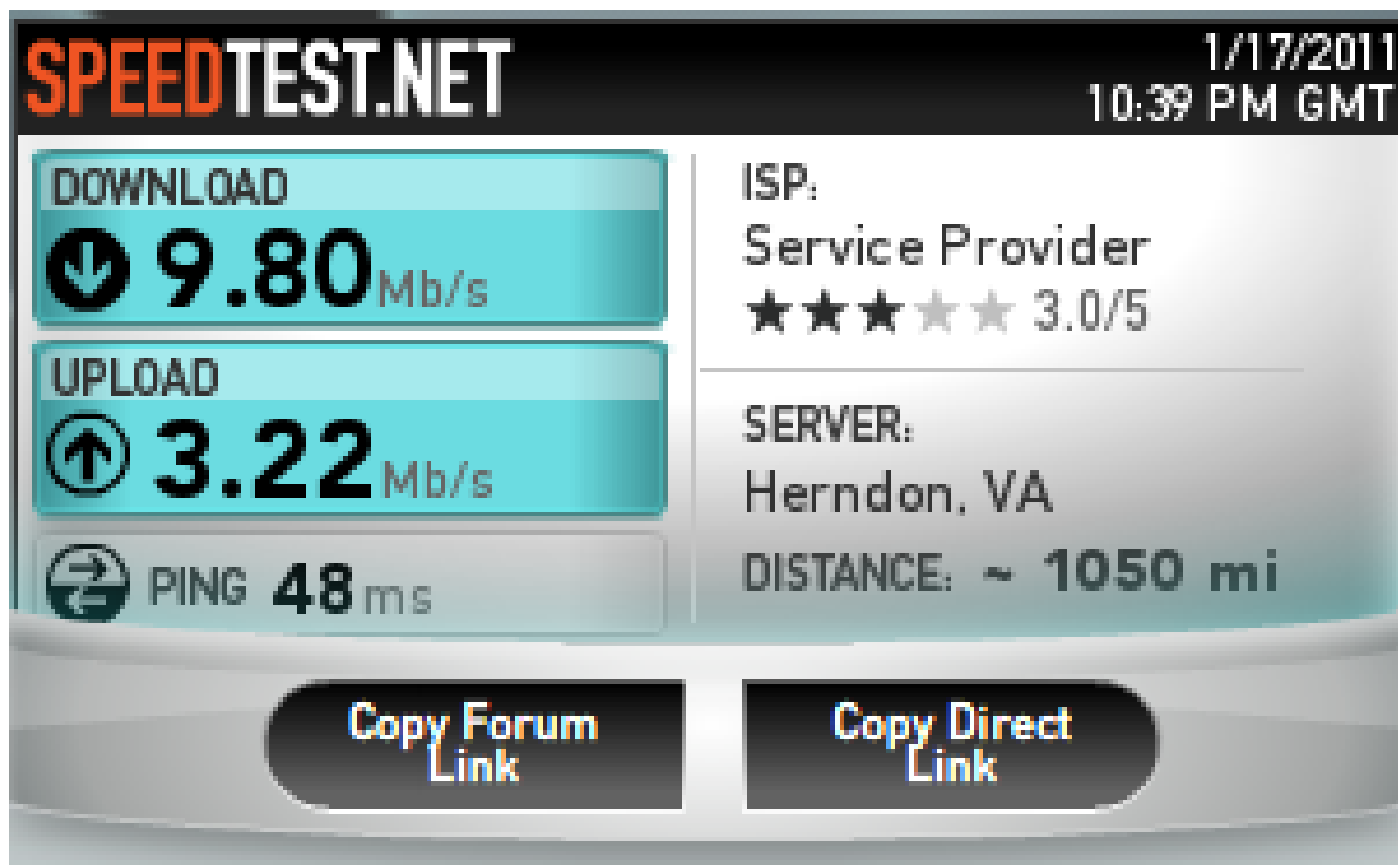


President Medvedev

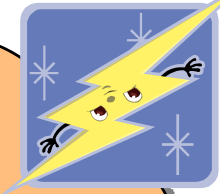


President Obama

Even with only two bars of signal LTE 4G can give wired speeds to mobile devices

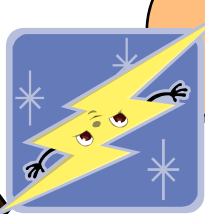


The future of business is collaboration – the future of collaboration is in the Cloud



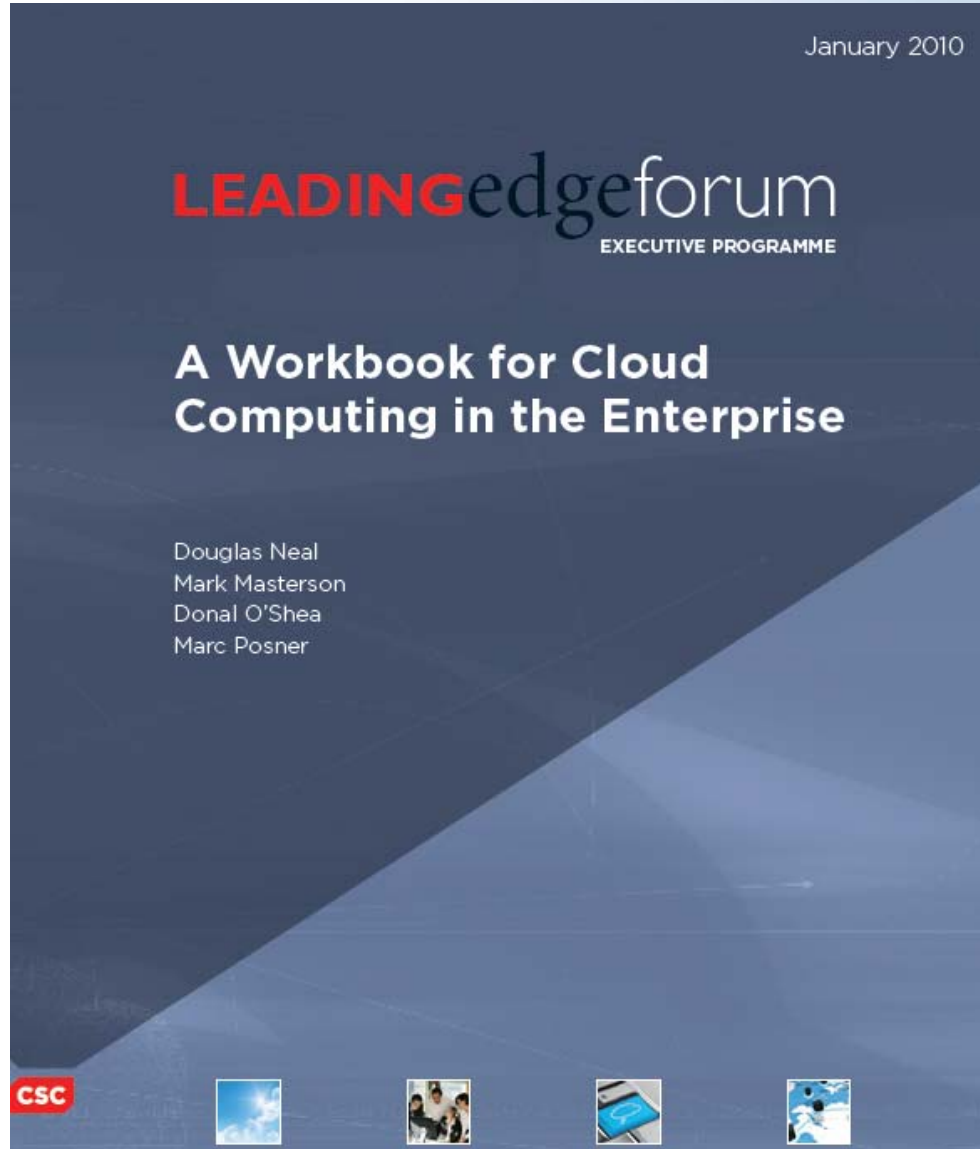
However, there are issues:

- Who are you, independent of your employer?
- What are you authorized to do?
- How are changes propagated?



A workbook on cloud computing is available at
<http://lef.csc.com/publications/816>

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EXECUTIVE PROGRAMME

Thank You!

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