Cloud Computing
Brian Stein
About me

I hired a consultant to help us evolve our products to cloud computing.


It's as if you're a technologist and a philosopher all in one!

// Blah blah platform.
What is Cloud Computing?

**Cloud Computing** is a collection of **computing services** (compute, storage, network, applications, etc.) accessible **on-demand** over a **network**. It is a business and technology model for delivering and acquiring IT services in a utility-like fashion.

**Essential Characteristics of Cloud Computing**

- Services are **elastic** and can **shrink and grow** in response to **demand**
- Services can be **programmatically controlled** on-demand
- Reliability and scalability logic remain hidden, giving **the illusion of infinite capacity**
- Charges are **based on usage** – no upfront investment
- Services are provided to **multiple customers**, typically using **shared resources**
- Services are **loosely coupled**
**Delivery Models** describe the **types of services** offered *as-a-service* by a cloud.

### Process-as-a-service

- PayPal
- NAVITAIRe

### Applications-as-a-service

- Workday
- CrownPeak
- Yahoo!
- Office Live Workspace
- Amazon.com
- Google Apps
- Salesforce.com
- NetSuite
- IBM
- Google
- eBay

### Platforms-as-a-service

- Google App Engine
- force.com
- Amazon Web Services
- Microsoft

### Infrastructure-as-a-service

- VMware
- Amazon
- Terremark
- Verizon
- AT&T
- NTT Communications
- Rackspace
Deployment Models are patterns of location and control of cloud resources.
Companies are considering cloud for the same reason they’ve used many other technologies in the past.

- Cost reduction
- Elasticity/scalability
- Speed to market
- High performance computing
Identifying cloud opportunities

Ease of Implementation

- **Easy**
  - Business Continuity (Storage)
    - Extensive storage
    - Backup and recovery
  - Software Development and Testing
    - Software development and testing environment
    - Performance Testing
    - Non production projects
    - R&D activities
    - Reduced time to market
  - Desktop Productivity
    - Web 2.0 applications
    - Workgroup applications
    - Office suites
    - Email and calendaring
  - Geographic Expansion
    - Replicate standard processes in new locations and branches
  - Legacy
    - Specific existing infrastructure
    - Complex legacy systems

- **Hard**
  - New Businesses
    - Provide IT support for new ventures
  - Batch and Data Intensive Applications
    - One-off applications that don't rely on real-time response
    - Data and high performance intensive applications (financial risk modeling, simulation, data compression, graphics rendering...)
    - New back-office applications
  - Peak Load Demands
    - New business activities
    - Applications with peak loads
    - Seasonal websites
    - Applications with scalability needs
  - Sensitivity
    - Mission critical applications
    - Regulation-protected data (HIPAA, SOX, PCI...)

Value to the Enterprise

High Value
### Strategy and business impact

Strong industry points of view and roadmaps inform development and implementation of our services.

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>Software</th>
<th>Platform</th>
<th>Business Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtualization/Private cloud</td>
<td>Implement market leading SaaS offerings</td>
<td>Re-platform legacy applications</td>
<td>BPO business using our consistent, cloud based, 1:many services</td>
</tr>
<tr>
<td>Public/private cloud integration and management</td>
<td>Cloud-enabled SI</td>
<td>Custom build cloud based applications</td>
<td>New cloud-enabled BPU offerings</td>
</tr>
<tr>
<td></td>
<td>Industry specific SaaS built on our IP</td>
<td>Application Management</td>
<td>“Fabric of the industry” plays</td>
</tr>
</tbody>
</table>

Enable the Accenture business

Sales, investments, business models, training, infrastructure
You know a technology has emerged when it makes it to Dilbert.