



CLOUD LEADERSHIP FORUM

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Analyze the Future

Interoperability, Integration and Management

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Why IT in the Cloud?

- Cloud solutions address many business requirements
 - I don't want to build a data center
 - Lower cost of entry for start ups (SaaS, Web 2.0, departments, etc...)
 - It's where the users are
 - Efficient delivery of information/applications
 - I have a temporary problem
 - IT Infrastructure on-demand for intermittent, bursty or unpredictable workloads (e.g., reporting, analytics, media launch)
 - I need to park some data for a long time
 - Lower/shared cost solutions for long term archiving of digital assets (medical records, personal images, backups. eDiscovery archives)

Thoughts on Cloud as an IT Delivery Strategy

- Virtualization is the gateway drug
 - Finally cutting the physical device umbilical
- Emergence of cloud accessories
 - Making your cloud safer, faster, or more useful
- Finance and business units will often be main drivers
 - Responsiveness and new business services
- You too may be a cloud service provider