

# Bringing Cloud Into the Enterprise

## ...and the Enterprise Into the Cloud

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# Agenda

**#1** The “Cloud” – What Does *That* Mean?

**#2** What Do CIOs *Think* About It,  
What Do They Plan To *Do* With It?

# Agenda

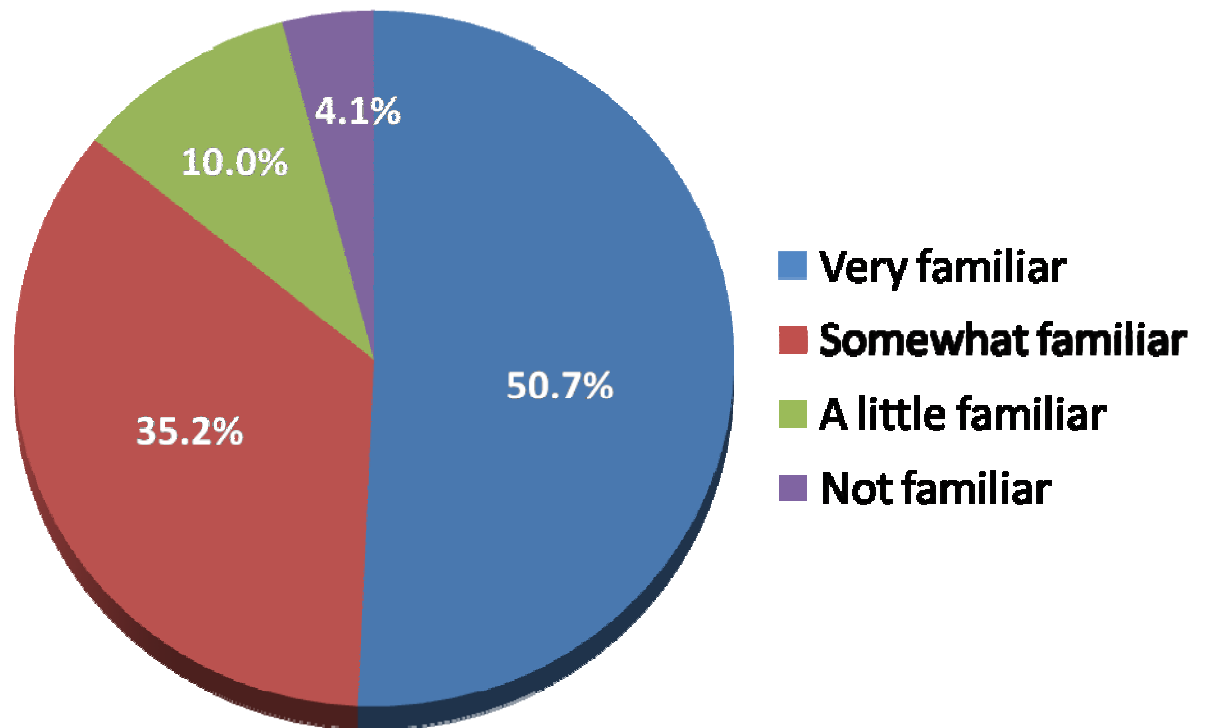
**#1** The “Cloud” – What Does *That* Mean?

**#2**

# “Cloud Computing” – **Widespread** Awareness



***Q. How familiar are you with the term  
“cloud computing”?***







# What *Are* Cloud Services?

an emerging delivery & consumption model,  
applicable to many business and consumer offerings

## Key Attributes

- ☐ Shared, standard service
- ☐ Solution-packaged
- ☐ Self-service
- ☐ Elastic scaling
- ☐ Use-based pricing
- ☐ Accessible via the Internet
- ☐ Standard UI technologies
- ☐ Published service interface/API

# Why Cloud Services?

an emerging delivery & consumption model,  
applicable to many business and consumer offerings

## Benefits

Cost efficient →

Simpler to adopt →

Faster to deploy →

Scalable to need →

Priced to use →

More accessible →

Solution ecosystems →

## Key Attributes

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# 3 Big Categories of IT Cloud Services

CLOUD  
LEADERSHIP  
FORUM  
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## Application as a Service



## Platform as a Service



## Infrastructure as a Service





# Cloud Services **Beyond** the IT Organization

CLOUD  
LEADERSHIP  
FORUM  
Produced by IDC & IDG Enterprise

Every Other  
Industries'  
Cloud Services

**Business as a  
Service**

**Application as a  
Service**

**Platform as a  
Service**

**Infrastructure as  
a Service**

The IT Industry's  
Cloud Services



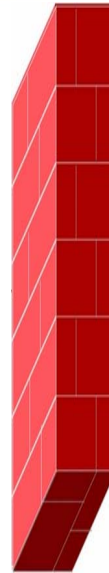


# 3 Cloud Deployment Models



## Private

- Designed for, and access restricted to, a single enterprise (or extended enterprise)
- An internal shared resource, not a commercial offering
- IT Org is the “vendor” of the shared/std service to its users
- Customization for the enterprise is acceptable
- Could be *on-site* OR *off-site*
- Could be managed by a *3<sup>rd</sup> party* OR *in-house staff*



## Hybrid

- Enterprise’s cloud services portfolio includes both private and public cloud services
- Some specific services are delivered through a combination of public and private models (e.g., private cloud “bursting to” a public cloud service)



## Public

- Designed for a market, not a single enterprise
- Open to a largely unrestricted universe of potential users
- Resources shared – with privacy and security security – among a large group of enterprises
- Customization is limited



# Agenda

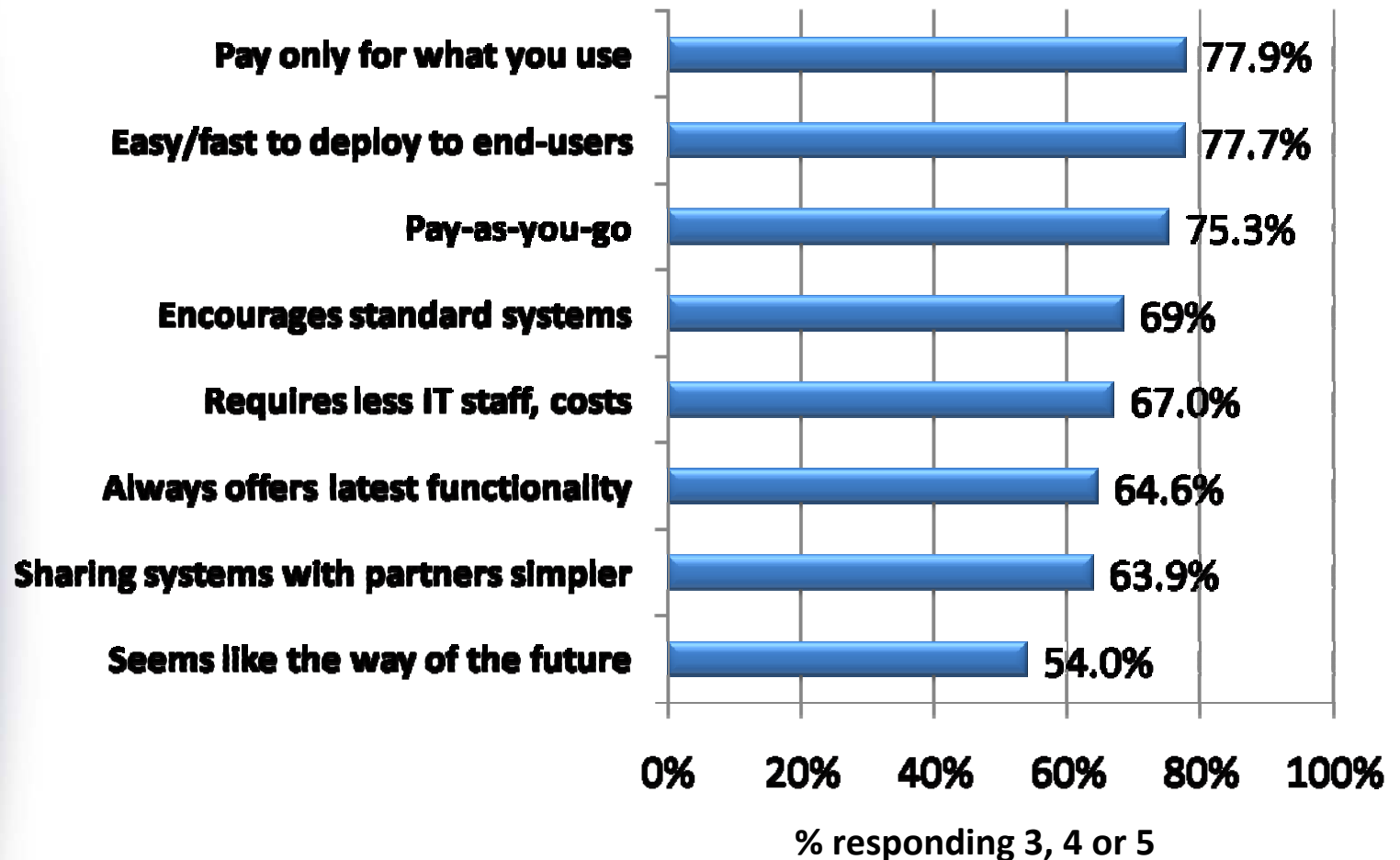
#1

#2

What Do CIOs *Think* About It,  
What Do They Plan To *Do* With It?

# What's **Appealing** About the Cloud?

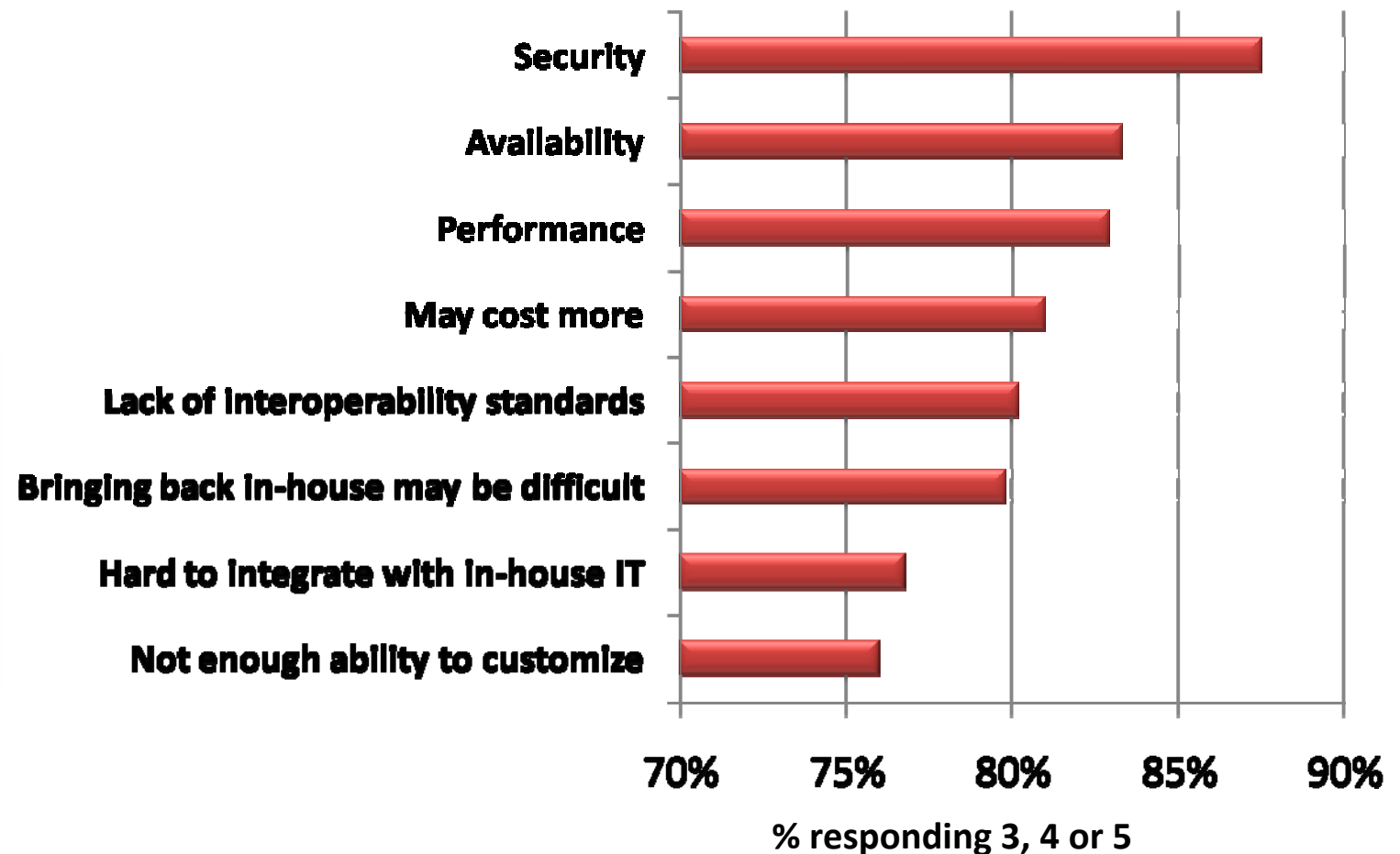
**Q. Rate the *benefits* of the Cloud model**  
(scale: 1-5; 1=not at all Important, 5=very Important)



Source: IDC Enterprise Panel, 3Q2009, n = 263

# What's **Worrisome** About the Cloud?

**Q. Rate the *challenges/issues* of Cloud model**  
(scale: 1-5; 1=not at all concerned, 5=very concerned)



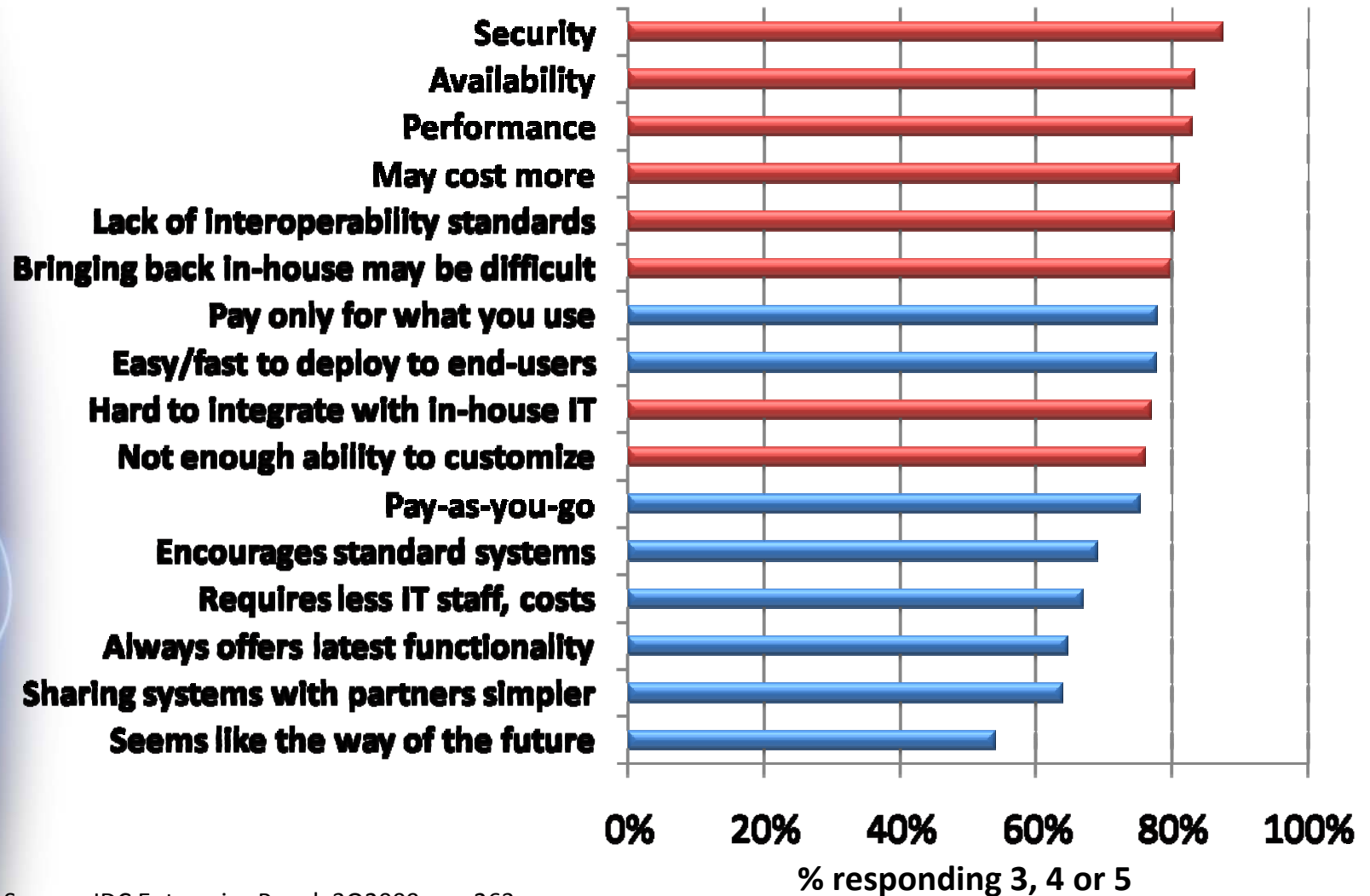
Source: IDC Enterprise Panel, 3Q2009, n = 263



# Appeal vs. Worries?

## Q. Rate the *benefits* and *challenges* of Cloud model

(scale: 1-5; 1=not at all concerned, 5=very concerned)

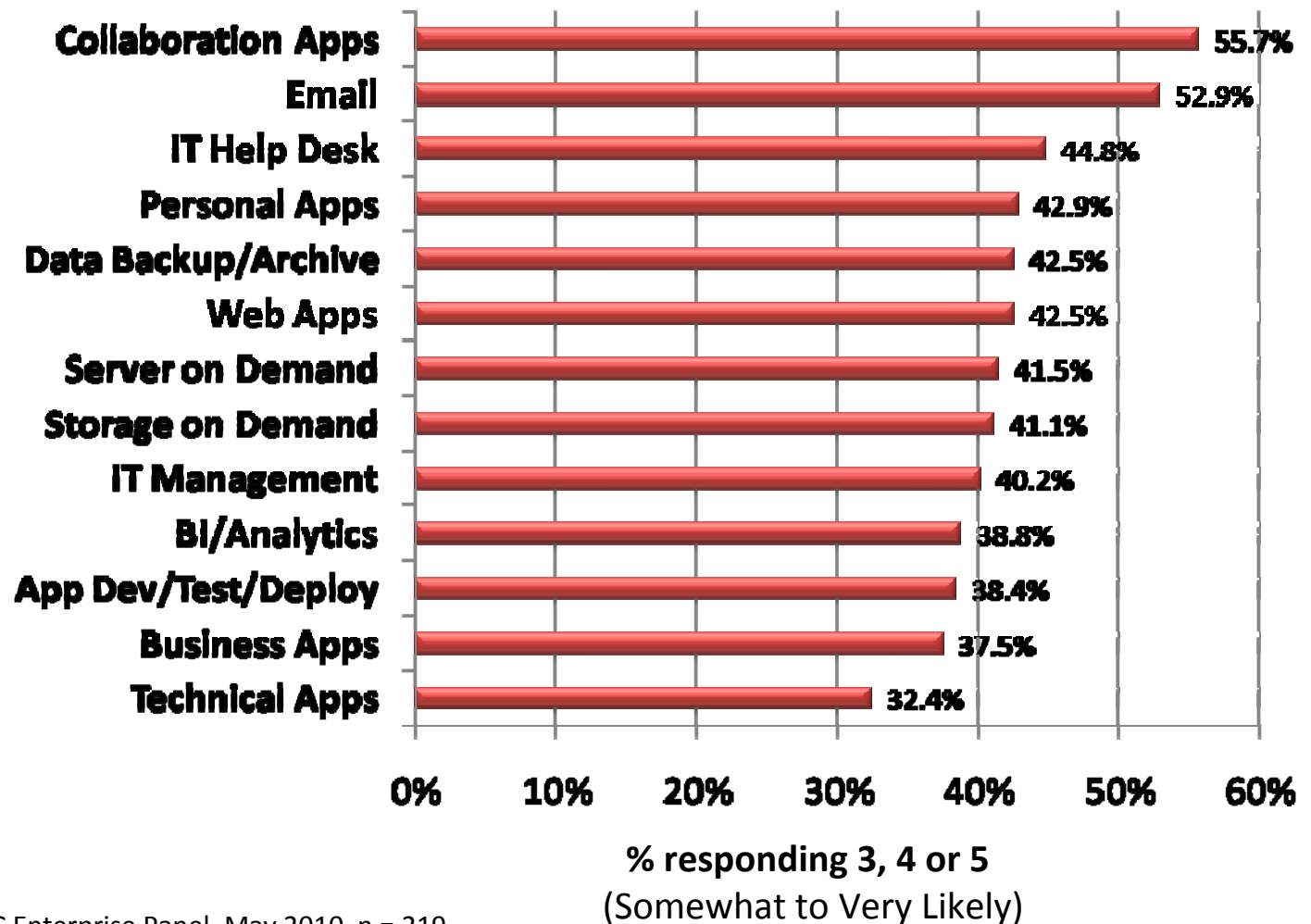


Source: IDC Enterprise Panel, 3Q2009, n = 263

# Likely **Public Cloud** Workloads

## Q. Likely to deploy via **Public Cloud**?

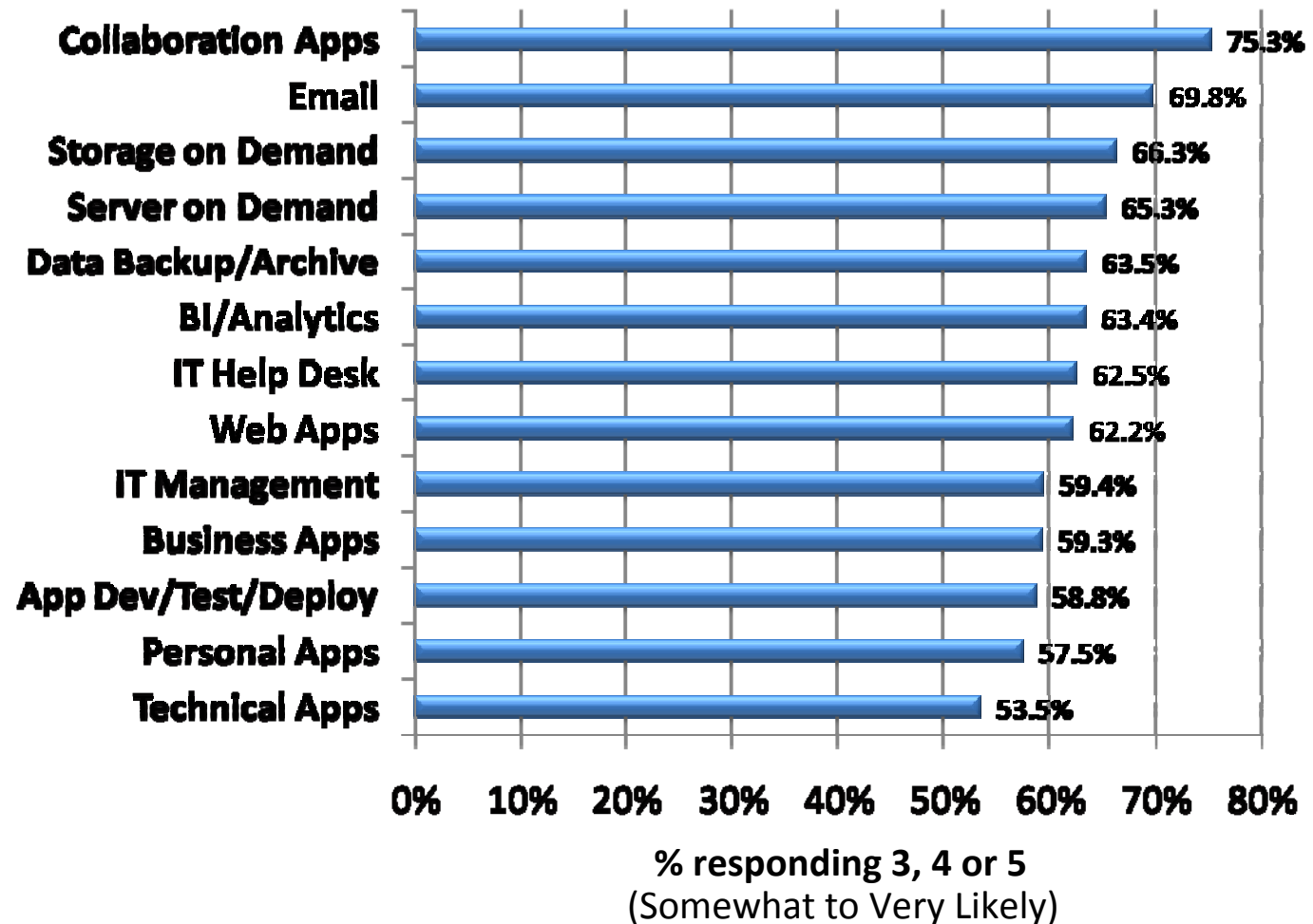
(scale: 1-5; 1=not likely, 5=very likely)



# Likely Private Cloud Workloads

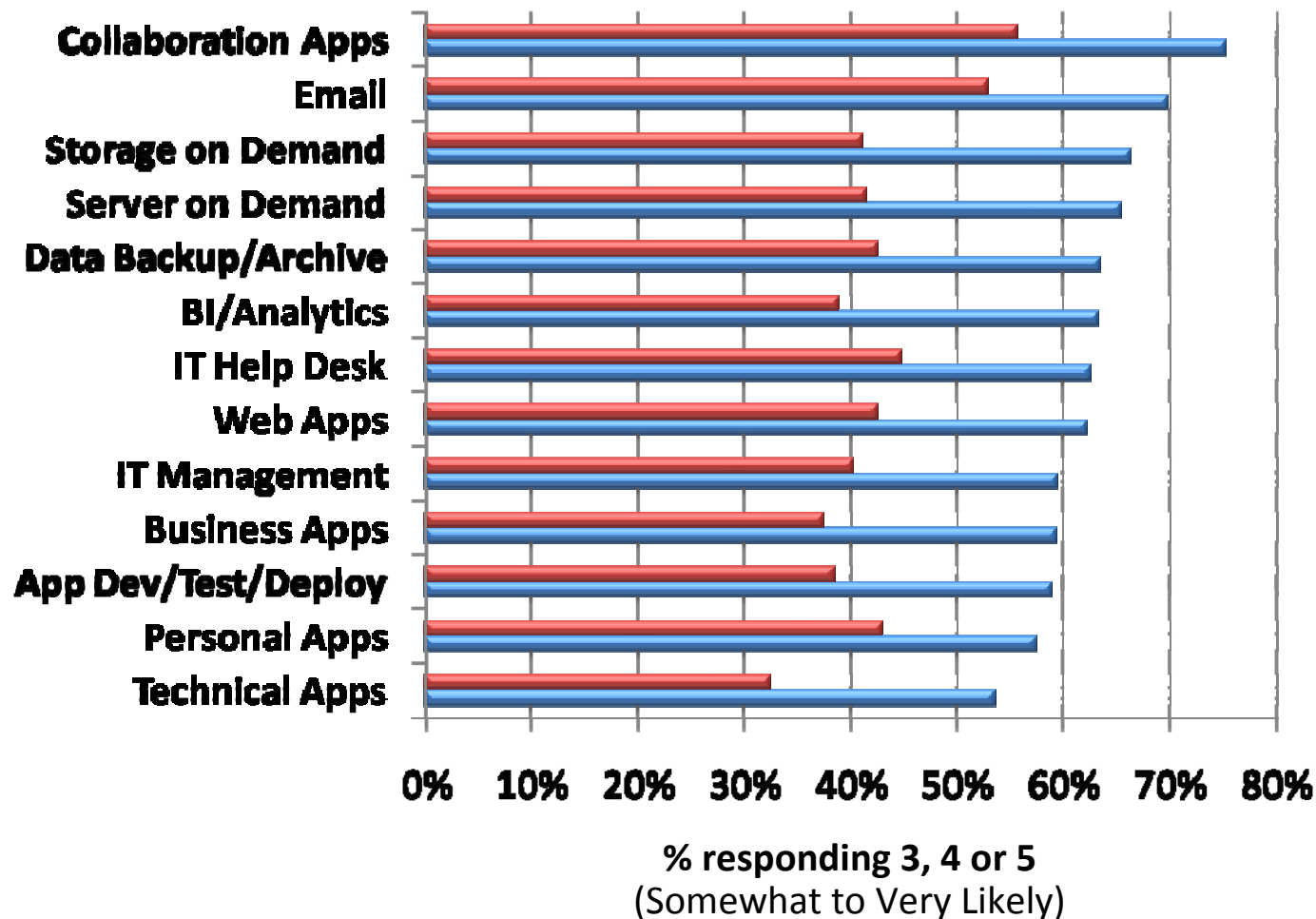
## Q. Likely to deploy via **Private Cloud**?

(scale: 1-5; 1=not likely, 5=very likely)



# Public vs. Private Deployment

**Q. Likely to deploy via *Public*, *Private* Cloud?**  
(scale: 1-5; 1=not likely, 5=very likely)





# Cloud Adoption and Budgeting

***Q. What stage is your organization in with regard to adopting cloud services?***

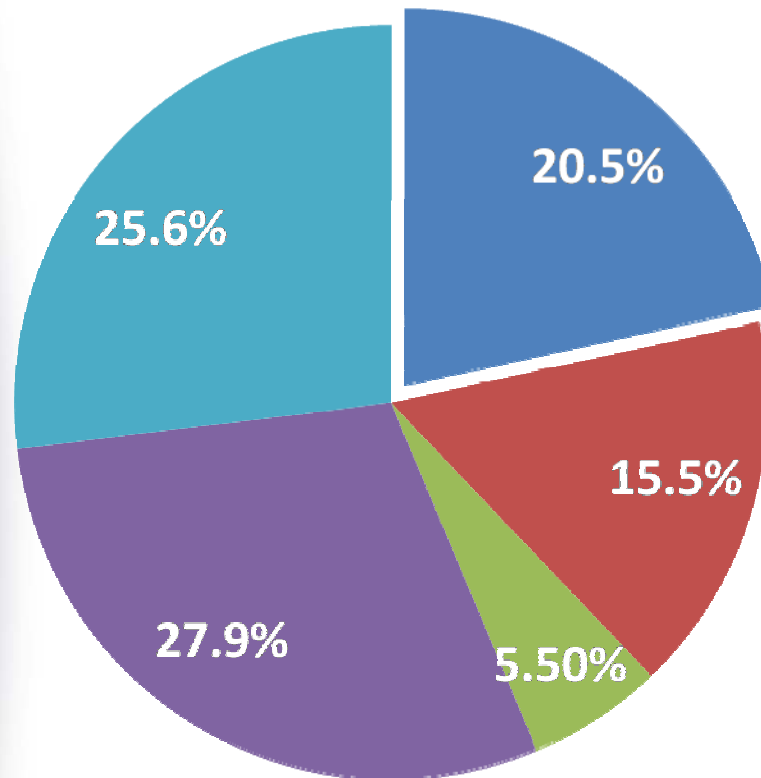
*Q: % of IT budget allocated to private and/or public clouds?*

2010

**14.4%**

2013

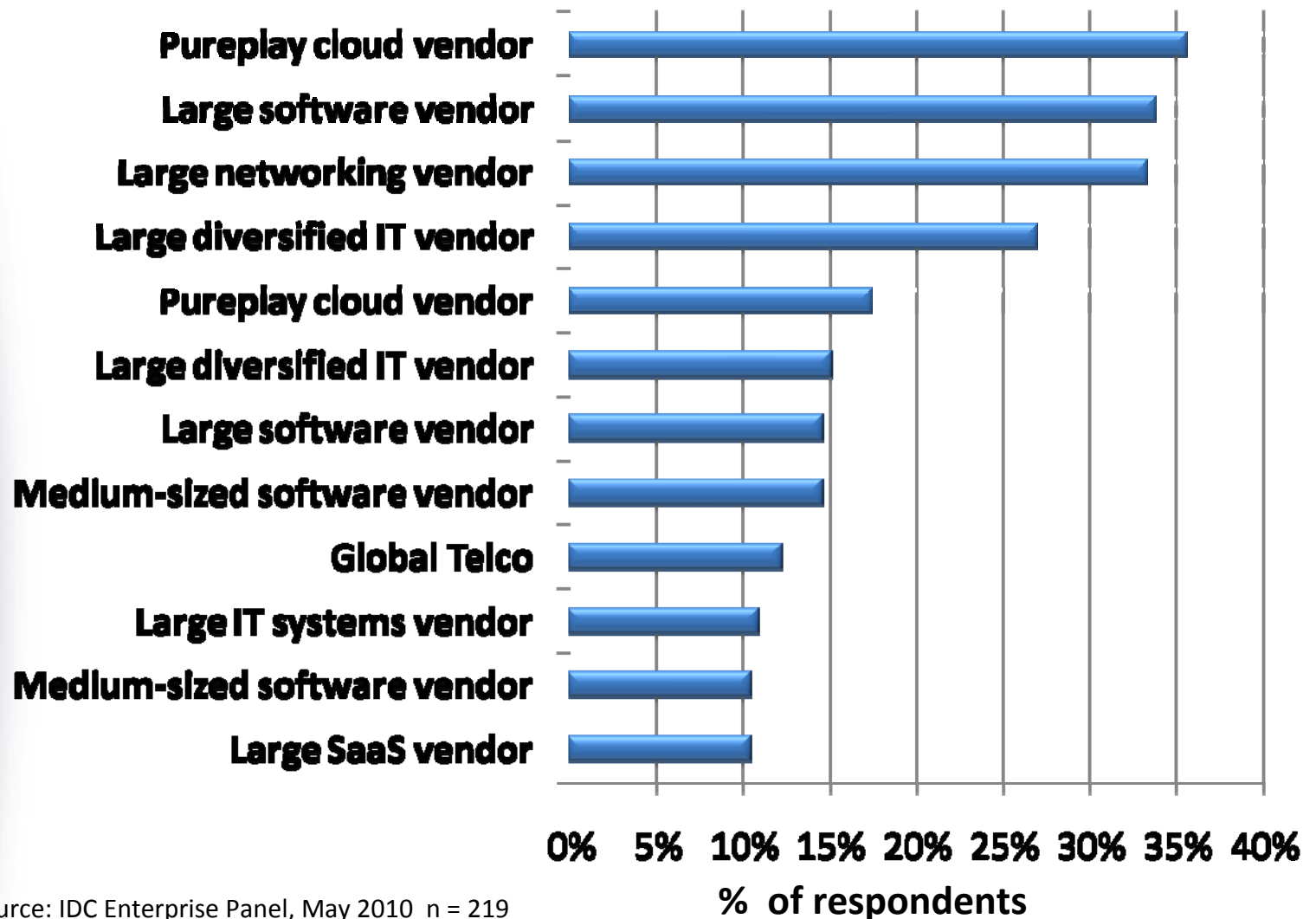
**20.2%**



- Already using or implementing cloud
- Evaluating cloud for specific need(s)
- Planning to adopt cloud in 1-2 years
- Educating ourselves about cloud
- No interest in or plans for cloud

# Current Impressions of the Players

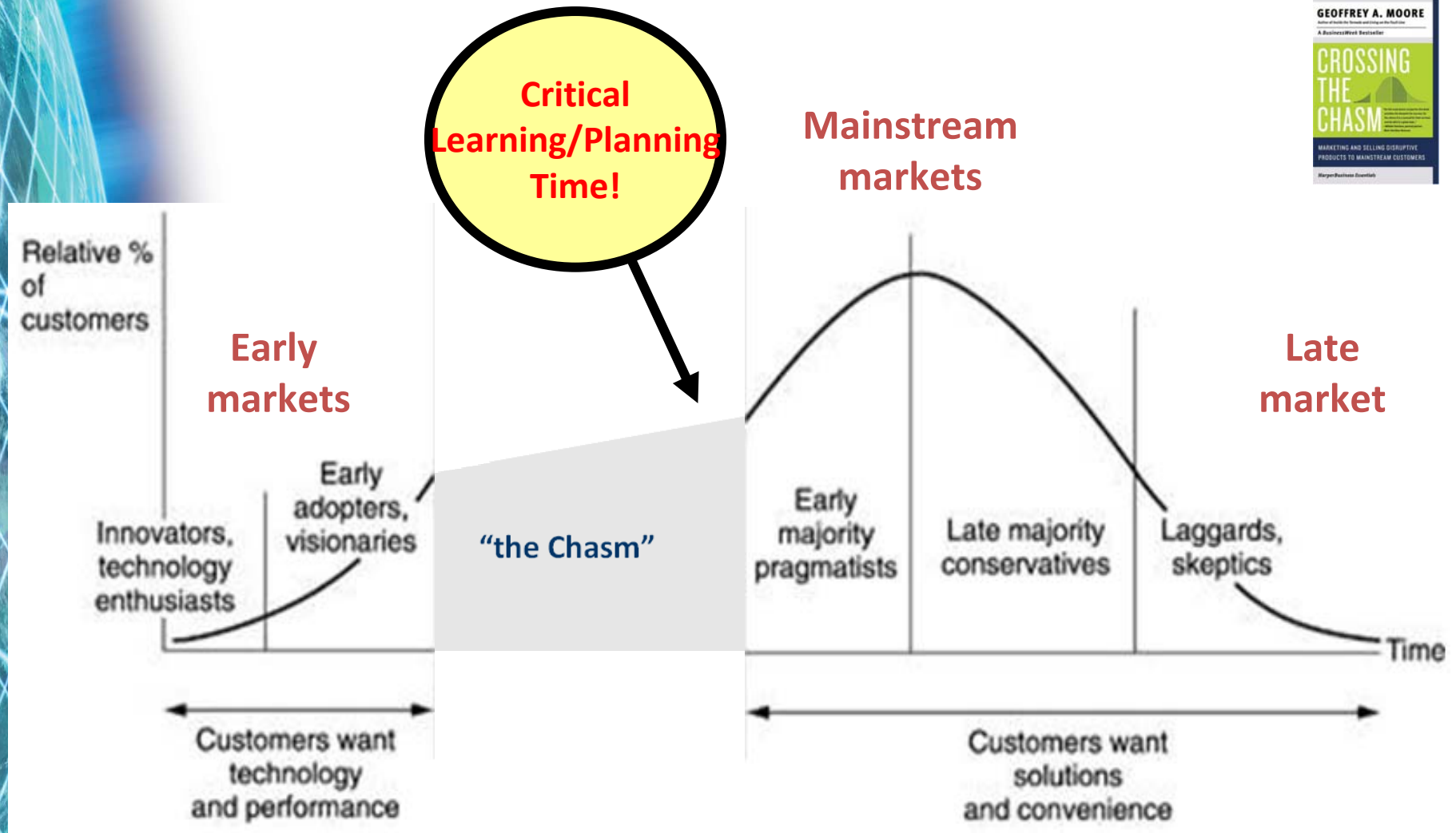
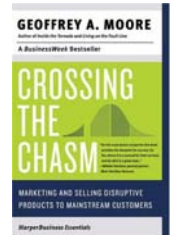
*Q. Which companies do you perceive are most qualified to support your adoption of public or private IT cloud services?*



Source: IDC Enterprise Panel, May 2010 n = 219

# IT Cloud Services: “Crossing the Chasm”

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LEADERSHIP  
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**“The Future Never Just Happened...  
It Was Created”**

Will and Ariel Durant