

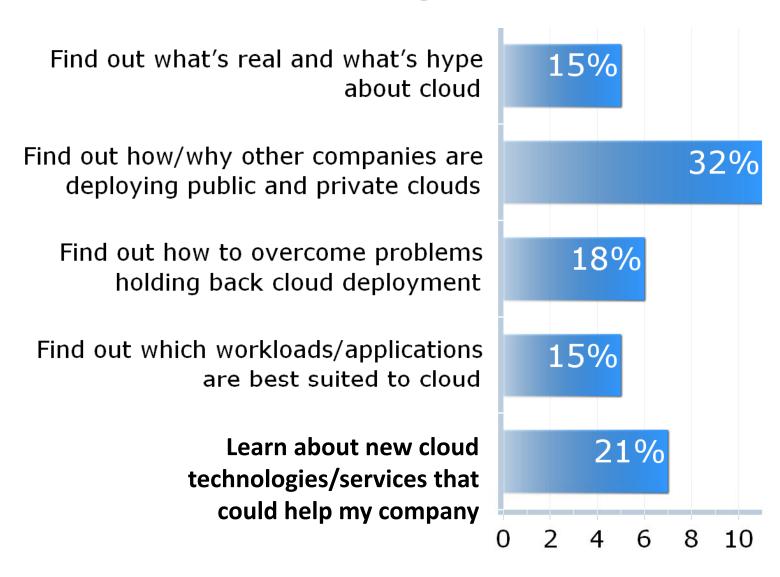
## CLOUD LEADERSHIP FORUM

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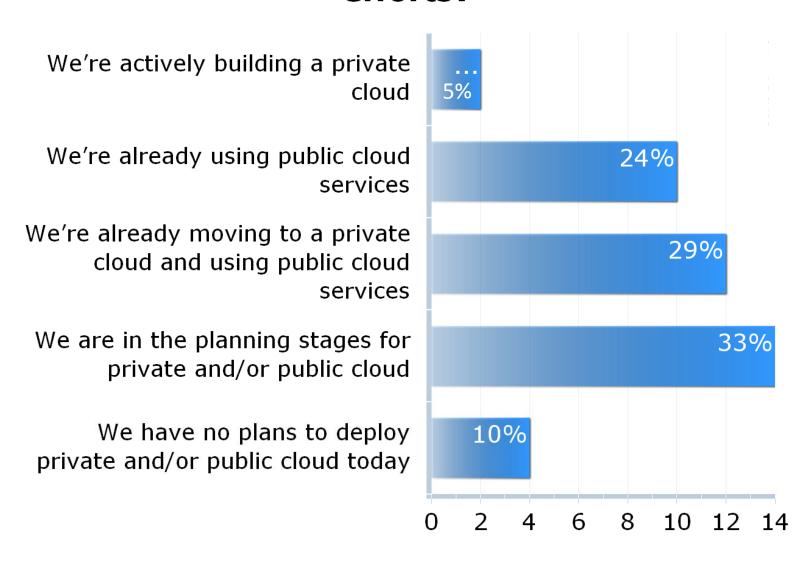




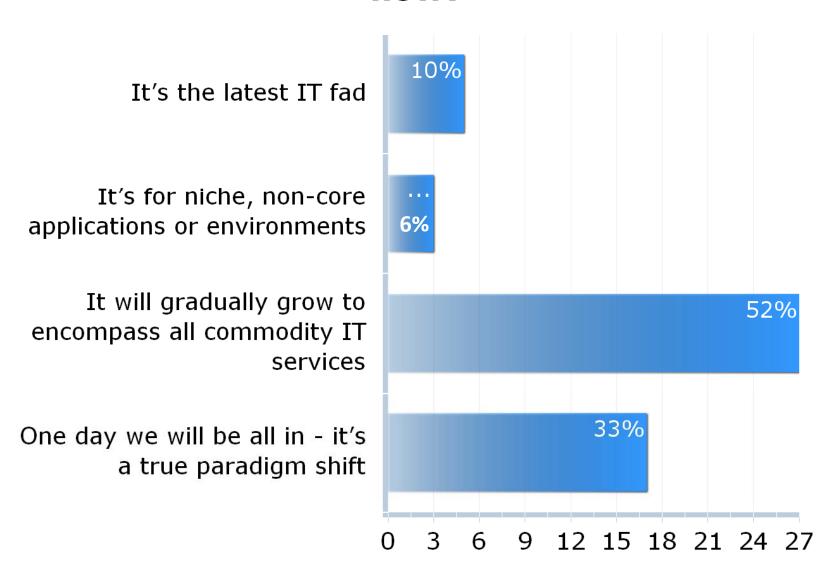
#### My primary goal in attending Cloud Leadership Forum is:



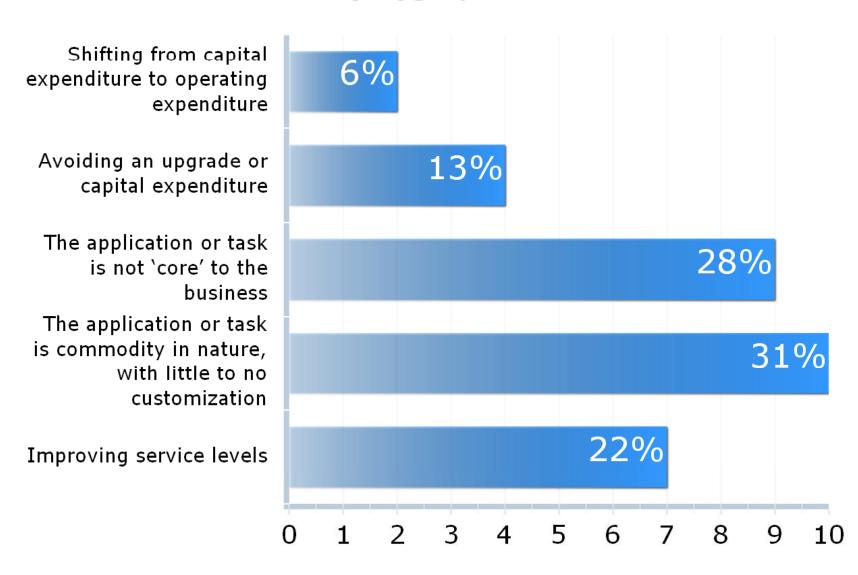
#### How would you describe your current cloud efforts?



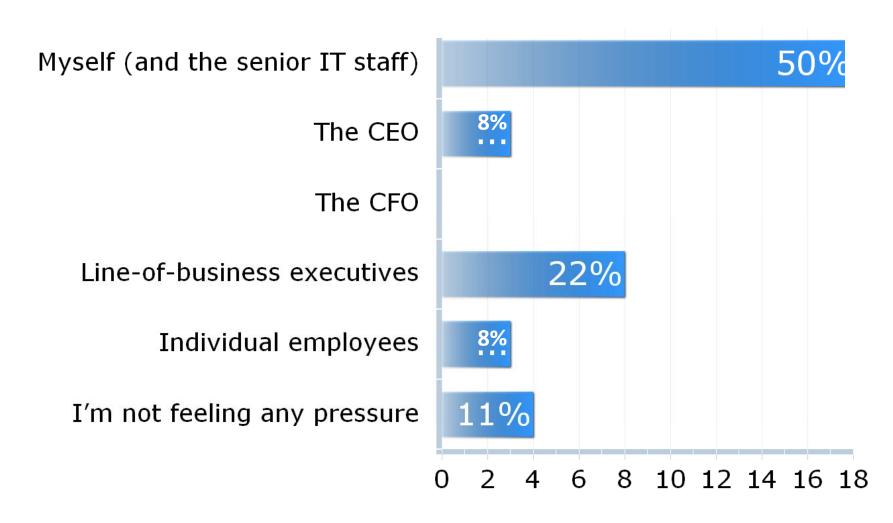
#### What is your gut feeling about cloud right now?



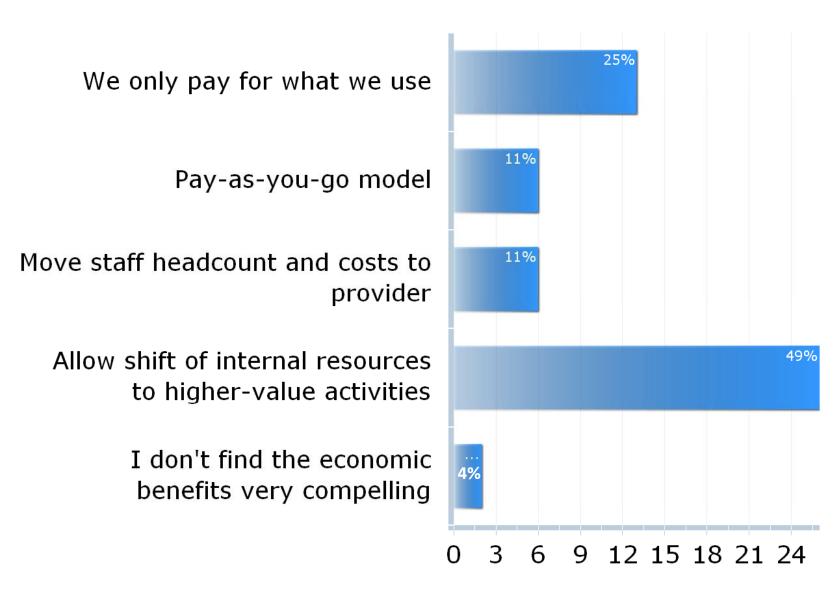
### In choosing whether to shift workloads into the cloud, which is your most important criteria?



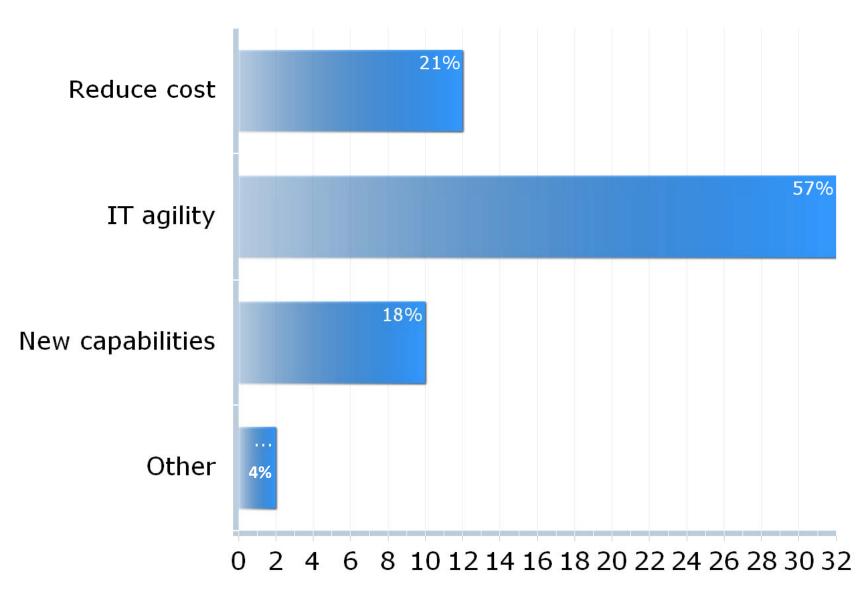
# Where is the greatest pressure coming from to assess the cloud model and services?



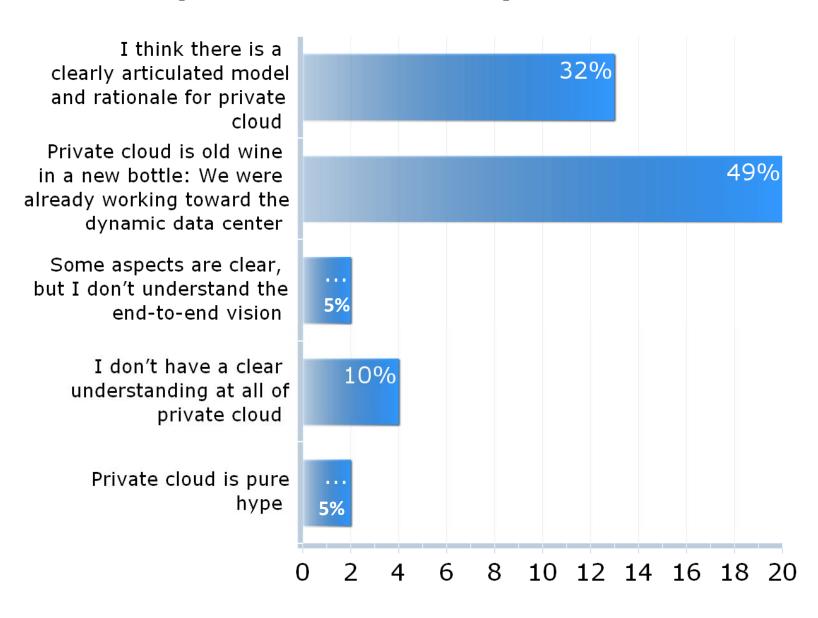
#### What is the greatest economic benefit you see in the cloud model?



### What is your top motivator for adopting cloud computing?



#### What's your view toward 'private' cloud?



### Which oft-cited aspects of private cloud are most appealing to you?

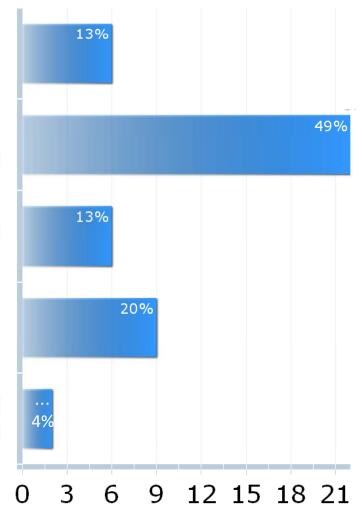
Ability to dynamically shift app workloads across the data center

Better scaling of capacity to deal with changes in the business

Lower operating costs

Self-service application deployment

More automated, self-healing infrastructure

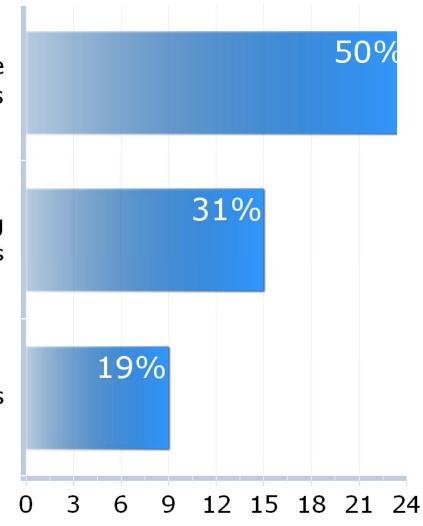


#### Who do you expect to turn to for the bulk of your cloud services in the year to come?

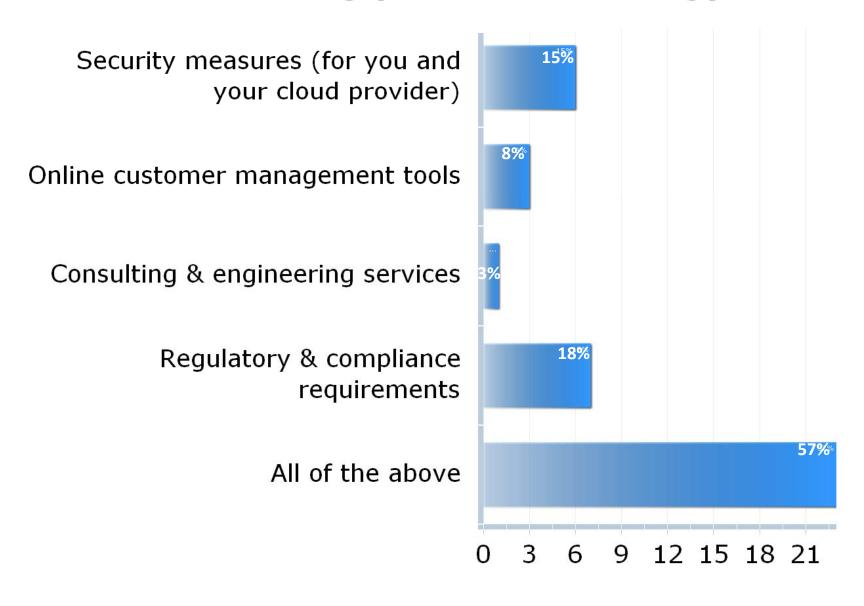
Pure play Software as a Service or other cloud-specific vendors

My existing vendor set, as long as they have the right offerings

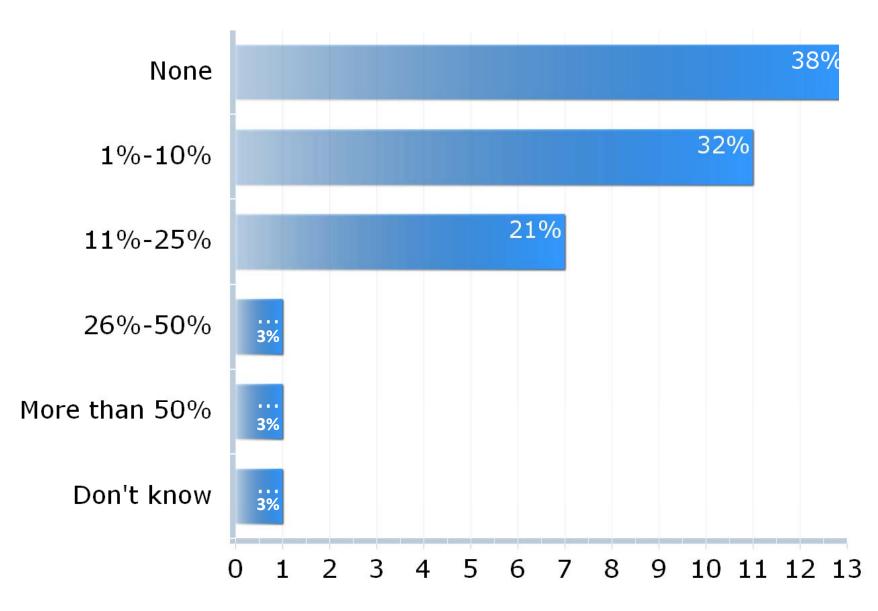
Telecommunications vendors



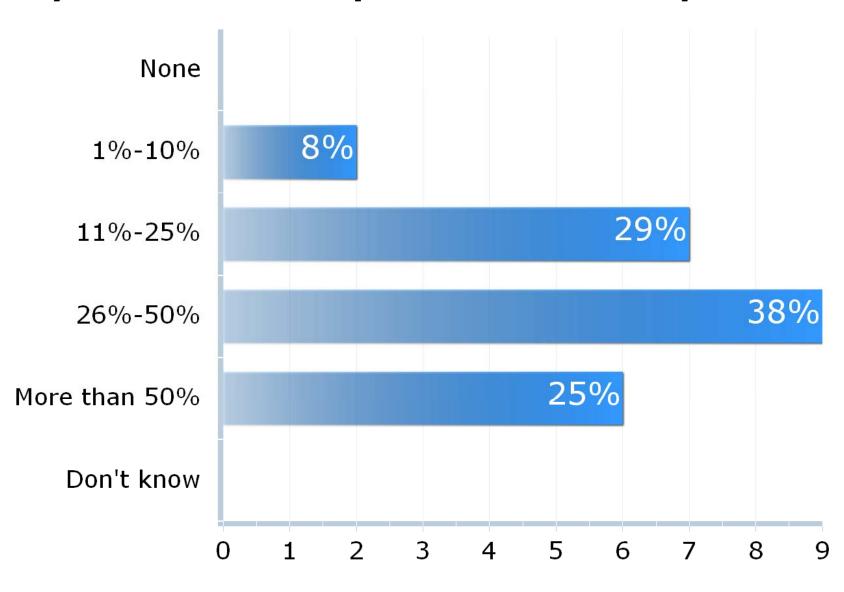
#### What have you considered when developing or executing your cloud strategy?



#### What percentage of your IT services do you CURRENTLY source from public clouds?



#### What percentage of your IT services WILL you source from public clouds in 5 years?



#### What I found most valuable about yesterday was...

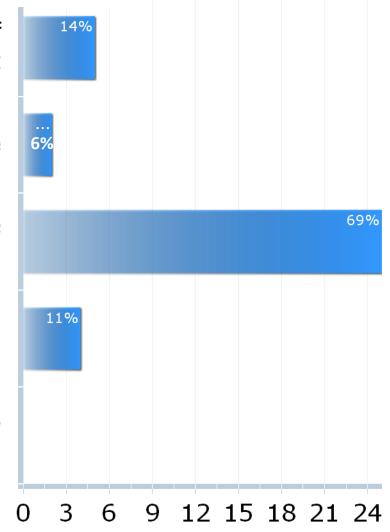
Getting a better understanding of what cloud really is and isn't

Understanding which functions/apps are ready for the cloud

Hearing how other companies are deploying private/public cloud

Networking with my peers from other companies

Learning about new developments on the horizon for cloud



#### At the Town Hall meeting later today, I think we should discuss...

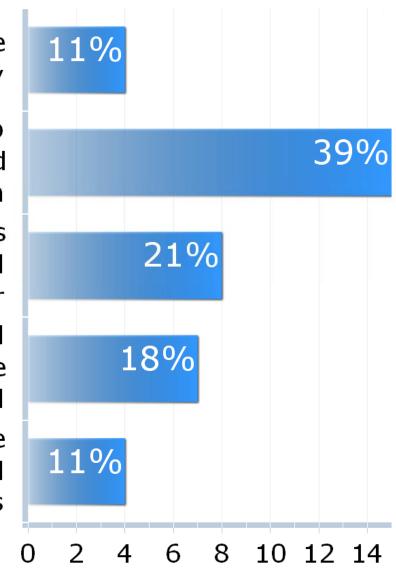
How the industry will improve cloud security

What standards are required to ensure customers won't be locked in

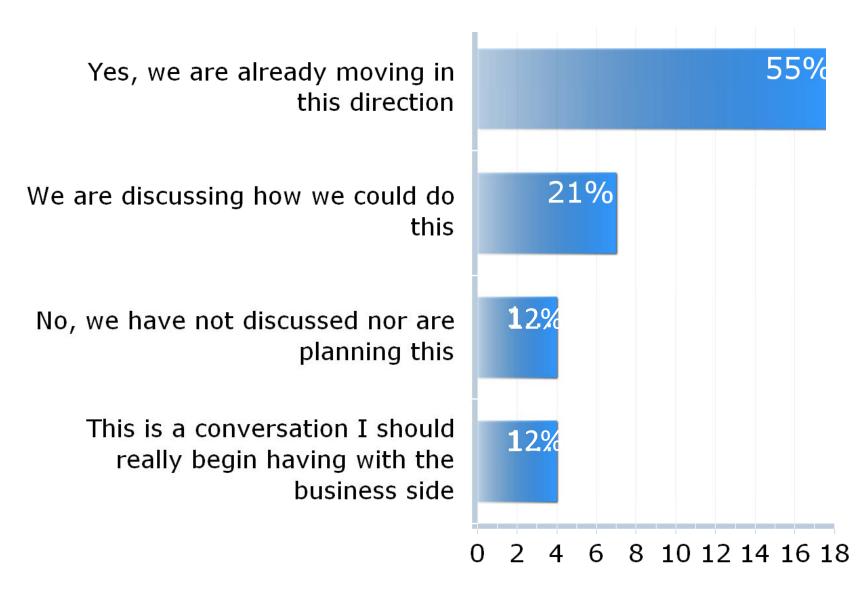
How providers can help customers make the transition to cloud easier

What new capabilities and technologies customers need to see developed

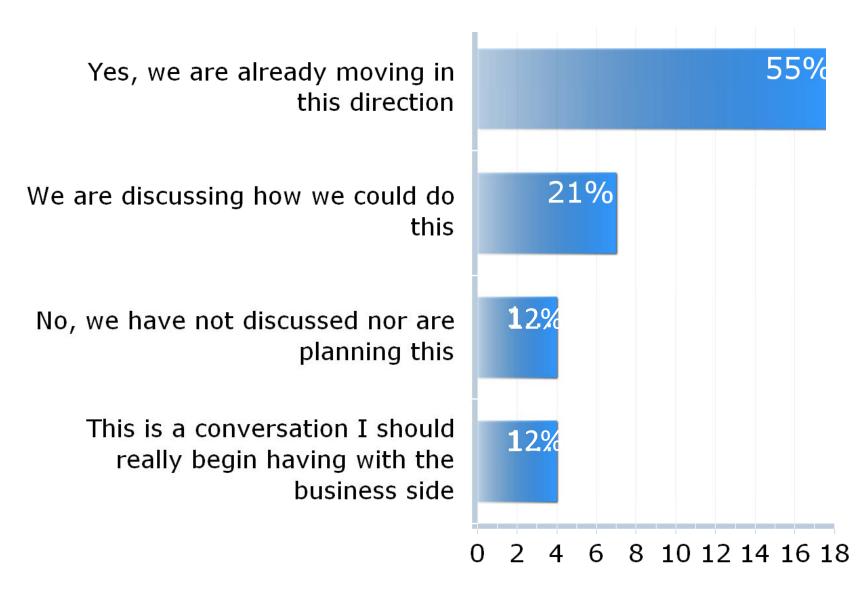
How customers can have more influence in shaping cloud offerings



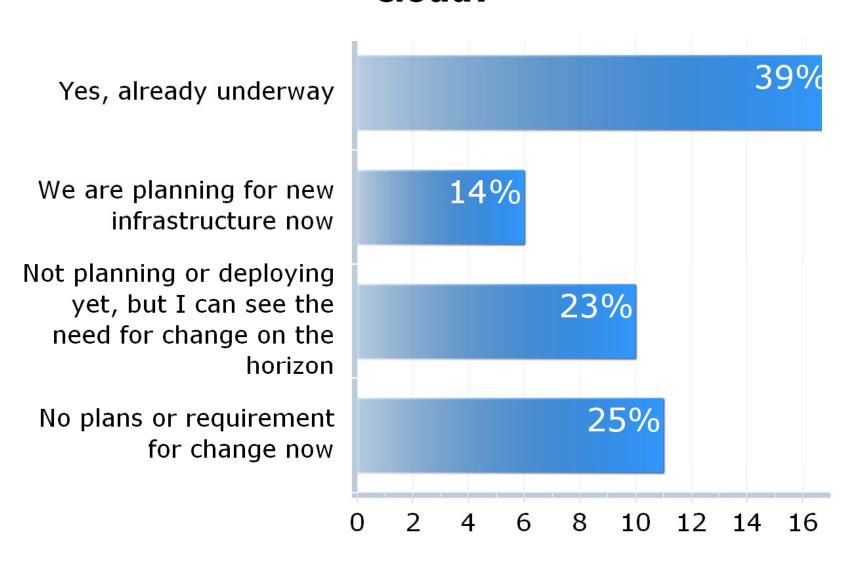
#### Is your organization considering how to offer its own products via the cloud?



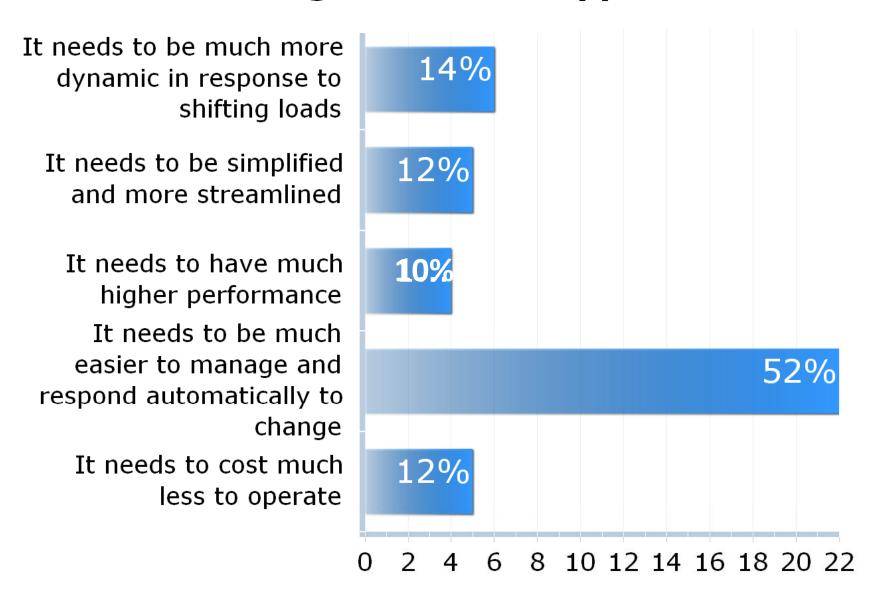
#### Is your organization considering how to offer its own products via the cloud?



### Are you planning changes/upgrades to your network infrastructure to better support cloud?



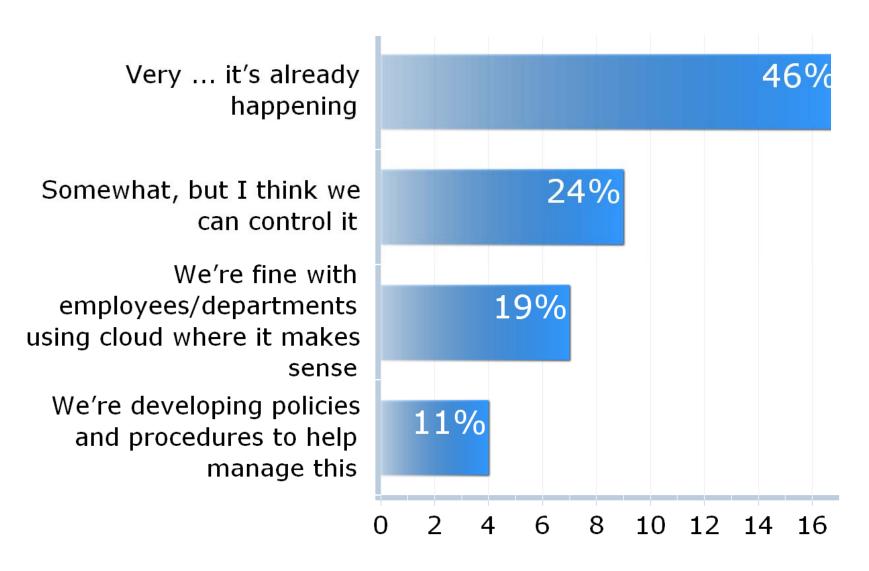
#### How does the data center infrastructure need to change to better support cloud?



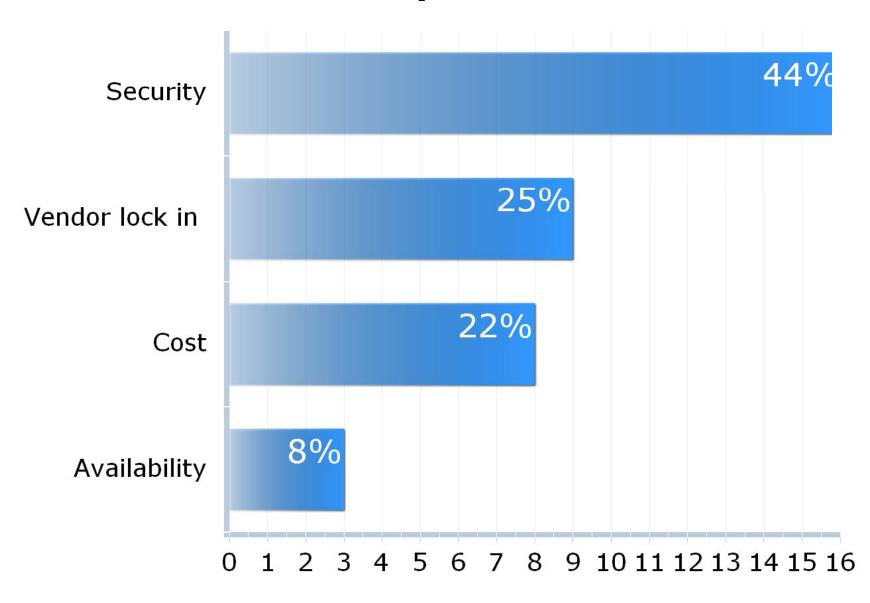
#### Our IT organization is challenged by cloud because...



### How concerned are you that other business units will 'go around' IT to get things done in the cloud?



#### What is the biggest barrier to cloud adoption?





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