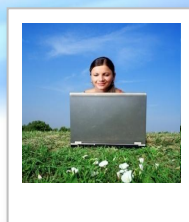
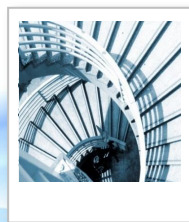
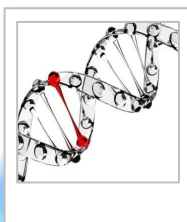
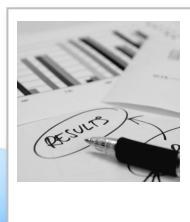


Cloud, Rain or Storm?

Understanding the *impact* of Cloud on IT Services

Speaker: Johnathan Ferris, BT



Agenda

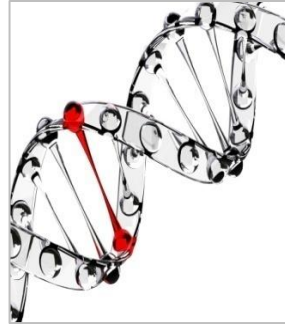
- Everything is Changing
- A Quick Reminder: IT Services
- Cloud 101
- The Analyst Vision versus Reality
- It's a Journey
- Impact on IT Services
- What to watch out for!
- Closing



Everything is Changing



Social Computing



Multi-channel



Consumerisation



More Efficiency



Radical Transparency



Cloud

www.cloudappreciationsociety.org

THE CLOUD APPRECIATION SOCIETY

HOME

CLOUDS

OUR SOCIETY

PHOTO GALLERY

FROM OUR MEMBERS

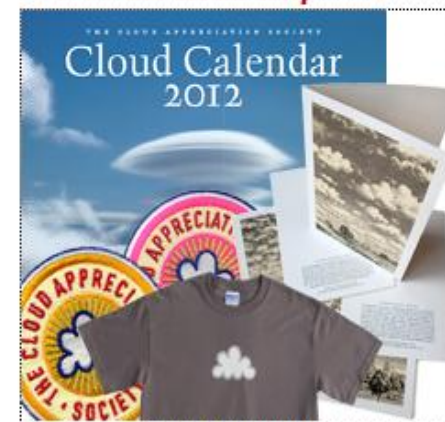
CLOUD SHOP



Current membership is 28,821

[Apply for Membership Here](#)

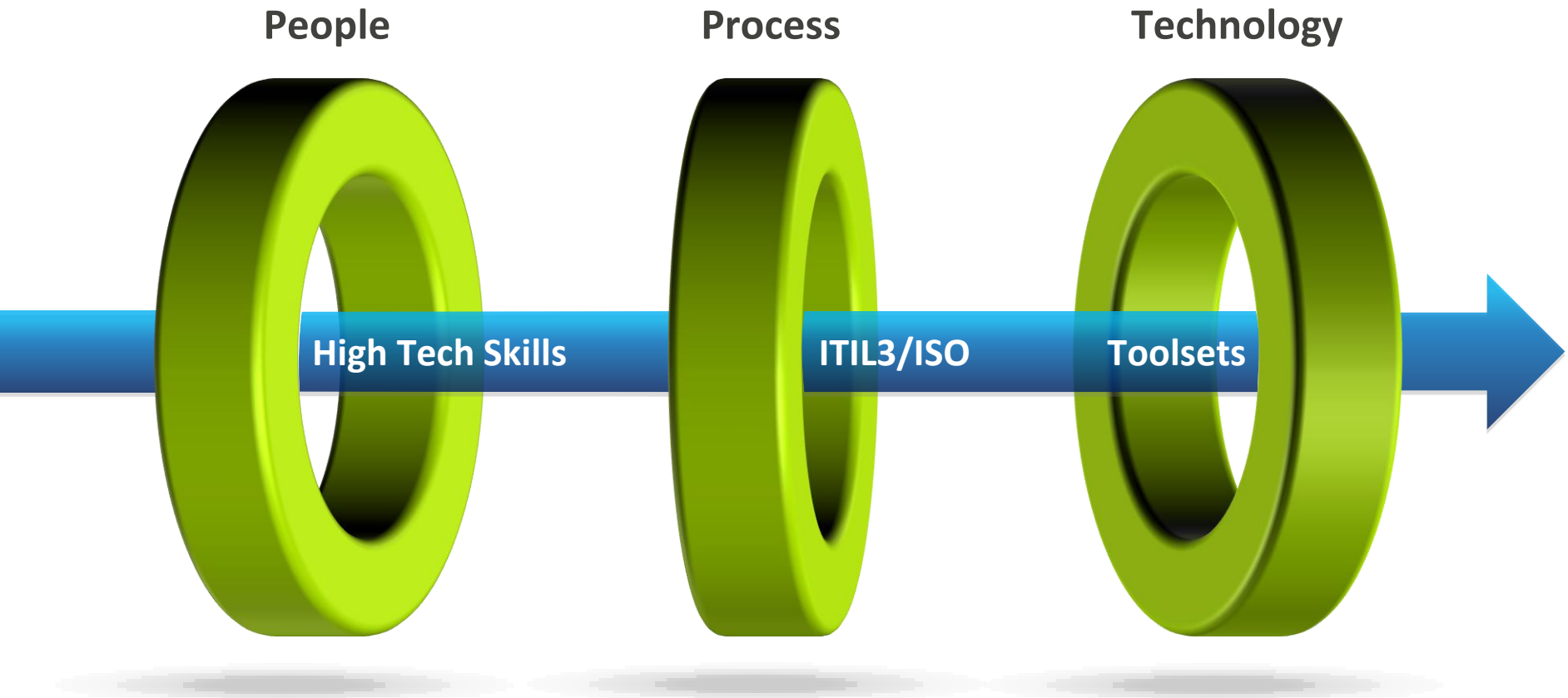
New In The Cloud Shop:



Our fantastic 2012 Cloud Calendar is now available with some of our favourite photographs from the society gallery. Also, we are selling a fantastic new set of illustrated greetings cards and new glitter logo t-shirts. [Visit our shop...](#)

A Quick Reminder: IT Services

IT Service Basics

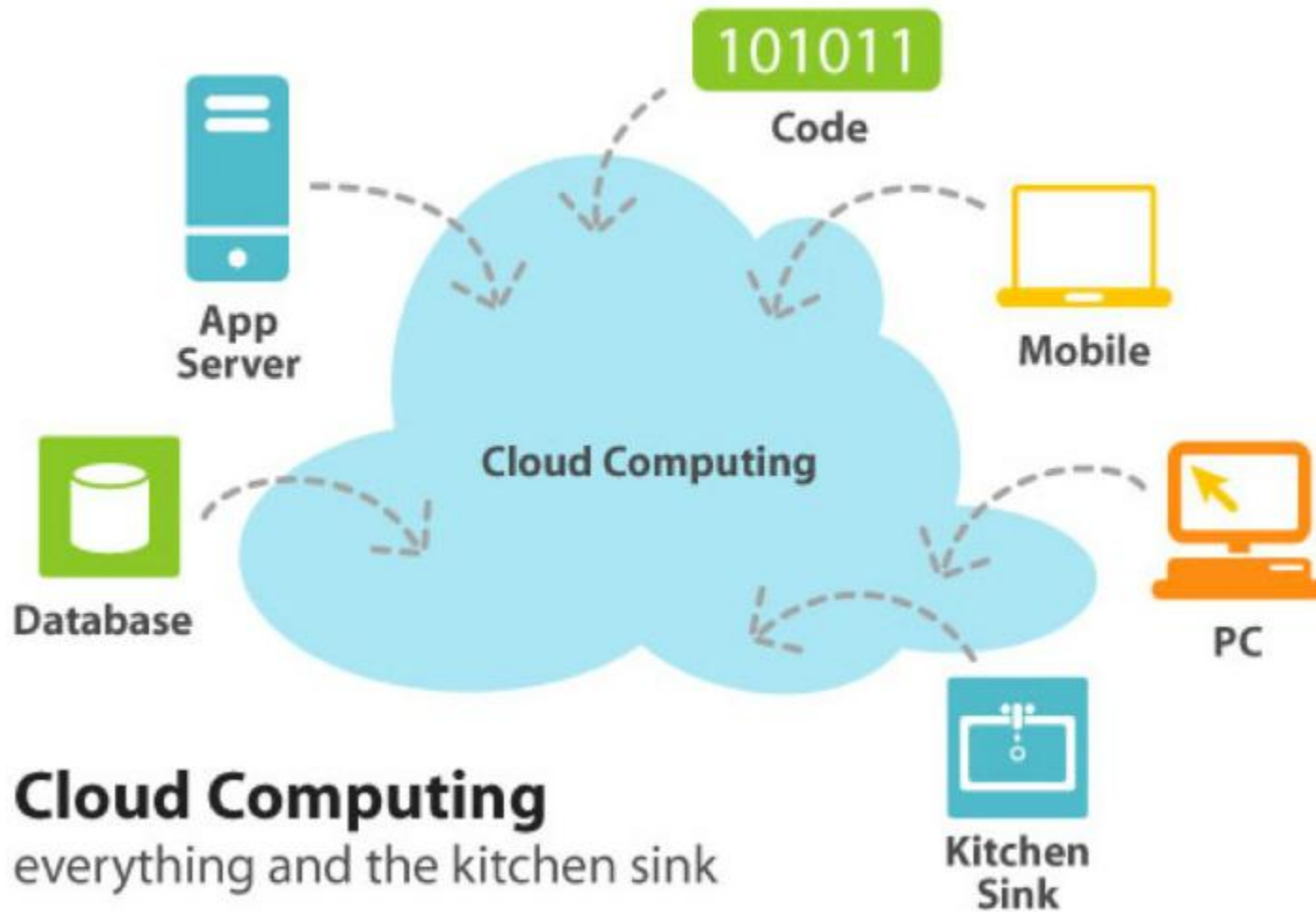


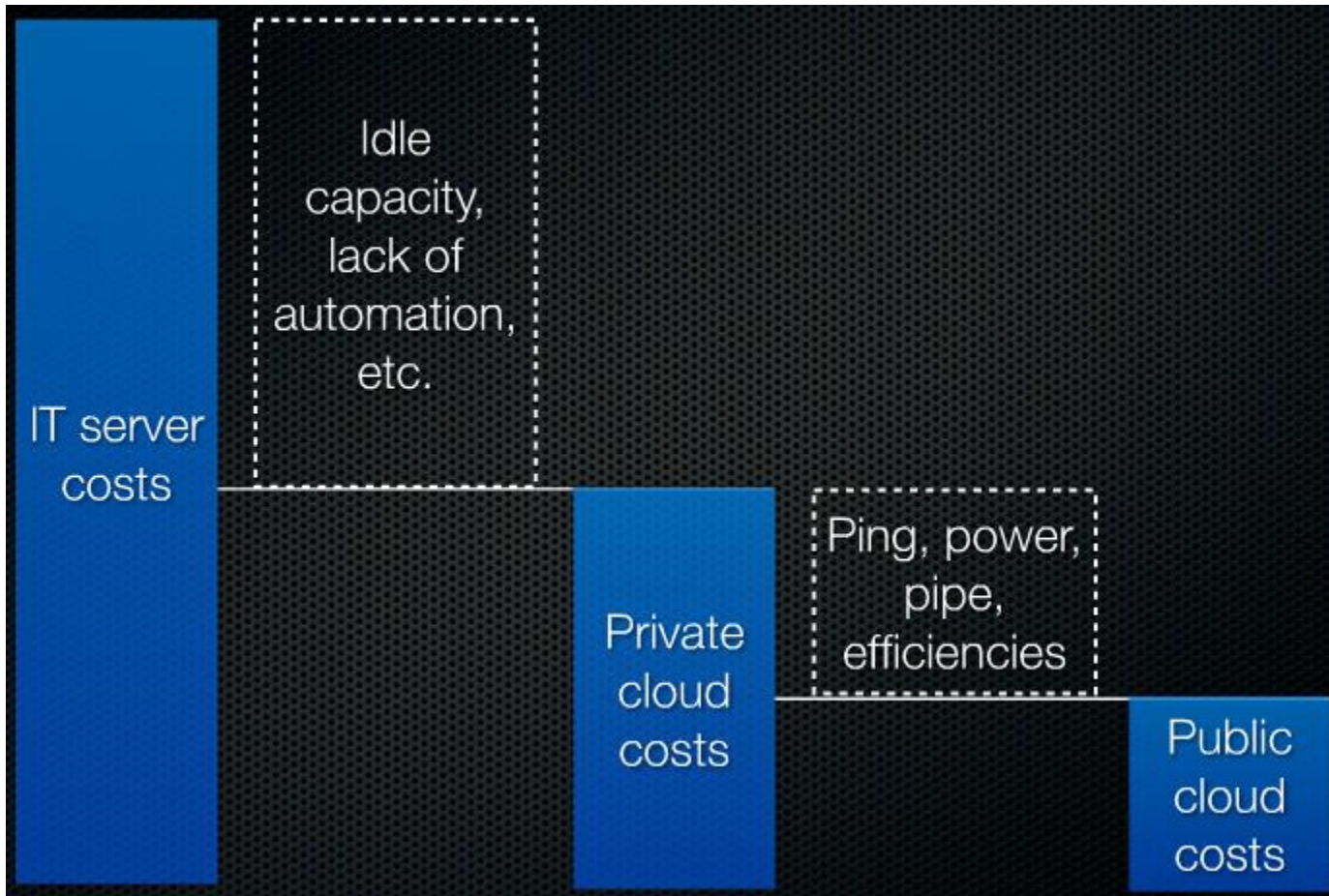
Shared Services > Repeatability > Scalability > Automation > Self Service

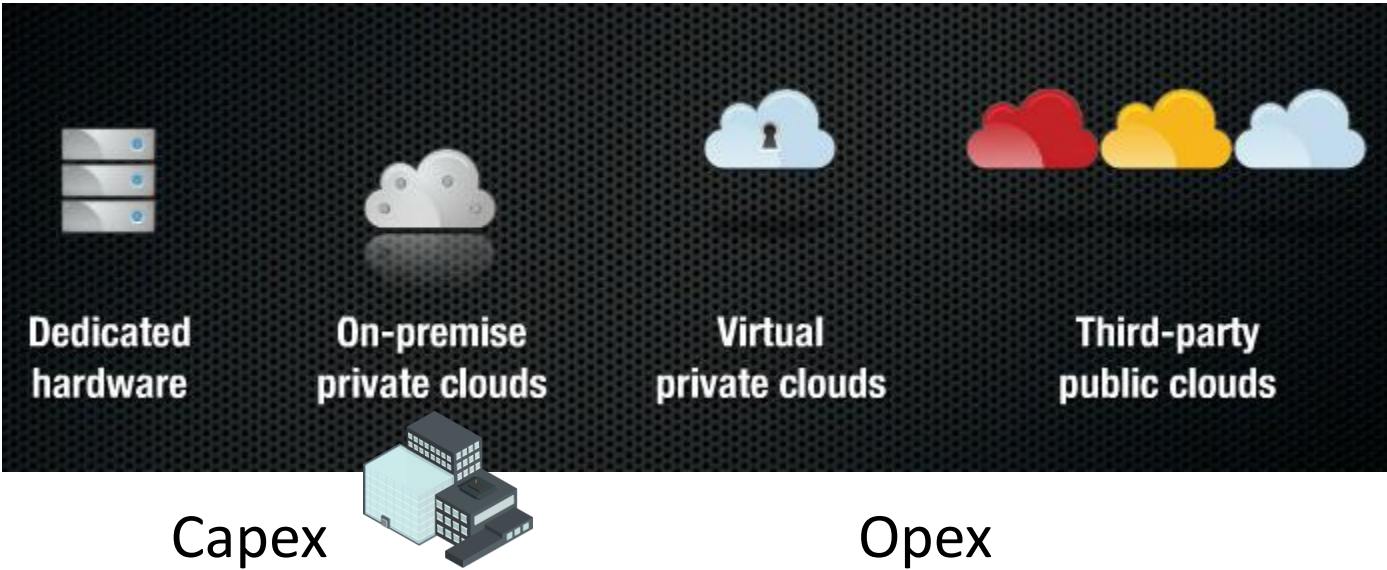
Cloud 101


Virtualization let the genie out of the bottle

Clouds arose from virtualization, which made
application workloads portable









Ninety per cent of revenue generated from the cloud globally is from the US and Europe, but of this only 27 per cent comes from Europe, according to analyst firm The 451 Group. Europe is 1 year behind...

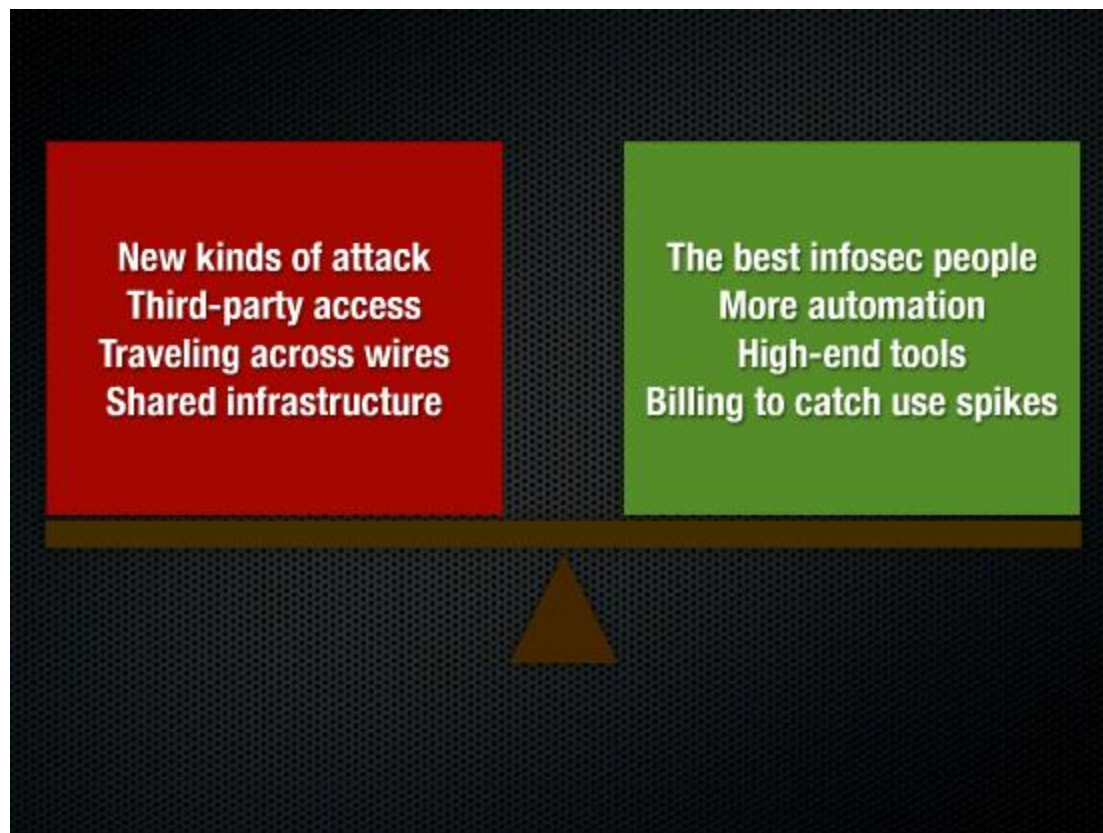


Recent IDC cloud research shows that worldwide revenue from public IT cloud services exceeded \$16 billion in 2009 and is forecast to reach \$55.5 billion in 2014, representing a compound annual growth rate of 27.4%. This rapid growth rate is over five times the projected growth for traditional IT products (5%).


We stop worrying about **ROI** when **I** is **zero**.







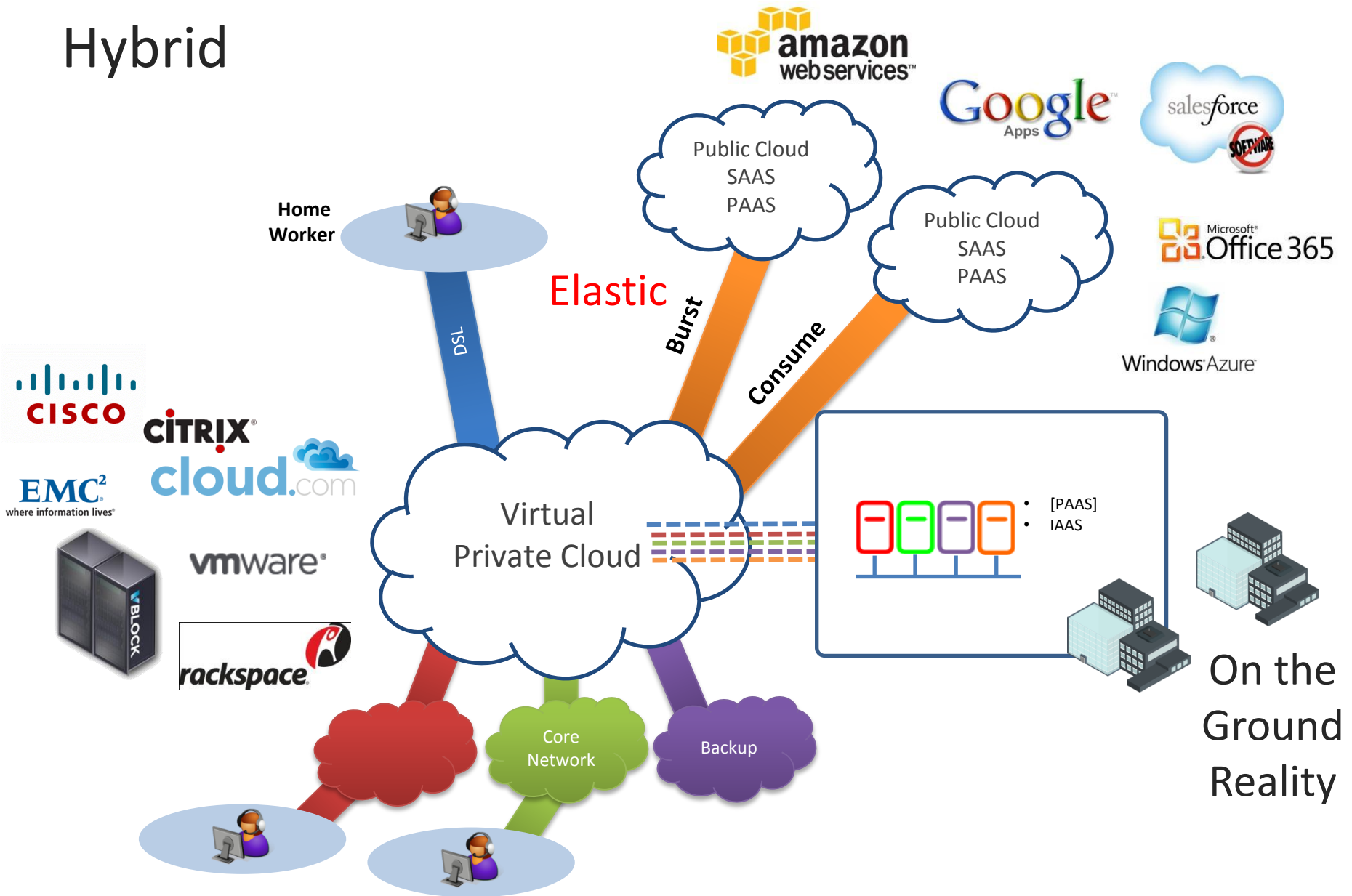




Consumerisation describes the trend for new information technology to emerge first in the consumer market and then spread into business organizations, resulting in the convergence of the IT and consumer electronics industries...

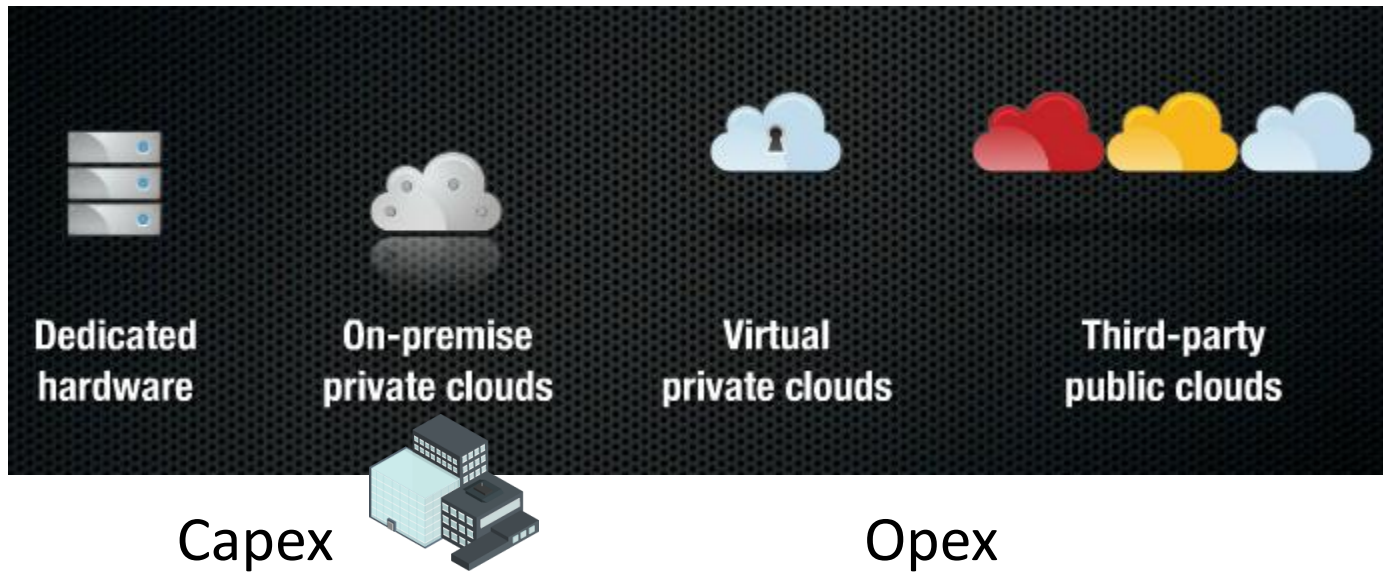
The Analyst Vision

Hybrid

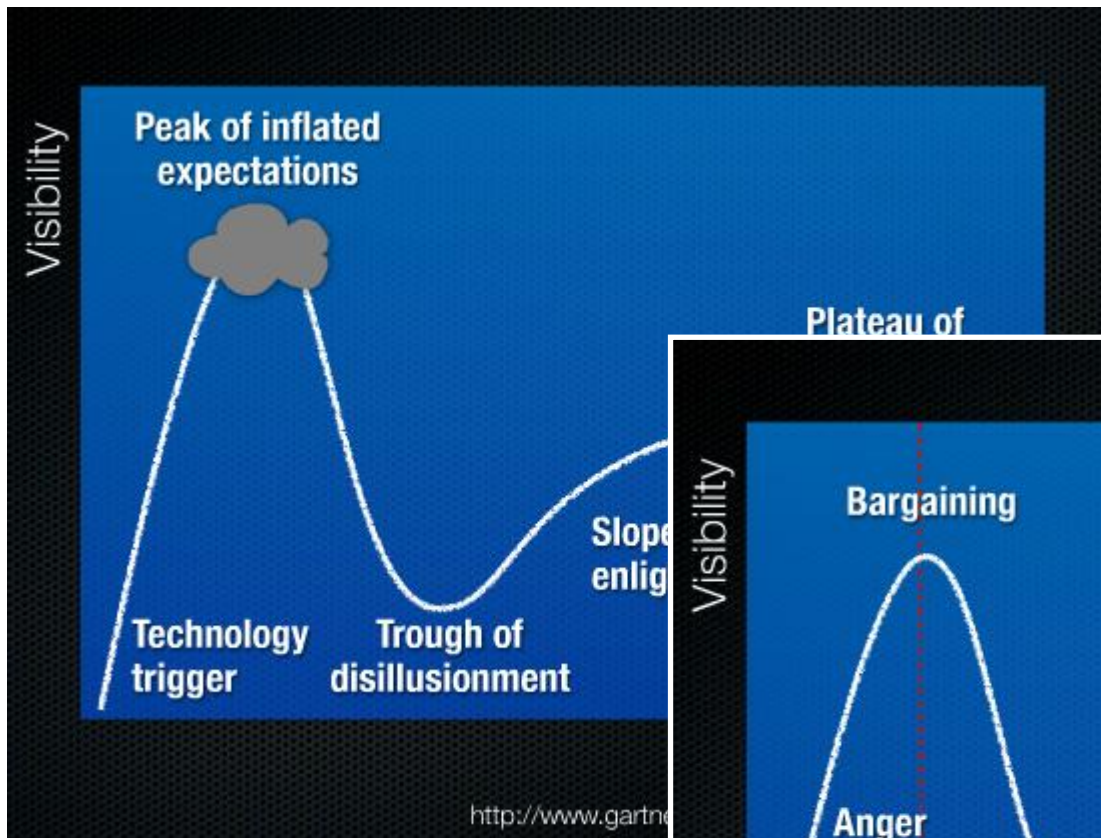


On the Ground Reality

Reminder...



It's a Journey





Business versus Technology

Cloud as a Tech – Virtualised and Automated
Cloud as a Business – 3rd Party and Shared



Impact on IT Services

The evolution of cloud technologies allows organisations to embrace pay as you go consumption services that offer unitary models with an acceptable level of security providing **enhanced services, competitive advantage and rapid deployment**

What to Watch out for




In Closing...



Everything will be free*

*** Restrictions Apply**



It's about services, not machines. Embracing clouds means giving up architectural opinions.



In the context of Services; IT Strategy and a supporting Operating Model is everything*

* May include Cloud

Questions