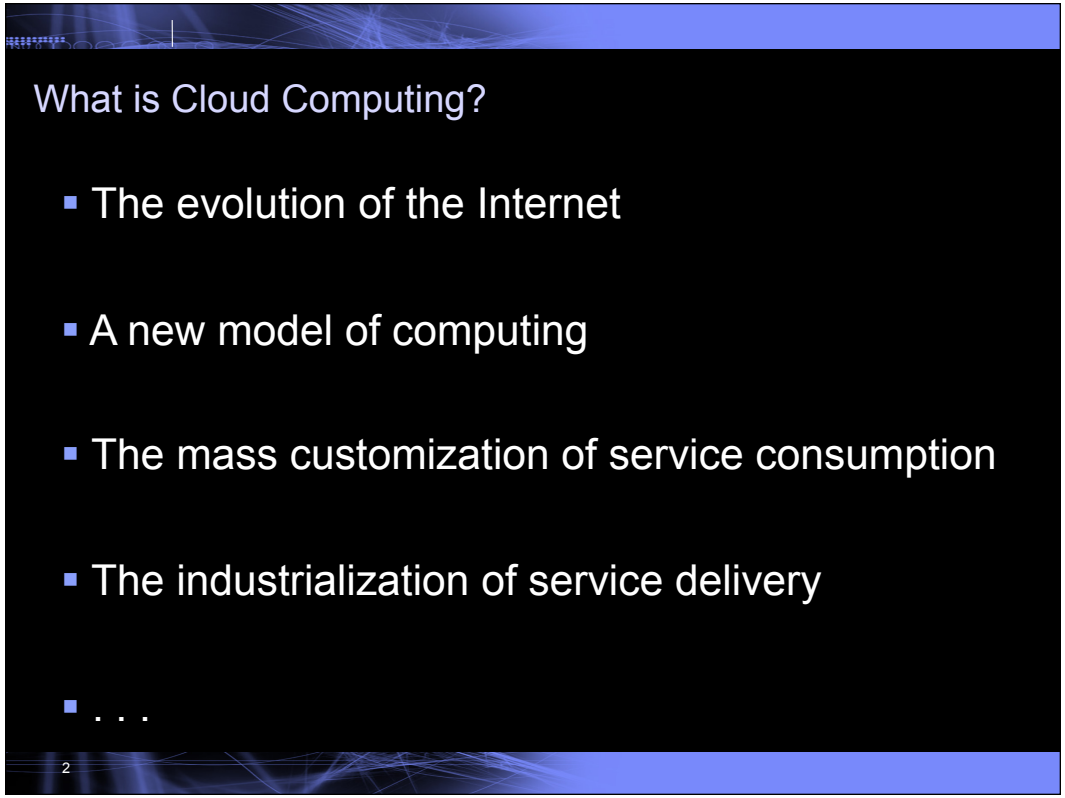

What is Cloud Computing?
Irving Wladawsky-Berger
Society
Business
Technology



The definition up top was established by the NII – but really applies to all institutions around the world. Advancing technology enables many things, but even more than pure technology and invention, the real measure of innovation is the ability to transform technology into products, services and solutions that transform institutions – and bring them a new value proposition.

- From innovation, entirely new industries and markets are born … entirely new forms of business value are created.

No single nation – or company – can expect to innovate in isolation.That's because the global adoption of the internet, as well as advanced pervasive technologies, have stripped away the traditional barriers to innovation --- such as proximity of natural resources, geographic constraints, and access to both information and insight.

All of this requires a significant shift in thinking.

We must embrace a dynamic, fast-paced global economy in which the very nature of innovation itself has changed in these four profound ways.

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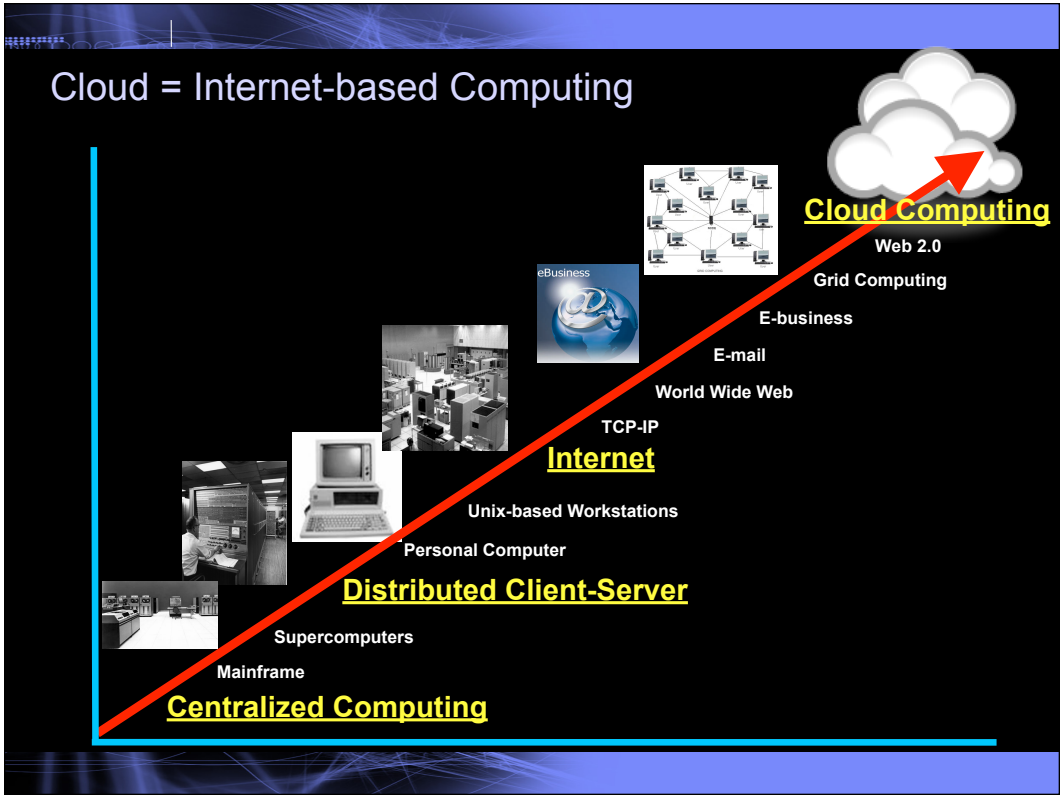
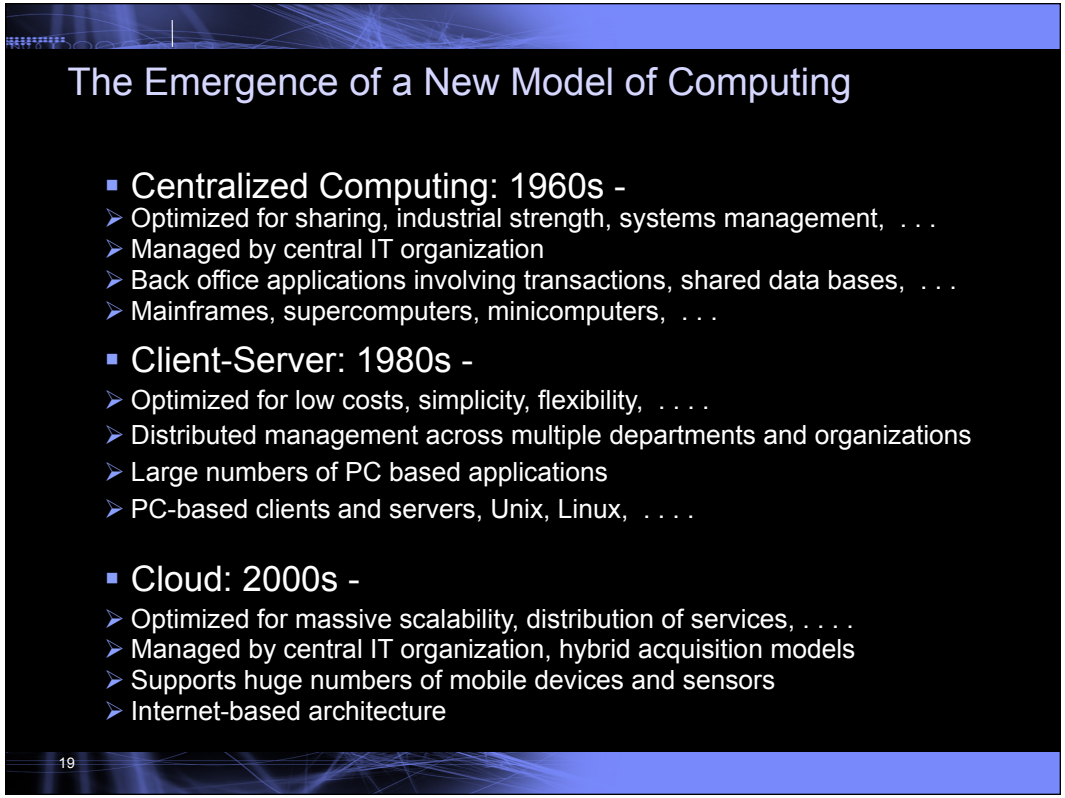


Centralized Computing: 1960s -

Client-Server: 1980s -

Cloud: 2000s -

BEING DRIVEN BY THE GLOBAL ACCEPTANCE OF THE INTERNET

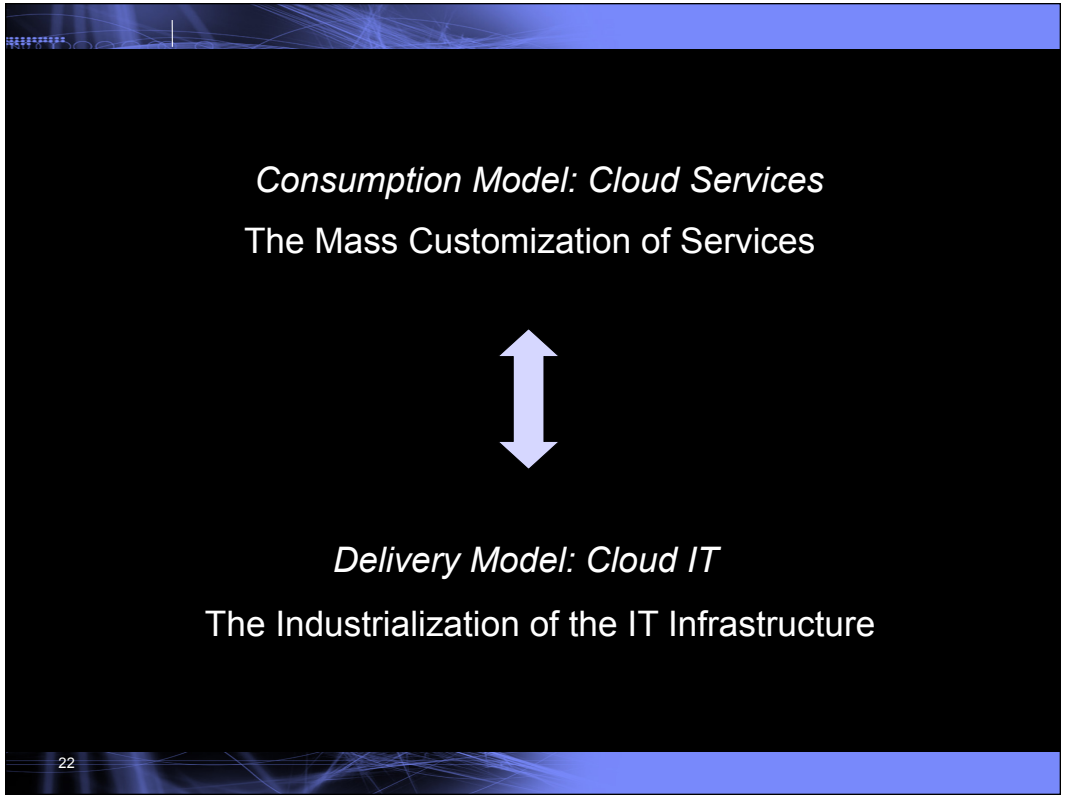


From an economic standpoint, we're seeing innovation as the common thread woven into the fabric of more and more nations, as they tackle the challenges of an ever-changing world.

And with good reason. Economies everywhere have concluded that Innovation is the single greatest driver of competitive advantage today.

And markets being what they are, innovations that occur in the marketplace generate further innovations.

In the process, they give rise to new industries, they spur productivity and economic growth, fuel wealth-creation, create higher-paying jobs, and raise the standard of living for everyone.



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What is Cloud Computing?

Consumption model: focused on the overall end user experience

- Standardized service offerings
- Rapidly provisioned
- Flexibly priced
- Ease of access
- Self-service

Delivery model: focused on overall infrastructure management

- Virtualized resources
- Managed as a single large resource
- Delivering services with elastic scaling
- Economies of scale
- Deploy technology advances

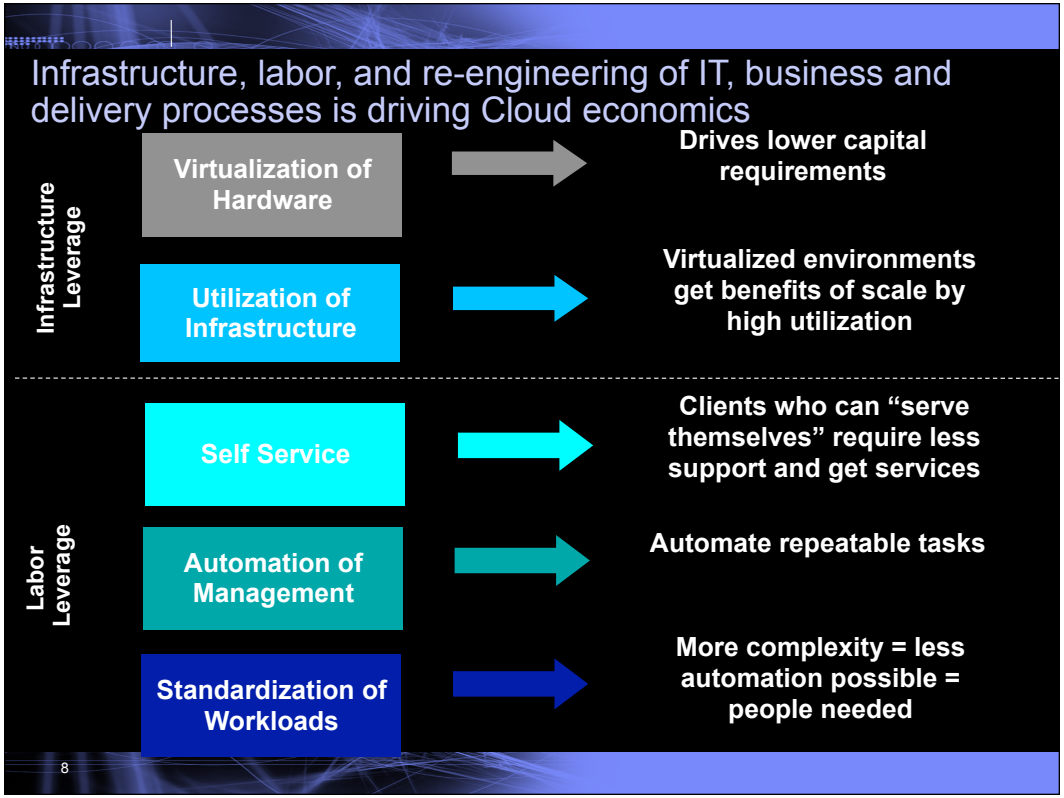
Banking

IT

Retail


New Workloads → Massive Scalability, Quality of Experience
10X - 100X over the next decade
25% - 55% CGR for selected workloads
Business, Consumer and Government Services
Smart Applications, Real-time Information
Social Networks, Visual Immersive, Interactive Apps
People, Devices, Sensors

Infrastructure, labor, and re-engineering of IT, business and delivery processes is driving Cloud economics

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