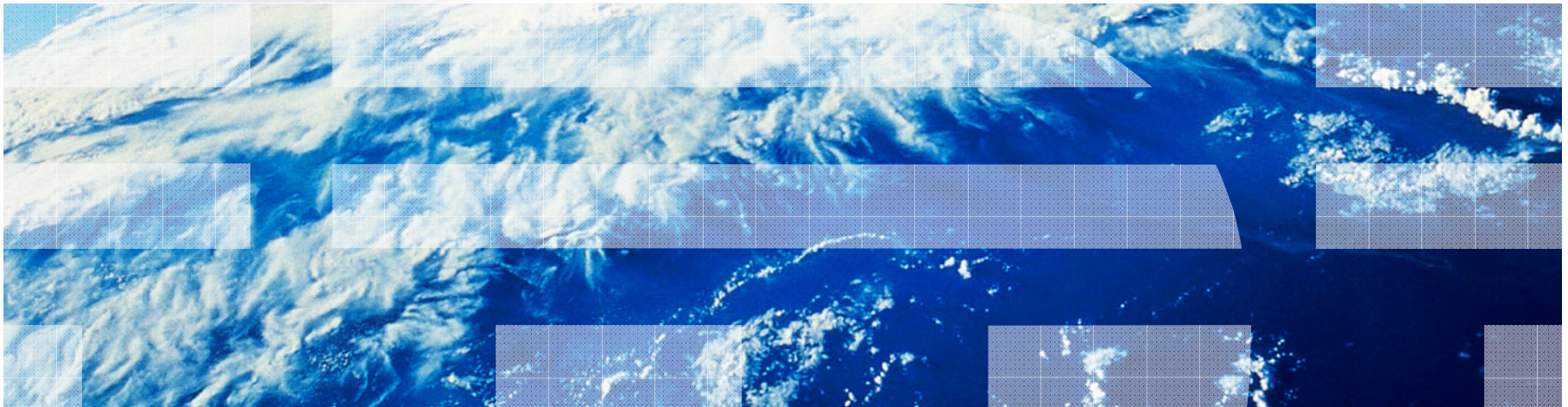


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Cloud Computing

*Responding to changes and expanding
Business Flexibility*



Cloud computing is extending its impact, ...

An Evolution of Information Technology



- Changing the economics of IT
- Automating service delivery
- Radically exploiting standardization
- Rapidly deploying new capabilities

An Enabler of Business Transformation

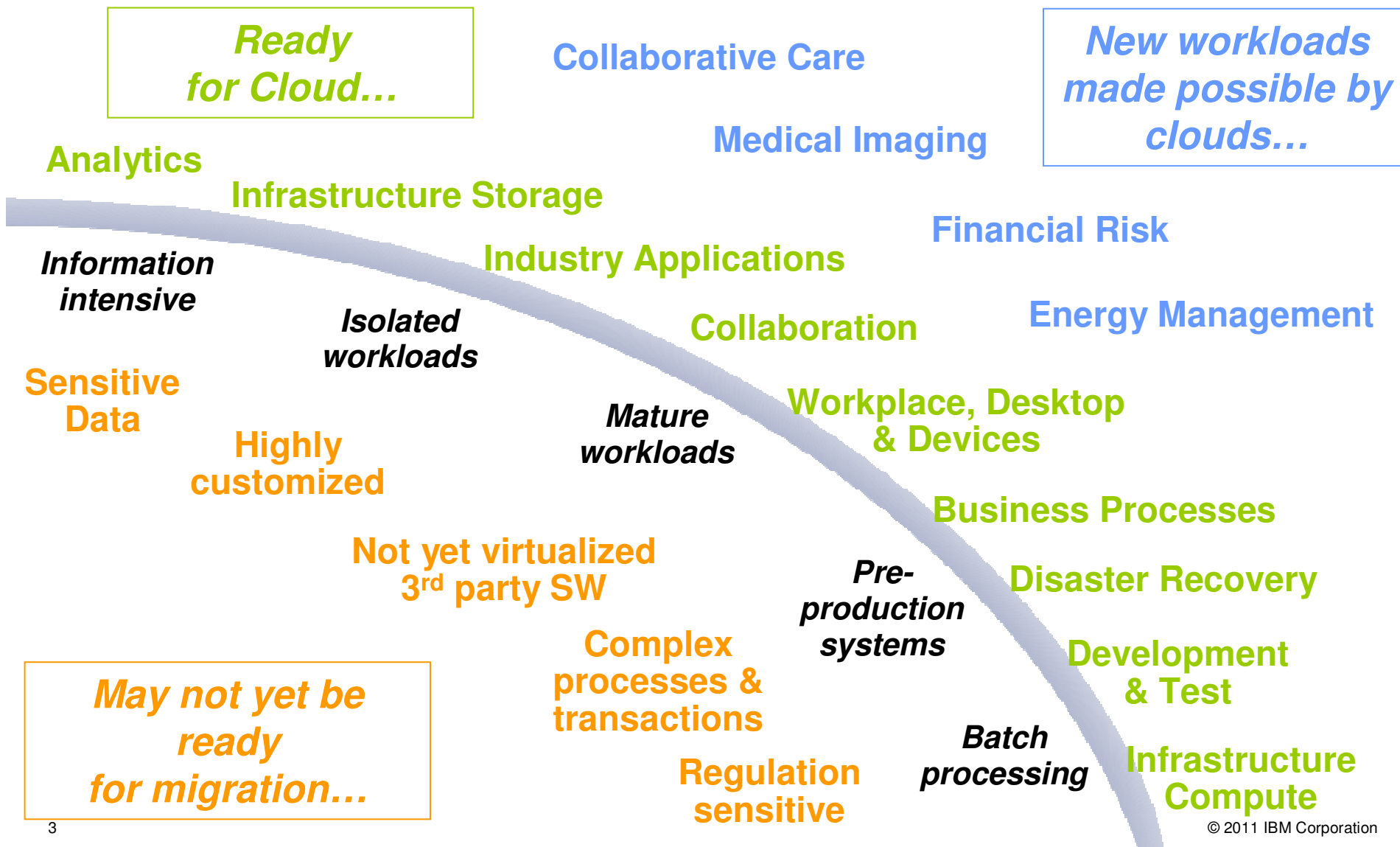


- Enabling new business models
- Supporting speed and innovation
- Re-engineering business processes
- Providing new levels of collaboration

... becoming a catalyst for transformation.

Cloud will be adopted based on workloads

Workload characteristics determine standardization



Considerations when adopting cloud computing

- **Cloud economics look compelling for some workloads**
 - Small companies will adopt as reliable, easy-to-use services are available
 - Scale economics are within reach of many enterprises
- **Cloud value in some cases will come from faster time to value**
 - Cloud provides speed and flexibility in some situations
 - New business opportunities can be enabled
- **Client migration will be work load driven**
 - Workload characteristics are critical
 - New workloads will emerge as cloud makes them affordable (eg pervasive analytics, Smart Healthcare)

Public vs. Private trade-off considerations

Benefits

- Increased Speed
- Lower Cost

Security

- Insecure or incomplete data deletion
- Isolation failure
- Malicious Insiders
- Management infrastructure compromise

Governance

- Resiliency
- Level and source of support
- Architectural & management control
- Compliance

Customization / specialization



For more information, please visit:
<http://www.ibm.com/cloud>