

CLOUD COMPUTING

AN OVUM MASTER CLASS

The Benefits and Challenges of Computing on the Cloud

COMMENTS FROM PREVIOUS ATTENDEES:
"A good format with good content and very well informed speakers. Excellent Organisation."
Principal Consultant, Netstore Plc

Overview

"I think there is a world market for maybe five computers."

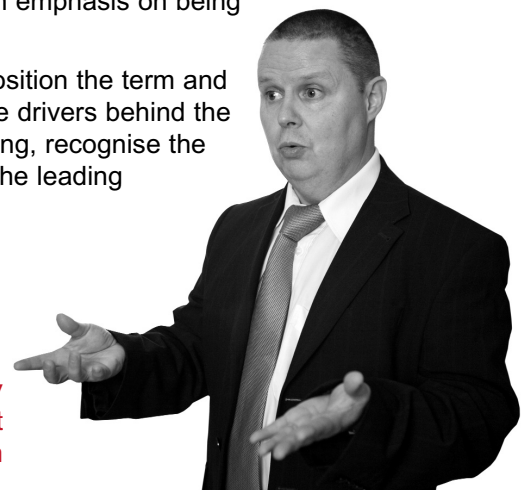
Attributed to Thomas J. Watson Sr. (1874-1956) while he was president of International Business Machines, this apocryphal quote could turn out to be true in a manner of speaking if one were to rephrase the statement thus: 'I think there is a world market for maybe five computer clouds.' But would five clouds be enough? And if so, what services would these clouds offer and how might an organisation benefit from using them rather than more traditional on-premises solutions?

Cloud computing is an evolving model that is best described in terms of business and IT functionality. Today, most business and IT system functions are delivered or supported by on-premises, functionally (or business unit) aligned IT systems. These systems are comprised of servers, networking equipment, and storage hardware, and are generally housed in a computer room, data centre, or other facility that is managed, controlled, or contractually bound to the organisation in question. If we replace the word 'cloud' with the word 'Internet', then things start to become easier to understand. 'Cloud computing' is, in effect, 'Internet computing', i.e. a computing model that uses Internet-based technologies to deliver a range of services.

However, it is important to understand the different classifications, or layers, which Cloud computing can operate at: Ovum uses a four layer model; Infrastructure, platform, software, and business services. Within, these layers there also exists a further complication, in that we do not believe initially that organisations will adopt to use 'public' clouds, rather the market will be separated into three classes; public, internal (organisations building their own on-premise solutions), and private (a mixture of public and internal but with an emphasis on being like a private club, by invitation only).

The objective of this Master Class is to introduce Cloud computing, and position the term and the different aspects of IT that the terms is now used to cover, examine the drivers behind the phenomena, understand the technologies that contribute to Cloud computing, recognise the benefits and challenges that currently exist, and examine the market and the leading vendor's strategies.

Roy Illsley
Senior Analyst
Ovum



Event Format

Formal Presentations

Ovum's Senior Analysts present the latest research and analysis on Cloud Computing. This enables you to gain a perspective on how the topic under discussion will impact your organisation.

Questions & Answers

You have opportunity to comment on and ask questions about the material covered at the end of each presentation, often leading to lively debate.

Case Studies

We invite carefully selected senior executives from end-user organisations, or independent domain experts, to share with you their practical experiences in developing the strategy or technology under discussion.

Networking

An important part of the Master Class is the opportunity for you to network with your peers, and to exchange thoughts and experiences on the topic under discussion. This takes place both during group discussions and on a one-to-one or one-to-few basis during breaks.

Key Themes

- What is Cloud Computing, and how will it transform the way IT is delivered and consumed.
- Why Cloud Computing is set to become the next big technology.
- The business challenges, opportunities, and benefits that Cloud Computing addresses.
- Why 'intelligent' management of the cloud infrastructure will become a significant influence on the added value that organisation's can extract from any investment in Cloud Computing.
- Understand the different classification of Cloud Computing and examine where they are applicable.

Benefits of Attending

- 100% independent content (industry sponsorship of these events is not permitted).
- Provides access to Ovum's many years of cross-industry expertise in many major technology and strategy areas.
- Information sharing between groups is key and our smaller audiences facilitate greater networking opportunities.

09:00 – 09:30	Registration
09:30 – 10:10	Introduction and So what is Cloud Computing
10:10 – 10:50	The business drivers and benefits of adopting the Cloud computing approach
10:50 – 11:20	Coffee and networking
11:20 – 12:00	Exploring the different approaches to Cloud Computing
12:00 – 12:40	The organisational challenges and barriers of adopting Cloud computing
12:40 – 13:40	Lunch and networking
13:40 – 14:20	Why governance is the key to Cloud computing success
14:20 – 15:00	Taking the first steps to moving into the Cloud
15:00 – 15:30	Tea and networking
15:30 – 16:00	The leading vendor's and their strategies:
16:00 – 16:30	Cloud Computing Trends
16:30 – 17:10	Open Questions and Answers
17:10 – 17:15	Close

Benefits

The Cloud Computing market is evolving rapidly and has witnessed many new entrants, and approaches, to delivering the capabilities of delivering IT as a service to the many different end-users IT departments serve. Today, much of the focus is on enabling organisations to make more flexible use of its IT infrastructure as well as increase the value they get from their investment in IT. This Master Class will take a holistic perspective on Cloud Computing, and discuss the different technologies, and the associated benefits and limitations accordingly. It is designed to inform senior decision makers from both business and IT about the opportunities that Cloud Computing offers and provides insight in to the different approaches and where they are most appropriate to use.

Four easy ways to register for these events:



By e-mail to:
conferences@ovum.com

Call us on:
+44 (0)1482 608390*

*Written confirmation is required for telephone registrations



To book on-line, please visit:
www.butlergroup.com/events.asp

Fax this booking form to:
+44 (0)1482 586180



Booking Details

Ovum subscribers are entitled to a discount. Detailed below. Discounts are also available for universities and registered charities. Please contact Andrew Wright for further details on: +44 (0)1482 608390 or e-mail: andrew.wright@ovum.com

I would like to attend the Cloud Computing Master Class to be held on 17 June 2010 in Edinburgh. (Please complete the table below.)

Option	Cost	Total
1 Delegate (Non-subscriber)	*£1195	
2 Delegates (Non-subscriber)	*£1795	
1 Delegate (Subscriber)	*£995	
2 Delegates (Subscriber)	*£1595	
Sub Total:		
VAT @ 17.5%: <small>(applies to UK events only)</small>		
Total:		

*All above prices are exclusive of VAT at 17.5%

Contact Details

Salutation: Name:
Position:
Company:
Address:

 Post code:
E-mail:
Phone:
Fax:

2nd Delegate Details

Salutation: Name:
Position:
E-mail:

3rd Delegate Details

Salutation: Name:
Position:
E-mail:

Payment Details

Please debit my MasterCard/Visa/Delta (please specify):

Card type:

Name on Card:

VAT/ BTW / MOMS / MWSN / IVA / FPA number for EU Companies not in UK (tax will be charged unless provided):

Card No:

Start Date: Expiry Date:

Security Code: Signature:

Cheque Enclosed – made payable to Butler Direct Ltd.

Please invoice my company: PO No:

Cancellation and Substitutions

- Should you be unable to attend the event, a substitute is welcome at no extra charge. Notification of any substitutions must be communicated to Butler Direct Ltd. prior to the event.
- Cancellation within 21 days of the event will require payment of 100% of the attendance fee. Notification of cancellation must be made in writing to Butler Direct Ltd.

Terms and Conditions

Where applicable, completed registration forms will be invoiced immediately and payment must be received on or before the due date. The due date is deemed to be 30 days from the date of invoice, or in the case of the event being earlier, no later than the date of the event. All fees are payable in full prior to the event unless otherwise agreed in writing with Butler Direct Ltd., an unpaid invoice may result in your registration being cancelled and refusal of admission to the event.

To book your place, e-mail: conferences@ovum.com or call: +44 (0) 1482 608 390