# Cloud Computing For Business The Open Group Guide

Emerging as an effective alternative to organization-based information systems, cloud computing has been adopted by many businesses around the world. Despite the increased popularity, there remain concerns about the security of data in the cloud since users have become accustomed to having control over their hardware and software. Security, Trust, and Regulatory Aspects of Cloud Computing in Business Environments compiles the research and views of cloud computing from various individuals around the world. Detailing cloud security, regulatory and industry compliance, and trust building in the cloud, this book is an essential reference source for practitioners, professionals, and researchers worldwide, as well as business managers interested in an assembled collection of solutions provided by a variety of cloud users.

This book develops an IT strategy for cloud computing that helps businesses evaluate their readiness for cloud services and calculate the ROI. The framework provided helps reduce risks involved in transitioning from traditional “on site” IT strategy to virtual “cloud computing.” Since the advent of cloud computing, many organizations have made substantial gains implementing this innovation. Cloud computing allows companies to focus more on their core competencies, as IT enablement is taken care of through cloud services. Cloud Computing and ROI includes case studies covering retail, automobile and food processing industries. Each of these case studies have successfully implemented the cloud computing framework and their strategies are explained. As cloud computing may not be ideal for all businesses, criteria are also offered to help determine if this strategy should be adopted.

Emerging developments in cloud computing have created novel opportunities and applications for businesses. These innovations not only have organizational benefits, but can be advantageous for green enterprises as well. Cloud Computing Technologies for Green Enterprises is a pivotal reference source for the latest scholarly research on the advancements, benefits, and challenges of cloud computing for green enterprise endeavors. Highlighting pertinent topics such as resource allocation, energy efficiency, and mobile computing, this book is a premier resource for academics, researchers, students, professionals, and managers interested in novel trends in cloud computing applications.

Exploring the Cloud Computing (CC) commercial landscape as it matures; this book asserts that the key ingredient in sustaining the Software as a Service (SaaS) business model is subscription renewal. Chronicling the evolution and future trajectory of the CC concept, the authors examine the new paradigm it is creating for the distribution of computer software applications among business-to-business (B2B) clients. CC enabled SaaS has been fundamentally changing the revenue expectations and business model for the application software industry, and impacting on how SaaS providers pursue, acquire and retain B2B clients. Securing SaaS subscription renewal is critical to the survival and prosperity of this business as attrition can have a significant impact on the financial viability of SaaS businesses based on this model. Focusing on the B2B client and the SaaS industry dependency on renewal subscriptions delivered through the CC channel, the primary research presented in this book seeks to examine the key drivers behind the B2B SaaS subscription renewal decision and, in doing so, to explore the recurring revenue framework for the Cloud SaaS business.

The primary purpose of this book is to capture the state-of-the-art in Cloud Computing technologies and applications. The book will also aim to identify potential research directions and technologies that will facilitate creation a global market-place of cloud computing services

supporting scientific, industrial, business, and consumer applications. We expect the book to serve as a reference for larger audience such as systems architects, practitioners, developers, new researchers and graduate level students. This area of research is relatively recent, and as such has no existing reference book that addresses it. This book will be a timely contribution to a field that is gaining considerable research interest, momentum, and is expected to be of increasing interest to commercial developers. The book is targeted for professional computer science developers and graduate students especially at Masters level. As Cloud Computing is recognized as one of the top five emerging technologies that will have a major impact on the quality of science and society over the next 20 years, its knowledge will help position our readers at the forefront of the field.

Cloud computing represents a sea change in the delivery of IT-dependent business services...but how does it shape enterprise priorities and actions? In The Death of Core Competency, Michael O'Neil argues that in the 'day of cloud', the key issue is the ability to apply cloud-based automation within each task and across all processes, creating an entirely new enterprise operating model. Executives who focus on a handful of core competencies will be eclipsed by firms led by management that is in tune with the efficiency gains, the expanded reach and the improved business insight delivered by cloud business infrastructure. The Death of Core Competency also includes a 12-step guide to building a strategic framework for deploying cloud-based business capabilities, experience-based insight and practical guidance on business planning and cloud adoption, and an analysis of what staff members, IT management and corporate executives need to understand – and do – to capitalize on the zero-friction future.

Cloud Computing: Business Trends and Technologies provides a broad introduction to Cloud computing technologies and their applications to IT and telecommunications businesses (i.e., the network function virtualization, NFV). To this end, the book is expected to serve as a textbook in a graduate course on Cloud computing. The book examines the business cases and then concentrates on the technologies necessary for supporting them. In the process, the book addresses the principles of – as well as the known problems with – the underlying technologies, such as virtualization, data communications, network and operations management, security and identity management. It introduces, through open-source case studies (based on OpenStack), an extensive illustration of lifecycle management. The book also looks at the existing and emerging standards, demonstrating their respective relation to each topic. Overall, this is an authoritative textbook on this emerging and still-developing discipline, which •Guides the reader through basic concepts, to current practices, to state-of-the-art applications. •Considers technical standards bodies involved in Cloud computing standardization. •Is written by innovation experts in operating systems and data communications, each with over 20 years' experience in business, research, and teaching.

The author is beyond excited about the potential that comes from new ventures. One of the key characteristics of successful entrepreneurs is courage, but courage only is most often far too little and can end up in a fiasco soon. The author is convinced that there is a set of rules that is valid for most companies. Knowledge and usage of this set of rules could make an entrepreneurs life much easier. The key question within this book is: 'What aspects of business development are of tremendous importance for Software as a Service start up companies?' In order to find some answers to this question the author defined a pattern by outlining his findings within a fictional company called CashOnePro.

This edited book presents contributions from three different areas: cloud computing, digital mess and business algorithms on a single platform, i.e. Digital Business. The book is divided into four sections: (i) Digital Business Transformation, (ii) Cloud Computing, (iii) IOT & Mobility, and (iv) Information Management & Social Media, which are part of a holistic approach to information management and connecting the value chains of businesses to derive more throughput in the entire business ecosystem. Digital business is a niche area of computer science and business management, and its dimension is vast – it includes technologies such as cloud computing, Internet of Things, mobile platforms, big data applied in areas like ERP, data mining and business intelligence. Digital technologies have also challenged existing business models and will continue to do so. One of the key driving forces is the capacity of innovation and the commercialization of information and communication technologies. Providing insights into the new paradigm of digital business, the book is a valuable resource for research scholars, academics and professionals.

This book describes the landscape of cloud computing from first principles, leading the reader step-by-step through the process of building and configuring a cloud environment. The book not only considers the technologies for designing and creating cloud computing platforms, but also the business models and frameworks in real-world implementation of cloud platforms. Emphasis is placed on “learning by doing,” and readers are encouraged to experiment with a range of different tools and approaches. Topics and features: includes review questions, hands-on exercises, study activities and discussion topics throughout the text; demonstrates the approaches used to build cloud computing infrastructures; reviews the social, economic, and political aspects of the on-going growth in cloud computing use; discusses legal and security concerns in cloud computing; examines techniques for the appraisal of financial investment into cloud computing; identifies areas for further research within this rapidly-moving field.

CEO's Guide to Cloud Computing

A close look at cloud computing's transformational role in business Covering cloud computing from what the business leader needs to know, this book describes how IT can nimbly ramp up revenue initiatives, positively impact business operations and costs, and how this allows business leaders to shed worry about technology so they can focus on their business. It also reveals the cloud's effect on corporate organization structures, the evolution of traditional IT in the global economy, potential benefits and risks of cloud models and most importantly, how the IT function is being rethought by companies today who are making room for the coming tidal wave that is cloud computing. Why IT and business thinking must change to capture the full potential of cloud computing Topics including emerging cloud solutions, data security, service reliability, the new role of IT and new business organization structures Other titles by Hugos include: Business Agility: Sustainable Prosperity in a Relentlessly Competitive World and Essentials of Supply Chain Management, 2nd

Edition Practical and timely, this book reveals why it's worth every company's time and effort to exploit cloud computing's potential for their business's survival and success.

Everything you wanted to know about Cloud Computing but were afraid to ask. This book would be more appropriately titled "The Encyclopaedia of Cloud Computing." It covers just about every aspect of Cloud Computing you would be concerned about, from high-level overviews of the different technologies that might be appropriate for upper management, to a very nice series of "hands on" chapters that walk you through experimenting with several of the Cloud Computing options. Whether you need a quick primer on Cloud Computing so you can talk shop with those with more detailed knowledge, or want to get a sense of the benefits of the different technologies and how they fit into the big picture of the data center, this book is an invaluable resource. It gives you the vocabulary and understanding of how all the pieces fit together that websites and technical manuals often miss. A must-buy comprehensive introduction. This book assumes you know nothing about Cloud Computing and quickly reviews some of the buzzwords that frequently get thrown around. It provides a detailed introduction to key topics including Options, and managing a Cloud Computing Project. For business analysts, there is an informative chapter on cost-benefit analysis and several chapters on best practices and pitfalls. With energy costs, flexibility and scalability becoming a major factor in IT budgets, Cloud Computing will become even more widespread in the future. This is the best introductory book for practitioners and delivers a great overview of the complex world of Cloud Computing, it provides a broad and comprehensive view of the complex world of Cloud Computing, covering a large amount of territory. All of the major Cloud Computing technologies are discussed, along with the various drivers for implementing Cloud Computing, and how to manage migrating to a Cloud Computing environment. What makes this book stand out from most other resources on the topic is its tone. You're helpfully guided through the issues and tradeoffs in making a number of decisions on the what, where, when and how of Cloud Computing. This is extremely helpful for an IT manager who needs to come up to speed in a short period of time. This book is a Well-written technical overview with a great business focus, it is written in a conversational style that contains very clear, succinct conceptual information and technical details interspersed with very pertinent and well-focused stories. The writing style and very well organized structural approach to the topics makes this book very readable by technology analysts, CIOs, and technical project managers who need to be able see the big picture of the "forest through the trees" in order to understand the total corporate ROI issues with Cloud Computing technology. Conversely, the book is well suited to industry technologist and software engineers who want to obtain a quick basic working knowledge of the "detailed roots" of Cloud Computing technology but otherwise would never have been exposed to the broader applicability and global consequences of this very fundamental approach. The well-organized structure of the

book as independent parts, each containing independent chapters, makes it possible to pick and chose what information or level of technical detail is of interest to the reader while still allowing for interrelated topics to be introduced in the proper logically dependent sequence. Chapters such as "Common Terminology," "Companies involved in Cloud Computing," "Why Cloud Computing?," "Benefits of Cloud Computing," "Cloud Computing Technologies," "Components of Cloud Computing," "Migration to Cloud Computing" and "Contracts, Agreements and Legal Implications" are precisely what CIOs, IT managers, and technologists need to know.

Doctoral Thesis / Dissertation from the year 2014 in the subject Computer Science - Commercial Information Technology, grade: 4.5, Egerton University, language: English, abstract: Cloud computing has 3 primary service models including SaaS, IaaS and PaaS, which are classified depending on the level for which a service user interacts with the service provider's systems in accessing memory, processing power and storage. Deployment models of cloud computing include hybrid, community, public and private clouds depending on the approach to hosting and the number of clients sharing a resource. Due to the prohibitive nature of private cloud computing and requirement for specialized systems in community clouds, the most suitable approach to cloud computing for small and medium enterprises is public cloud computing. In this regard, this study was aimed at determining the extent to which implementation of public cloud computing by enterprise companies is feasible. Due to the cultural and the absence of law in Saudi Arabia ensuring the protection of data in the cloud, challenges in implementing cloud computing in the country are related to adherence to the data governance structure. For instance, privacy and security are important for enterprise companies since the local culture values the safeguarding of family and individual information. In addition, information transferred through the cloud system must adhere to the conservative philosophy and data privacy, which limits the level of compatibility in cloud computing between Saudi Arabia and the western world. Since most service providers are based in the west, companies have to identify a service provider that tailors its products to suit the market in Saudi Arabia. Therefore, implementation of public cloud computing in Saudi Arabia is feasible as long as companies select a service provider with a positive reputation, limit posting of sensitive information to the cloud server, and implement cloud computing gradually to avert

This open access book brings together perspectives from multiple disciplines including psychology, law, IS, and computer science on data privacy and trust in the cloud. Cloud technology has fueled rapid, dramatic technological change, enabling a level of connectivity that has never been seen before in human history. However, this brave new world comes with problems. Several high-profile cases over the last few years have demonstrated cloud computing's uneasy relationship with data security and trust. This volume explores the numerous technological, process and regulatory solutions presented in academic literature as mechanisms for building trust in the cloud, including GDPR in Europe. The massive acceleration of digital adoption resulting from the COVID-19 pandemic is introducing new and significant security and privacy threats and concerns. Against this backdrop, this book provides a timely reference and organising framework for

considering how we will assure privacy and build trust in such a hyper-connected digitally dependent world. This book presents a framework for assurance and accountability in the cloud and reviews the literature on trust, data privacy and protection, and ethics in cloud computing.
Cloud computing has caused a marketing fog, confusing business executives seeking to understand the technology's potential applications and business benefits. A Quick-Start Guide to Cloud Computing cuts through the industry hype and provides non-technical explanations about what it is and how it can improve your business. With case studies from large and small business, it shows how enabling a remote workforce and sharing resources can reduce your organisation's carbon footprint. It describes: the benefits of cloud computing; how to choose the right supplier and technologies for your particular business; key security issues and the perils and pitfalls to avoid. This Quick Start Guide puts business needs before technology, enabling you to make confident decisions about IT strategy, make the right choices for your business and reject 'solutions' that fix problems you don't have.
In today’s dynamic business environment, IT departments are under permanent pressure to meet two divergent requirements: to reduce costs and to support business agility with higher flexibility and responsiveness of the IT infrastructure. Grid and Cloud Computing enable a new approach towards IT. They enable increased scalability and more efficient use of IT based on virtualization of heterogeneous and distributed IT resources. This book provides a thorough understanding of the fundamentals of Grids and Clouds and of how companies can benefit from them. A wide array of topics is covered, e.g. business models and legal aspects. The applicability of Grids and Clouds in companies is illustrated with four cases of real business experiments. The experiments illustrate the technical solutions and the organizational and IT governance challenges that arise with the introduction of Grids and Clouds. Practical guidelines on how to successfully introduce Grids and Clouds in companies are provided.
Service Level Agreements for Cloud Computing provides a unique combination of business-driven application scenarios and advanced research in the area of service-level agreements for Clouds and service-oriented infrastructures. Current state-of-the-art research findings are presented in this book, as well as business-ready solutions applicable to Cloud infrastructures or ERP (Enterprise Resource Planning) environments. Service Level Agreements for Cloud Computing contributes to the various levels of service-level management from the infrastructure over the software to the business layer, including horizontal aspects like service monitoring. This book provides readers with essential information on how to deploy and manage Cloud infrastructures. Case studies are presented at the end of most chapters. Service Level Agreements for Cloud Computing is designed as a reference book for high-end practitioners working in cloud computing, distributed systems and IT services. Advanced-level students focused on computer science will also find this book valuable as a secondary text book or reference.
GETTING TO CLOUD explores the power base under cloud computing, its impact on the IT industry, on businesses and on users of high demand applications. Cloud challenges business and IT managers to look at their technical requirements in new ways. An uncomfortable but critical analysis to ensure that your business will not lose competitive edge in a world where technology is emerging as a key differentiator. GETTING TO CLOUD answers all those questions resellers, IT managers and consultants are struggling with in their pursuit of the truth about what is, and what is not cloud computing. GETTING TO CLOUD answers questions such as: * What is the difference between a private and public cloud? * What are the main benefits of virtualization, and how do we migrate our servers? * How will Cloud impact my business as an IT reseller? * What impact will Cloud have on enterprise IT roles and responsibilities? * How do I know the best use of Cloud for my business? * What cost benefits are there for virtualization and for Cloud? * How do I define a migration roadmap for our IT resources into the

Cloud? * What questions do I need to consider for in my business case? This book clears away the hype and delivers hope to a brighter IT future. Gail opens up all the issues and opportunities around Cloud, and using her well known direct writing style delivers an unbiased concise and compelling account of the opportunities Cloud presents and how both vendors and businesses can take advantage of these opportunities. With detailed questionnaires and in-depth cost benefit analysis, GETTING TO CLOUD delivers usable guidelines for taking your business on the journey to Cloud.

Master's Thesis from the year 2011 in the subject Engineering - Industrial Engineering and Management, grade: 1, Vienna University of Technology, course: Business Engineering and Computer Science, language: English, abstract: Climate change and the impact it has on our lives have forced many governmental and also non-governmental organizations to conceive of new rules, regulations, and standards to control CO2 and greenhouse gas (GHG) emissions. Calculating the energy efficiency and reducing the electricity consumption in data centers are important steps towards greening the IT in organizations. Several studies have shown that by migrating into the cloud, companies in most cases could reduce their costs in addition to decreasing their greenhouse gas emissions. Unfortunately, lack of guidelines and varying and limited services from different cloud providers, have made the adoption of appropriate Cloud services a challenge for many organizations. In this regard, there is a vital need to study and analyze available services from different cloud vendors and provide enterprises with the best solutions available regarding their specific business requirements. This thesis focuses on cloud computing and its efficiency for individual organizations. It attempts to study the potential benefits of cloud computing by taking the environmental and energy consumption advantages into consideration. Cloud Computing is not a new concept and has been a hype term in recent years. Cloud computing is based on the available technologies and it is all about using a new term for the existing technologies. But the question is why to create a new name for what already exists? The answer to this question is closely related to the potential that Cloud computing has for organizations. It is all about conversion of capital expenditure (CAPEX) to the operational expenditure (OPEX) and the possible advantages that this conversion could have for any organization that choses to migrate into the Cloud. In the following, upon introducing the cloud computing concept and its related technologies, business functions and processes, information systems available for enterprises are explored. Later, based on the required business processes and functions of organizations, a comprehensive market analysis is carried out. For this purpose different cloud providers and their available services are analyzed. I developed an ontology for cloud computing based on the market analysis. This thesis is an attempt to make the process of mapping business processes/functions to cloud services easier by providing organizations with a matrix of cloud services/business processes (distribution of market) and an ontology for cloud computing.

This book uses principles of Service Science to explain the dynamics driving the adoption of cloud computing in the industry. Cloud as Service covers that evolution of enterprise computing platforms to application-specific cloud platforms or ASCPs aligned to business needs. This book also covers processes for developing and building ASCPs while also providing insight to executives, managers and technologists in corporations, large and small using or delivering cloud services, cloud service providers as well as equipment manufacturers and software and application vendors participating in cloud supply chains. For business, the appeal of cloud computing must go beyond the notion of convenient, on-demand access of networked pooled access to computing resources. Industry leaders have learned to apply cloud computing to become more nimble, cost effective, and customer engaging as they strive for competitive advantage regardless of size. These companies define and build cloud platforms customized for their needs rather than using someone else’s. Business have a holistic, end-to-end view of platform planning, platform development, supply chains and operations and are able to collapse platform development times to a fraction of

the original time. These companies also understand that strategies for selling to the cloud market are essentially incomplete; and that in order to be successful they must become cloud service businesses themselves, incorporating cloud technologies in their engineering, IT, sales and marketing, and delivery processes. What You'll Learn: Historical perspective to provide insight into the dynamics driving cloud evolution today State of the art in IT requirements and cloud solutions The value of User Experience (UX) driven design principles The crucial roles of Service Brokers and Service Assurance Managers The landscape of emerging cloud services and what they mean to your enterprise Service Portals and Enterprise Service Buses Who This Book Is For: The readership comprises CIOs, CTOs, data center architects, solution architects and application engineers trying to get a grip and understand a rapidly changing industry. Educational institutions building a systems integration curriculum might find this book useful as a reference. Developers may want to go through this book to understand how their work fits in the cloud ecosystem.

The ultimate guide to assessing and exploiting the customervalue and revenue potential of the Cloud A new business model is sweeping the world—the Cloud. And,as with any new technology, there is a great deal of fear,uncertainty, and doubt surrounding cloud computing.Cloudonomics radically upends the conventional wisdom,clearly explains the underlying principles and illustrates throughunderstandable examples how Cloud computing can create compellingvalue—whether you are a customer, a provider, a strategist,or an investor. Cloudonomics covers everything you need toconsider for the delivery of business solutions, opportunities, andcustomer satisfaction through the Cloud, so you can understandit—and put it to work for your business. Cloudonomicsalso delivers insight into when to avoid the cloud, and why. Quantifies how customers, users, and cloud providers cancollaborate to create win-wins Reveals how to use the Laws of Cloudonomics to define strategyand guide implementation Explains the probable evolution of cloud businesses andecosystems Demolishes the conventional wisdom on cloud usage, IT spend,community clouds, and the enterprise-provider cloud balance Whether you're ready for it or not, Cloud computing is here tostay. Cloudonomics provides deep insights into the businessvalue of the Cloud for executives, practitioners, and strategistsin virtually any industry—not just technology executives butalso those in the marketing, operations, economics, venturecapital, and financial fields.

Increase efficiency while saving money with “on-demand” computing The biggest game-changing force in business since the creation of the Internet, cloud computing simplifies and lowers the cost of operations while providing flexibility and power you never dreamed possible. Make your strategic move now, with Management Strategies for the Cloud Revolution! "Management Strategies for the Cloud Revolution is an important work that captures the concepts and technological advances fueling the rapid adoption of cloud computing today. It illuminates how specific core technologies have led to the emergence of those patterns as the foundation for the next generation of IT-managed infrastructure." —Rich Wolski, Chief Technology Officer and cofounder of Eucalyptus Systems, Inc., and Professor of Computer Science at the University of California, Santa Barbara “Explains in marvelously plain English how clouds will change our world. . . . If the potential of cloud computing doesn’t excite you now, it will after you read this book. Buy a copy and put it on your CEO’s desk. Babcock explains it all.” —Paul Gillin, bestselling author of The New Influencers “A valuable primer and handbook. It will help you master the technology and follow the story as innovators craft the future of cloud computing.” —Ted schadler, VP and Principal Analyst, Forrester Research, Inc., and coauthor of Empowered “This readable,

thought-provoking book will be especially useful to business professionals and practitioners." Choice magazine About the Book Everyday business as we know it is poised for a monumental shift, courtesy of cloud computing—the biggest game-changer since the creation of the Internet itself. There's no doubt about it: If you want to compete in the future, you must begin educating yourself about cloud computing now. From InformationWeek editor Charles Babcock, a leading authority on the business benefits and pitfalls of cloud computing, Management Strategies for the Cloud Revolution provides the tools every manager needs to create a new business strategy that harnesses all the power cloud computing has to offer. Cloud computing is the equivalent of renting time on a computing infrastructure over the Internet, rather than building your own from the ground up. Access to the cloud is growing quickly, and the benefits are undeniable. Those who begin incorporating cloud computing into their business strategy will enjoy: Dramatic Cost Savings: The cloud makes available innovative technologies that would otherwise be too expensive. Ubiquitous Access: Employees can access the server power they need anytime, anywhere, and send it the program they want to run. Unprecedented Agility: Business processes and business infrastructures can be altered quicker than ever. Steady Traffic Flow: Even during peak loads, systems in the cloud can overcome bottlenecks and expand to meet the user's needs. Working on the cloud, your analysts, business intelligence experts, and researchers can access large-scale, high-speed, highly reliable systems while paying only for short-term use. You didn't set up your own electrical grid to power your computers. Why pay big money to use them when you don't have to? The cloud is on the horizon, and it's looming larger by the day. Learn how to take full advantage of it with Management Strategies for the Cloud Revolution.

This important text provides a single point of reference for state-of-the-art cloud computing design and implementation techniques. The book examines cloud computing from the perspective of enterprise architecture, asking the question; how do we realize new business potential with our existing enterprises? Topics and features: with a Foreword by Thomas Erl; contains contributions from an international selection of preeminent experts; presents the state-of-the-art in enterprise architecture approaches with respect to cloud computing models, frameworks, technologies, and applications; discusses potential research directions, and technologies to facilitate the realization of emerging business models through enterprise architecture approaches; provides relevant theoretical frameworks, and the latest empirical research findings.

True to form, Melvin Greer's futurist thinking provides new applicability to Software as a Service that identifies ways of reducing costs, creating greater efficiencies, and ultimately providing significant long-term value through business transformation. He continues to be on the cutting edge of merging business function evolution and technology innovation to increase customer satisfaction and return on investments. Kevin Manuel-Scott, chairman and CEO, RONIN IT Services, LLC Melvin Greer provides an excellent guide to the Cloud computing IT model with a solid overview of concepts, business aspects, technical implications, benefits, challenges, and trends. Definitely a must read' for IT managers and enterprise architects considering adoption of this flexible, beneficial business model within their organization. John Magnuson, senior staff engineer, Lockheed Martin This book offers the most comprehensive view of Cloud computing and SaaS on the market today. The author skillfully lays out a game plan

for government and commercial entities alike looking to stay relevant in this burgeoning business paradigm. Ken Brown, program account executive, IBM Federal Almost every business reaches a time when the fundamentals change. This time is referred to as a strategic inflection point. Adopting new technology or fighting the competition may not be enough when these critical moments arise. That's because inflection points build up force so quickly that organizations may have a hard time even putting a finger on what has changed. The way a firm responds could propel it to new heights or lead to its demise. Over the last few years, industry has begun developing a model of information technology known as Cloud computing, which includes Software as a Service. This new model has reached an inflection point and will give users the choice to purchase IT as a service, as a complement to, or as a replacement of the traditional IT software/hardware infrastructure purchase. It's time for businesses to transform how they approach advanced software and innovative business models so they can achieve real agility. If you are a decision maker involved with the deployment of information technology, then it's imperative that you understand Software as a Service Inflection Point. ABOUT THIS BOOKDigital Transformation is not only about modernising organisational operations; it's also the endurance against cyberwar - in today's digital world, businesses have to transform, or they will inevitably rot. This book provides the path to digital transformation through the adoption of Cloud Computing to help construct intelligent enterprises, with discussions on business assessment, digital implementation and effective cloud management. It explains the essence of Cloud Service Models, Cloud Service Providers, Cloud Ecosystem, Cloud Adoption and Migration techniques. It guides the required convergence for Cloud Service Management, Governance, Skill Optimisation, Data Management, Cloud Process Development and much more modern approaches. The majority of the language in this book is straight-forward and non-technical, making it accessible for anybody from any background. Reflective questions are included at the end of each chapter for academic usage, and over 45 figures are incorporated.EARLY REVIEWSThe most comprehensive and up-to-date publication I have seen on the topic. This book goes beyond the broader technical aspects. It shows how companies can gain a competitive advantage through cloud strategy, which makes it a must-read for IT managers and executives alike. - Dr Thomas Frankl (Professor and Department Head, International University in Geneva, Switzerland)With a pragmatic approach and simple language, Enamul Haque has cracked the codes of digital transformation through Cloud Computing as a strategy for sustainable growth for organisations. It is not only a guide for practitioners but also a ready-reference for students who want to conceptualise a complex hypothesis in straight-forward terms. - Dr S M A Moin (Associate Head of Research and Scholarship, Coventry University, UK)This is a brilliant, rigorous and visionary analysis of the disruptive impact of digital transformation with an influential explanation of how Cloud Computing, when implemented ensuring security, privacy and ethical implications, can revolutionise business transformation. Digital Transformation Through Cloud Computing is a marvellous and timely book. With his unique talent and experience, Enam has captured and clearly outlined the main challenges of the technology that we are facing and provided practical solutions. - Lee Bennning (Managing Architect, Cloud & Edge Services, Capgemini UK)This book is an excellent summary of relevant and useful frameworks and tools which can be used when navigating through the turbulent seas of digital transformation. - Jiska Druey (Head of IIOT Practice,

Benelux and Nordics, Atos, Finland)An indispensable book for anyone who wants to master the subject. An insightful account of digital transformation that gives a new perspective on the strategies for cloud solutions. Enamul Haque's brilliant book reveals details that will help you understand what exactly you need to plan your digital journey. - Fabio Valeri, Director, Products and Services (AR & VR Solutions), Emozionella s.l, ItalyABOUT THE AUTHOREnamul Haque is an IT expert with over 26 years of substantial industry experience. He's a strategic performance consultant and IT transformation specialist. He has worked with and advised many of the world's best-known organisations on their business transformation and service integration strategies, including the UN, UNHCR, UNCC, ITU, Cisco, Swisscom, Ericsson, HP, Nokia, IBM, Accenture, TCS, ServiceNow, BMC, Microsoft, Oracle, PwC, HCL Technologies, ELC, SC Johnson, Cadent, Alstom, A.T. Kearney, Dixons, Capgemini, DLG, Heathrow Airport Holdings and Chanel, among many others. He writes on the topics of Digital Transformation, Cloud Service Management, Knowledge Management and IT Service Management for various outlets including LinkedIn, SlideShare, organisational blogs and educational forums.

Guide to Cloud Computing for Business and Technology Managers: From Distributed Computing to Cloudware Applications unravels the mystery of cloud computing and explains how it can transform the operating contexts of business enterprises. It provides a clear understanding of what cloud computing really means, what it can do, and when it is practical to use. Addressing the primary management and operation concerns of cloudware, including performance, measurement, monitoring, and security, this pragmatic book: Introduces the enterprise applications integration (EAI) solutions that were a first step toward enabling an integrated enterprise Details service-oriented architecture (SOA) and related technologies that paved the road for cloudware applications Covers delivery models like IaaS, PaaS, and SaaS, and deployment models like public, private, and hybrid clouds Describes Amazon, Google, and Microsoft cloudware solutions and services, as well as those of several other players Demonstrates how cloud computing can reduce costs, achieve business flexibility, and sharpen strategic focus Unlike customary discussions of cloud computing, Guide to Cloud Computing for Business and Technology Managers: From Distributed Computing to Cloudware Applications emphasizes the key differentiator—that cloud computing is able to treat enterprise-level services not merely as discrete stand-alone services, but as Internet-locatable, composable, and repackageable building blocks for generating dynamic real-world enterprise business processes.

The Book helps the reader to understand how to use the Microsoft and Google Drives and related applications for the benefit of theri Business.

The importance of demonstrating the value achieved from IT investments is long established in the Computer Science (CS) and Information Systems (IS) literature. However, emerging technologies such as the ever-changing complex area of cloud computing present new challenges and opportunities for demonstrating how IT investments lead to business value. Recent reviews of extant literature highlights the need for multi-disciplinary research. This research should explore and further develops the conceptualization of value in cloud computing research. In addition, there is a need for research which investigates how IT value manifests itself across the chain of service provision and in

inter-organizational scenarios. This open access book will review the state of the art from an IS, Computer Science and Accounting perspective, will introduce and discuss the main techniques for measuring business value for cloud computing in a variety of scenarios, and illustrate these with mini-case studies.

The Open Group’s long awaited guidance on Cloud is now published! Cloud Computing is the major evolution today in computing. It describes how the internet has enabled organizations to access computing resources as a commodity and when needed – in much the same way as households access household utilities. For Enterprises with complex and expensive IT systems, the idea of paying on demand for someone else to provide IT services is attractive. This authoritative guide is specifically designed for business managers to understand the benefits that can be achieved; including Improved timeliness and agility Resource optimisation Control and reduction of costs More innovation Increased security Decreased exposure to risk Demonstration of compliance Improved quality of support Improved business continuity resource The authoritative title, published by the globally respected Open Group, gives Managers reliable and independent guidance that will help to support decisions and actions in this key operational area.

The ubiquity of technology has not only brought the need for computer knowledge to every aspect of the modern business world; it has also increased our need to safely store the data we are now creating at a rate never experienced before. Delivery and Adoption of Cloud Computing Services in Contemporary Organizations brings together the best practices for storing massive amounts of data. Highlighting ways cloud services can work effectively in production and in real time, this book is an essential reference source for professionals and academics of various disciplines, such as computer science, consulting, information technology, information and communication sciences, healthcare, and finance.

The easy way to understand and implement cloud computing technology written by a team of experts Cloud computing can be difficult to understand at first, but the cost-saving possibilities are great and many companies are getting on board. If you've been put in charge of implementing cloud computing, this straightforward, plain-English guide clears up the confusion and helps you get your plan in place. You'll learn how cloud computing enables you to run a more green IT infrastructure, and access technology-enabled services from the Internet ("in the cloud") without having to understand, manage, or invest in the technology infrastructure that supports them. You'll also find out what you need to consider when implementing a plan, how to handle security issues, and more. Cloud computing is a way for businesses to take advantage of storage and virtual services through the Internet, saving money on infrastructure and support This book provides a clear definition of cloud computing from the utility computing standpoint and also addresses security concerns Offers practical guidance on delivering and managing cloud computing services effectively and efficiently Presents a proactive and pragmatic approach to implementing cloud computing in any organization Helps IT managers and staff understand the benefits and challenges of cloud computing, how to select a service, and what's involved in getting it up and running Highly experienced author team consults and gives presentations on emerging technologies Cloud Computing For Dummies gets straight to the point, providing the practical information you need to know.

Masterarbeit aus dem Jahr 2012 im Fachbereich Informatik - Technische Informatik, Ewha Womans University, Sprache: Deutsch, Abstract: “It’s stupidity. It’s worse than stupidity: it’s a marketing hype campaign.”1 Richard Stallmann, founder of Free Software Foundation and creator of the computer operating system GNU (GNU’s Not Unix), quoted in The Guardian about Cloud Computing paradigm on September 29, 2008. Without any doubts Cloud Computing – is THE current buzzword in the information and telecommunication industry since 2007. The hype around Cloud Computing is impressive, but also confusing, as Stallmann’s quotation reveals. Among various market research

institutes, governmental agencies of different countries or business consultancies, the market of Cloud Computing services will increase immense. For example, Forrester Research predicts that the global market from $ 40,7 billion in 2010 will rise to $ 241 billion per year by 2020 (Ried, Kisker 2011, p. 3). The existence and enormous growth of the Cloud Computing services is obvious, but mere the fact, what exactly is Cloud Computing, still occurs for confusion. The scholars around Armbrust et al. (2010) quoted Larry Ellison, CEO of Oracle, “The interesting thing about Cloud Computing is that we’ve redefined Cloud Computing to include everything that we already do. . . . I don’t understand what we would do differently in the light of Cloud Computing other than change the wording of some of our ads.” The term Cloud Computing is used in the Information Technology (IT) industry and research area for about four years and is consider as the next revolution of the IT sector. Although the phenomenon of Cloud Computing is still in its infant stage, it is considered to be a strategic change point of information technology (Chorafas 2011, p. 58). Among many scholars Cloud Computing is seen as an innovation of computing, Koch and Breul (2009) discuss: “If industry analysts are correct, we are at an inflection point — a true paradigm change — in the evolution of computing.” The evolution process of Cloud Computing is diversified and will be discuss in more detail in the subsequent section 2.4 of this paper. The main problem remains about Cloud Computing paradigm is a widely accepted definition of Cloud Computing services (Vaquero et al. 2009).Hence, even for service providers and consumers it is difficult to delimit the area of Cloud Computing services.

Gain a competitive advantage and join the technology revolution helping businesses grow Discover how smart businesses are using cloud computing technology to slash IT costs, work more productively and grow faster. This easy-to-understand guide to cloud computing for business shows you: How to stop firefighting IT problems and use technology to work more effectivelyHow you can work from anywhere safely and securely with your desktop at your fingertipsHow to guarantee the security of your data and reduce the risk of hacker attacksHow to ensure your business never suffers data loss Cloud computing expert and industry veteran, Chris Brownlee, presents the most-readable, business-friendly book on The Cloud ever written. Designed for business owners and entrepreneurs, Cloud Computing For Business, explains the many benefits being realised by businesses across the globe from joining the cloud computing revolution.