CCA
CLOUD COMPUTING ASSOCIATION
&
DCIA
Distributed Computing Industry Association
proudly present:

WELCOME

CLOUD COMPUTING
EAST 2013
Revolutionizing Business Processes in
Government, Healthcare & Financial Services
MAY 19-21, 2013
Boston Marriott Copley
Place, Boston MA

WELCOME TO BOSTON CONFERENCE OVERVIEW

- *Don Buford, CCA*
- *Marty Lafferty, DCIA*

utilities
distributed
control
network
syndication
parallal
transactions
infrastructure-as-a-service
cloud
storage
ownership
software-plus-services
web
compliance
sustainability
quality-of-service
accountability
scalability
interoperability
throughput
security
performance
access
subscription
architecture
platform-as-a-service
assurance
applications
privacy
computing
loosely-coupled
policies
integration
multi-tenancy
software-as-a-service
resiliency
utility
business
open-source
management
identity
services
authorization
virtualization
SLA
grid
governance
service-oriented
stewardship
authentication
XML
reliability
data
bandwidth
visibility
integrity
agility

The Challenge

Add new services for your users, developers, and IT departments quickly and cost effectively.

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Expand your Infrastructure!
Buy new servers, increase your software costs, provision more data-center capacity!!

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Look to the cloud!
Pay for the bandwidth and server resources that you need. When your push is done then turn the whole thing off!

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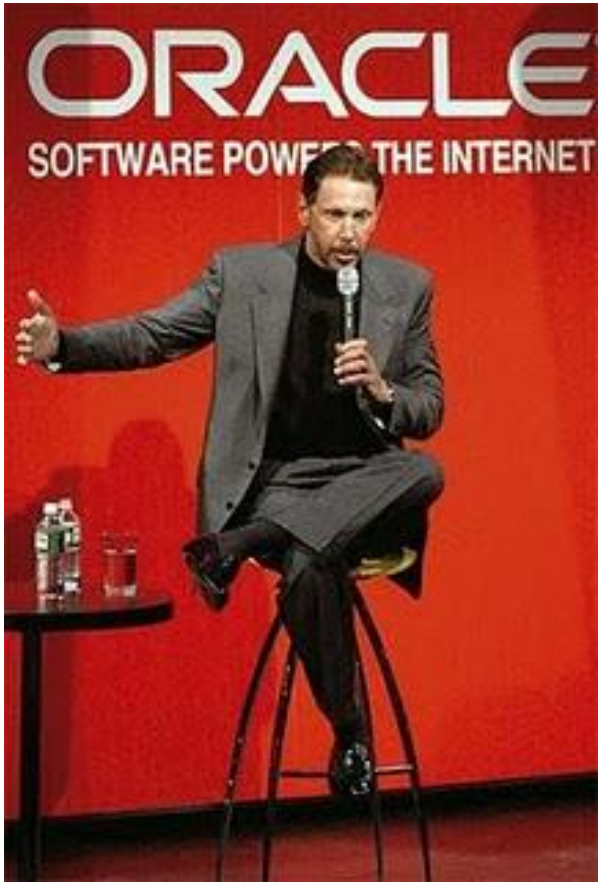

The interesting thing about cloud computing is that we've redefined cloud computing to include everything that we already do. The computer industry is the only industry that is more trend-driven than women's fashion. Maybe I'm an idiot, but I have no idea what anyone is talking about. What is it? It's complete gibberish. It's insane. When is this idiocy going to stop?

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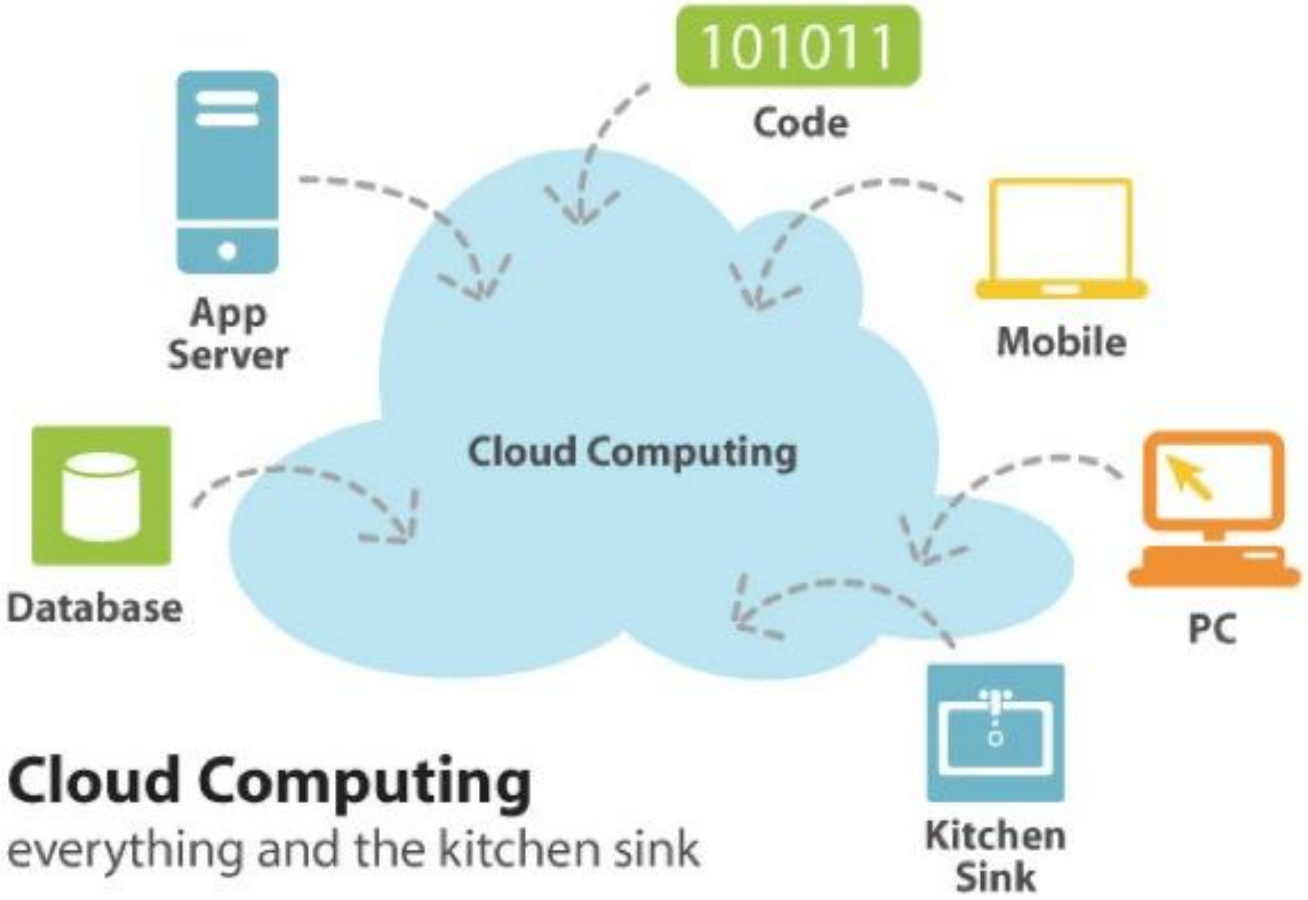

Cloud Computing

everything and the kitchen sink

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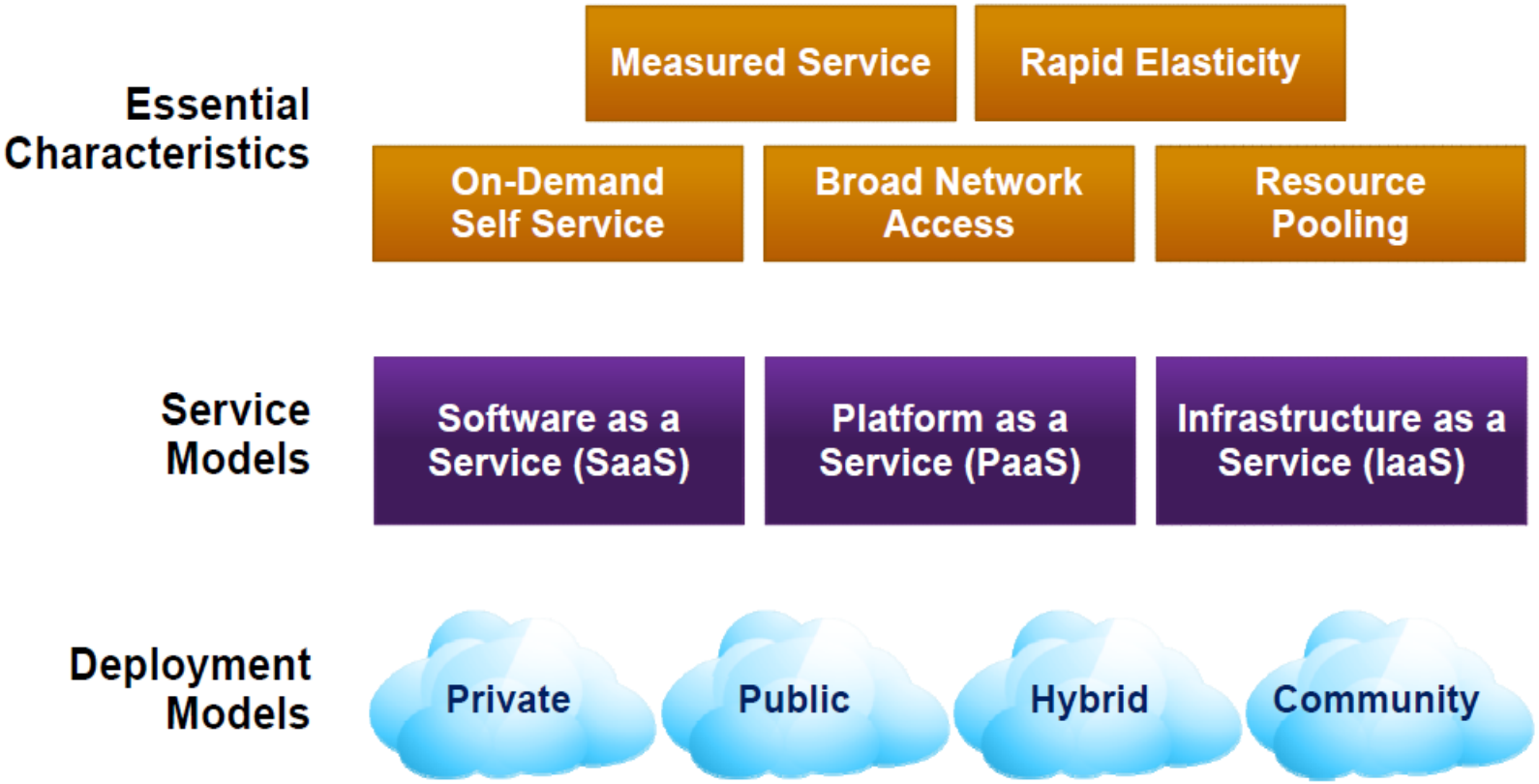
Cloud Definition from NIST



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Pros and Cons

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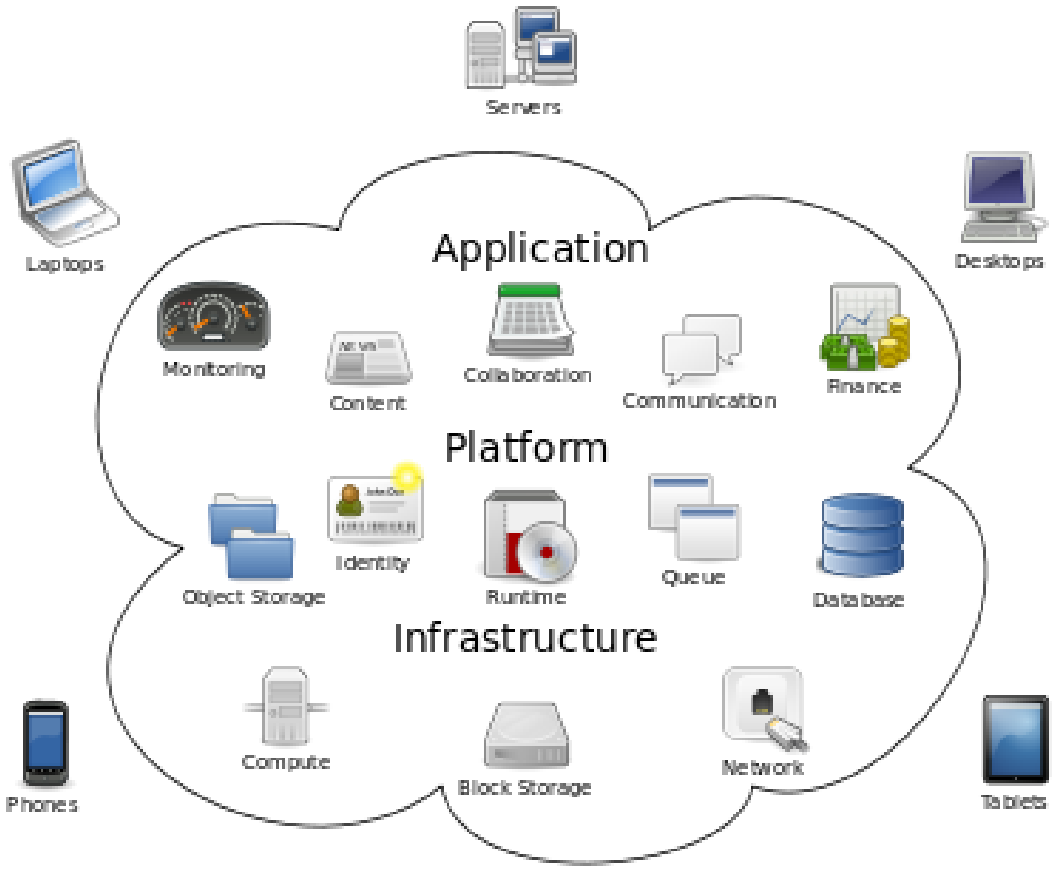
THE STATE OF CLOUD COMPUTING ADOPTION

- *Marty Lafferty, DCIA*
- *Stefan Bewley, Altman Vilandrie*
- *Fabian Gordon, Ignite Technologies*
- *Cameron Jahn, Citrix ShareFile*



Cloud Computing

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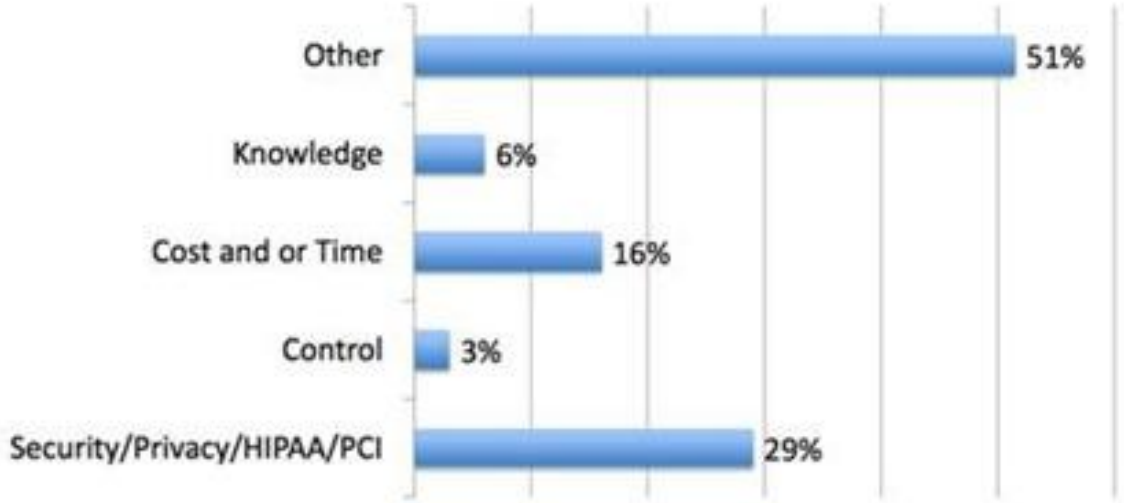
LATEST TRENDS, NEWEST OFFERINGS

- *Ross Freedman, DCIA*
- *Brad Maltz, Lumenate*
- *Jason Warman, Aspera*
- *Dan Rooney, Kronos*
- *Adam Edwards, AppNeta*
- *Omar Torres, VeriStor Systems*

What are the biggest barriers to deploying the cloud?



Open Text question. Results are accurate, but with a lower precision than the rest of the survey.

* Multiple answers permitted – results add up to more than 100%

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CURRENT OBSTACLES TO ADOPTION

- *Sari Lafferty, DCIA*
- *Brian Benfer, Citrix ShareFile*
- *Larry Freedman, EWP*
- *Larry Veino, Presidio*

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TAKE THE BORE OUT OF BOARDROOM

Workshop by Wes & Amy Peper

Take the Bore out of Boardroom

Amy Peper, DTM
Wes Peper, DTM

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“You’ll find boredom where there is an absence of a good idea.”

Earl Nightingale

Within these Presentations…

- ☐ Technical
- ☐ Marketing
- ☐ Sales

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Technical

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Focus on…

1. Understanding
2. Visual Aids
3. Delivery

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Focus on…

1. Understanding
2. Visual Aids
3. Delivery

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Focus on…

1. Understanding
2. **Visual Aids**
3. Delivery

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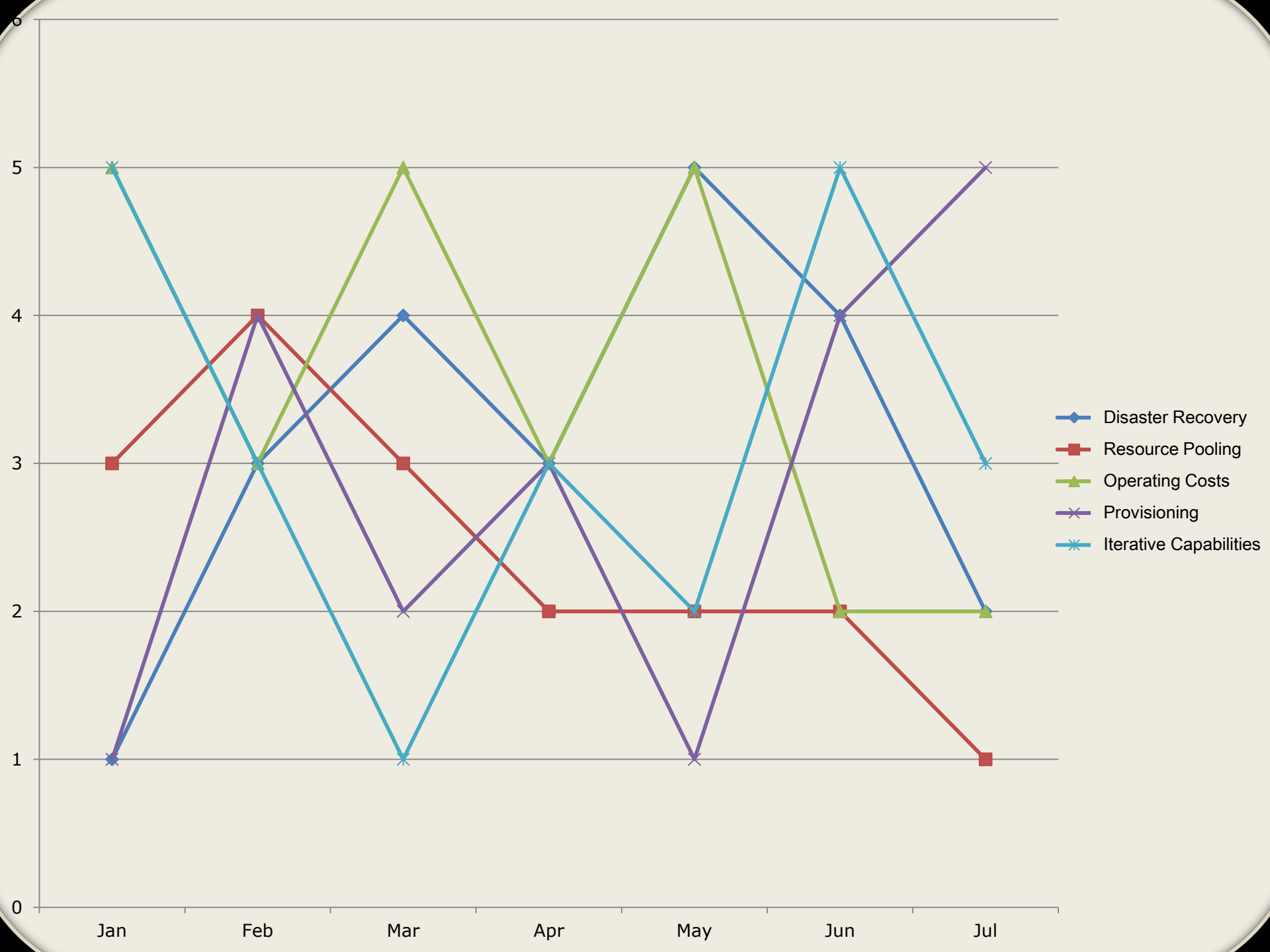
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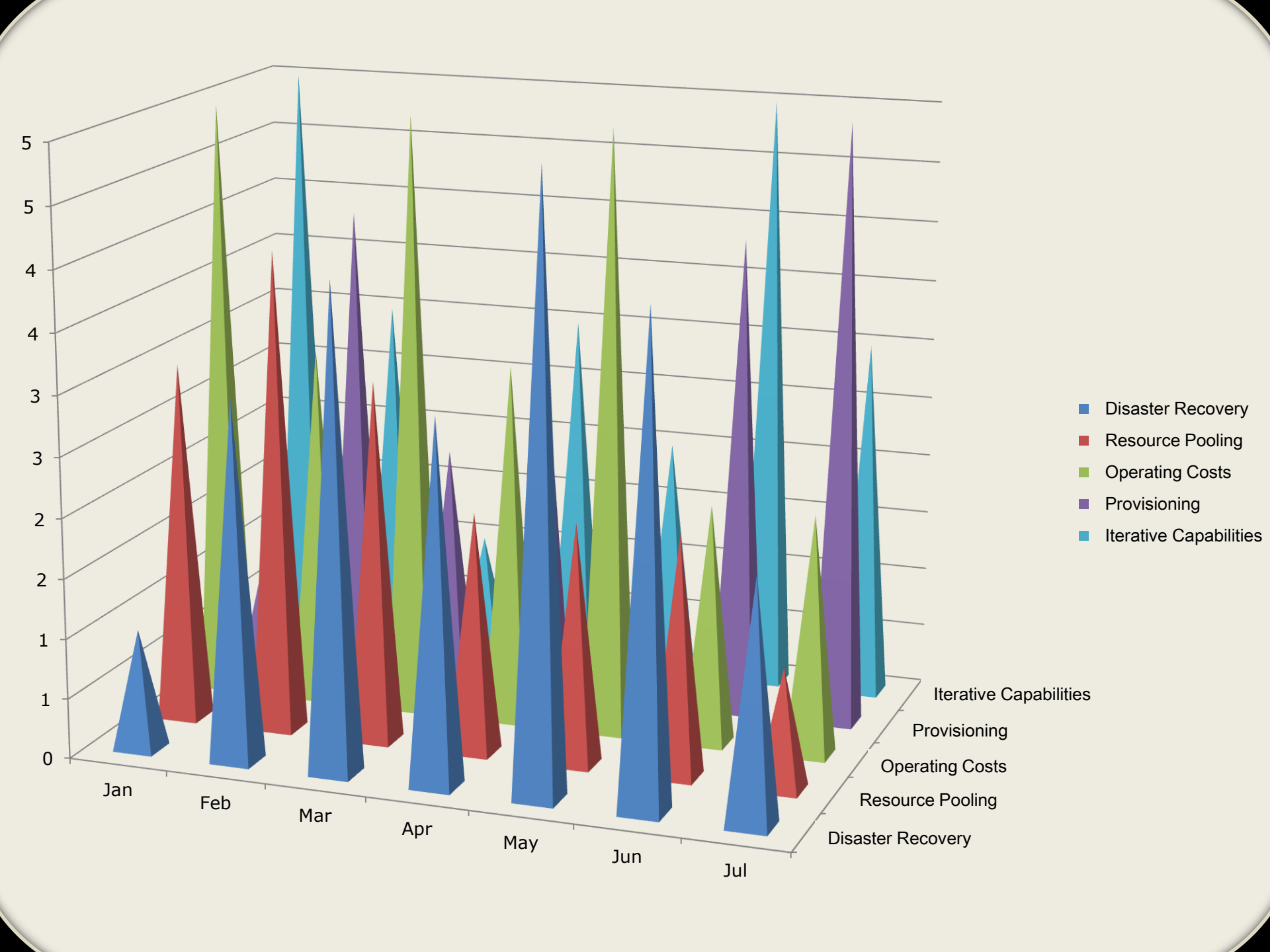
Disaster Recovery
Resource Pooling
Operating Costs
Provisioning
Iterative Capabilities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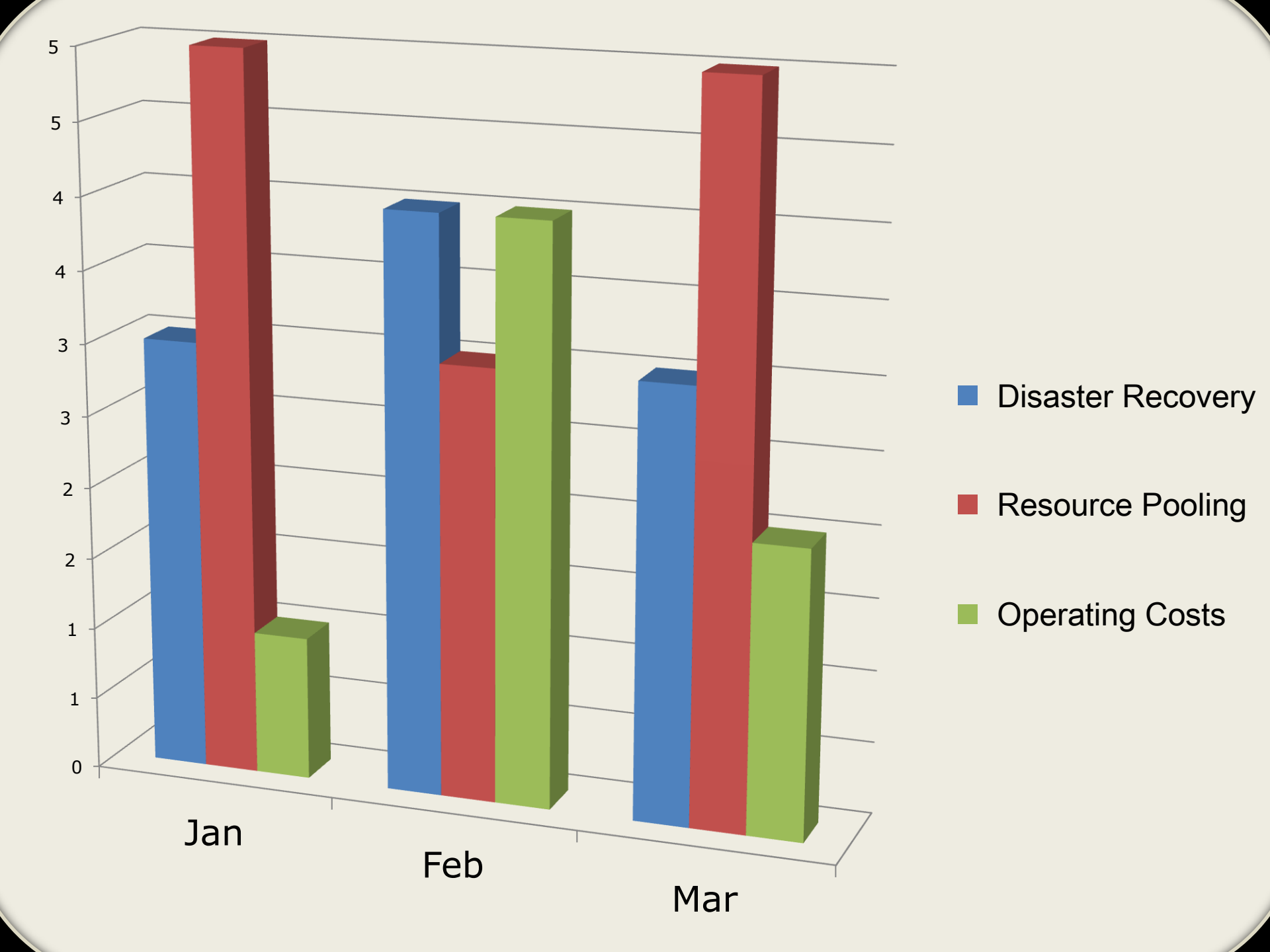
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Disaster Recovery
Resource Pooling
Operating Costs

Focus on…

1. Understanding
2. Visual Aids
3. **Delivery**

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Marketing

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Sales

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Switched Art

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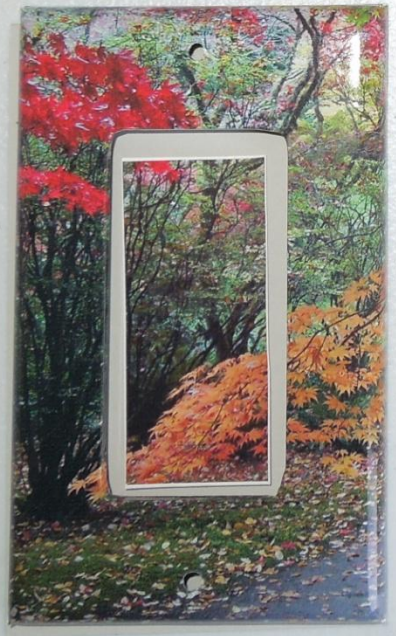

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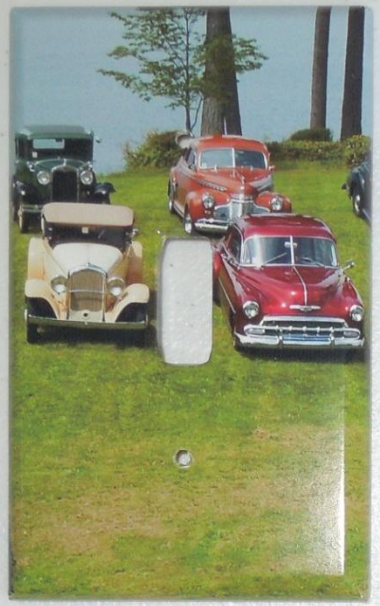

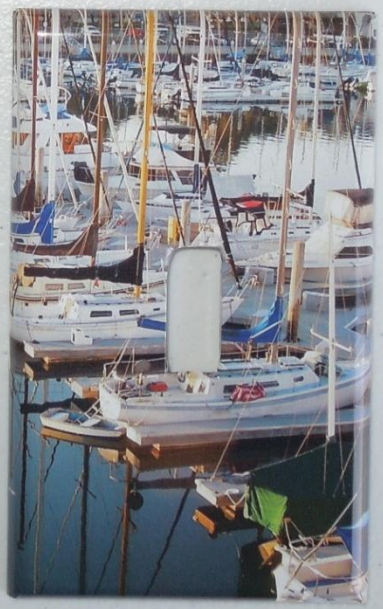

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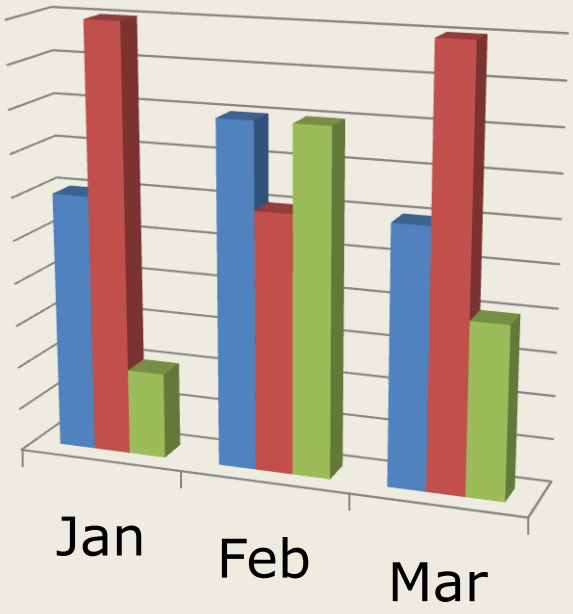
Deliver Dynamic Presentations

Technical Marketing Sales



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QUESTIONS

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This leads to...

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Success*

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*in the boardroom

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