



Managing the Risks of Cloud Adoption

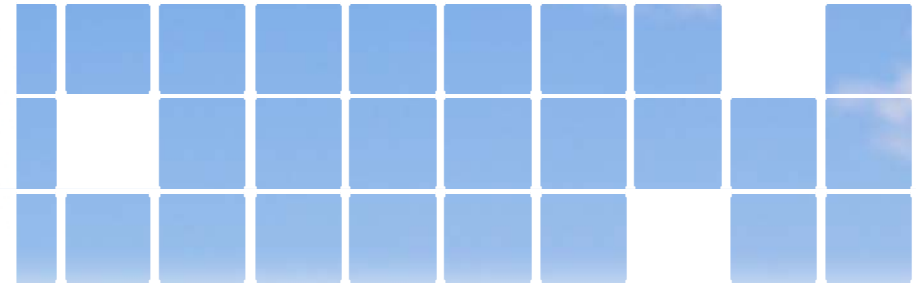
P2P & CLOUD MEDIA SUMMIT

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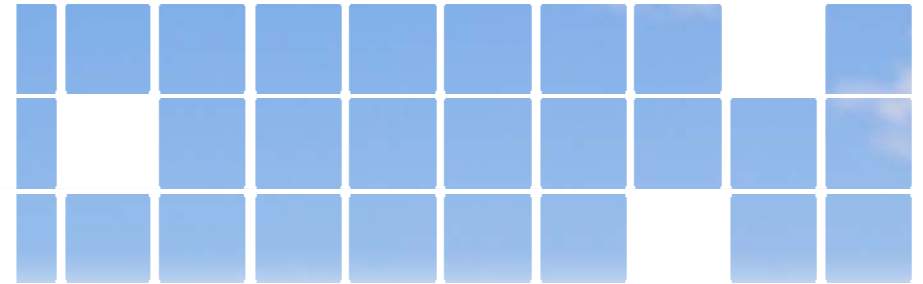
Agenda



- **Cloud Marketplace**
- **Benefits and Opportunities**
- **Operational and Business Considerations**
- **Risk Mitigation Strategies**
- **Future of the Cloud**
- **Q&A**



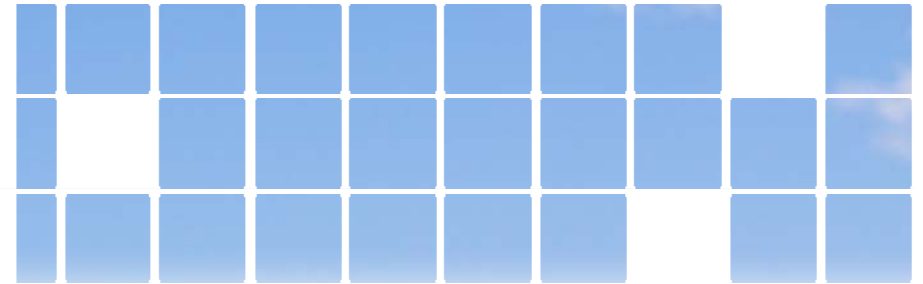
Cloud Marketplace



- Many interpretations of “cloud”
- Evolution of cloud services
- Delivery models
- State of adoption



Benefits and Opportunities



- Online consumers
- Innovation
- Cost savings
- Technical maturity
- Scalability



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Operational and Business Considerations

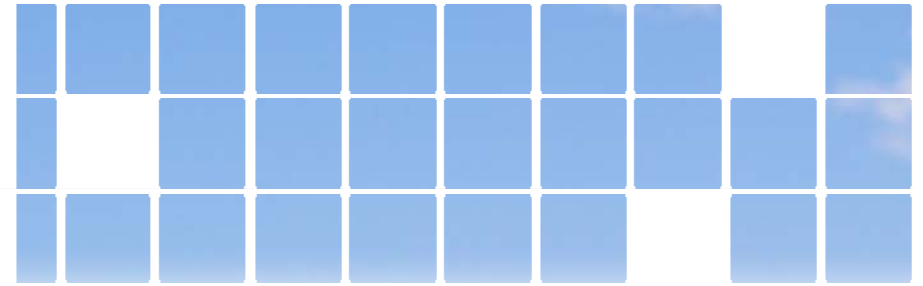
- Security and privacy
- Availability
- Revenue operations
- Business intelligence
- Customer management
- Compliance



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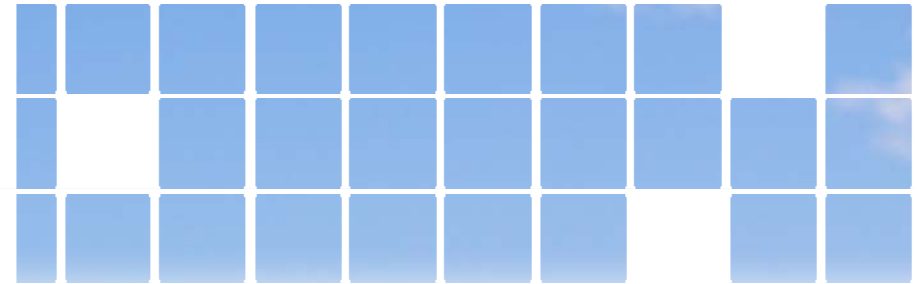
Risk Mitigation Strategies



- Unified risk and compliance program
- Risk assessment
- Due diligence
- Contracting
- Auditing and ongoing monitoring



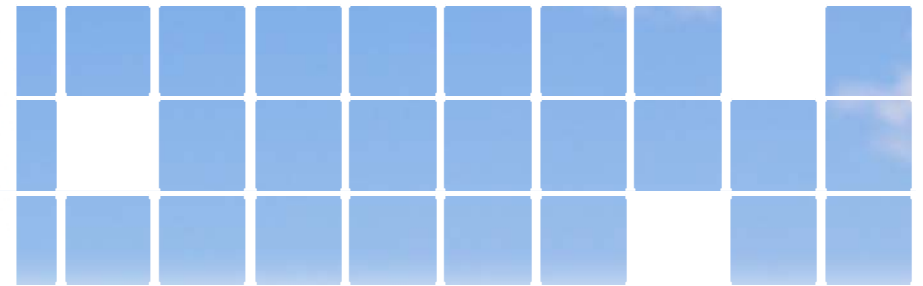
Future of the Cloud



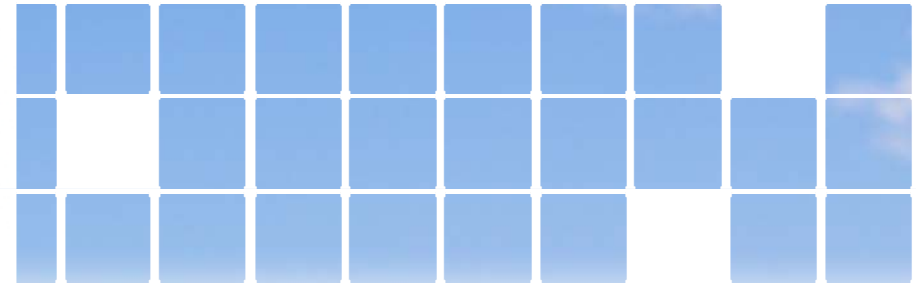
- Continued innovation
- Business transformation
- Security and practical risk management



Q&A



For More Information



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