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# The Cloud Continuum

and the implications and opportunities of  
Cloud Computing

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The Future of Business



## Agenda

- What is Cloud Computing?
- The Cloud Continuum
- The Implications of Cloud Computing
- The Opportunities of Cloud Computing



# About Fronde

## Corporate Information

- a New-Zealand based IT services company
- servicing customers in NZ and overseas
- from offices in Auckland and Wellington
- IT Systems integrator and mobile products company
- Focus on Cloud Computing:
  - Google Enterprise Partner
  - Microsoft Gold Partner
  - Salesforce.com Partner
  - Netsuite Partner
  - And more...



# Cloud Computing

## Definition #1

*Cloud computing is a style of computing in which dynamically scalable and often virtualized resources are provided as a service over the Internet.*

*Users need not have knowledge of, expertise in, or control over the technology infrastructure "in the cloud" that supports them.*

*Wikipedia*



# Cloud Computing

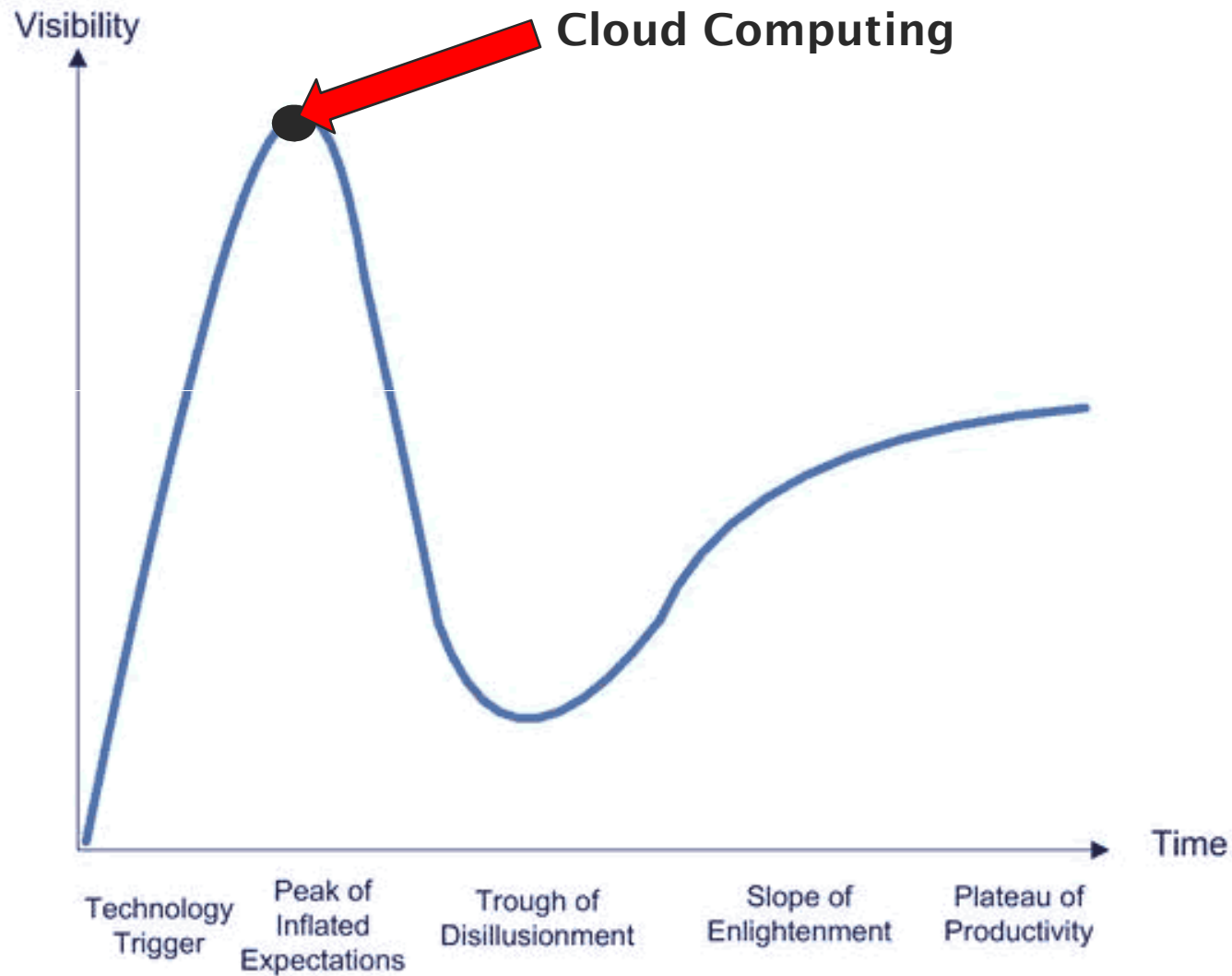
## Definition #2

1. The service is accessible via a web browser or web services API.
2. Zero capital expenditure is required to get started.
3. You pay only for what you use as you use it.

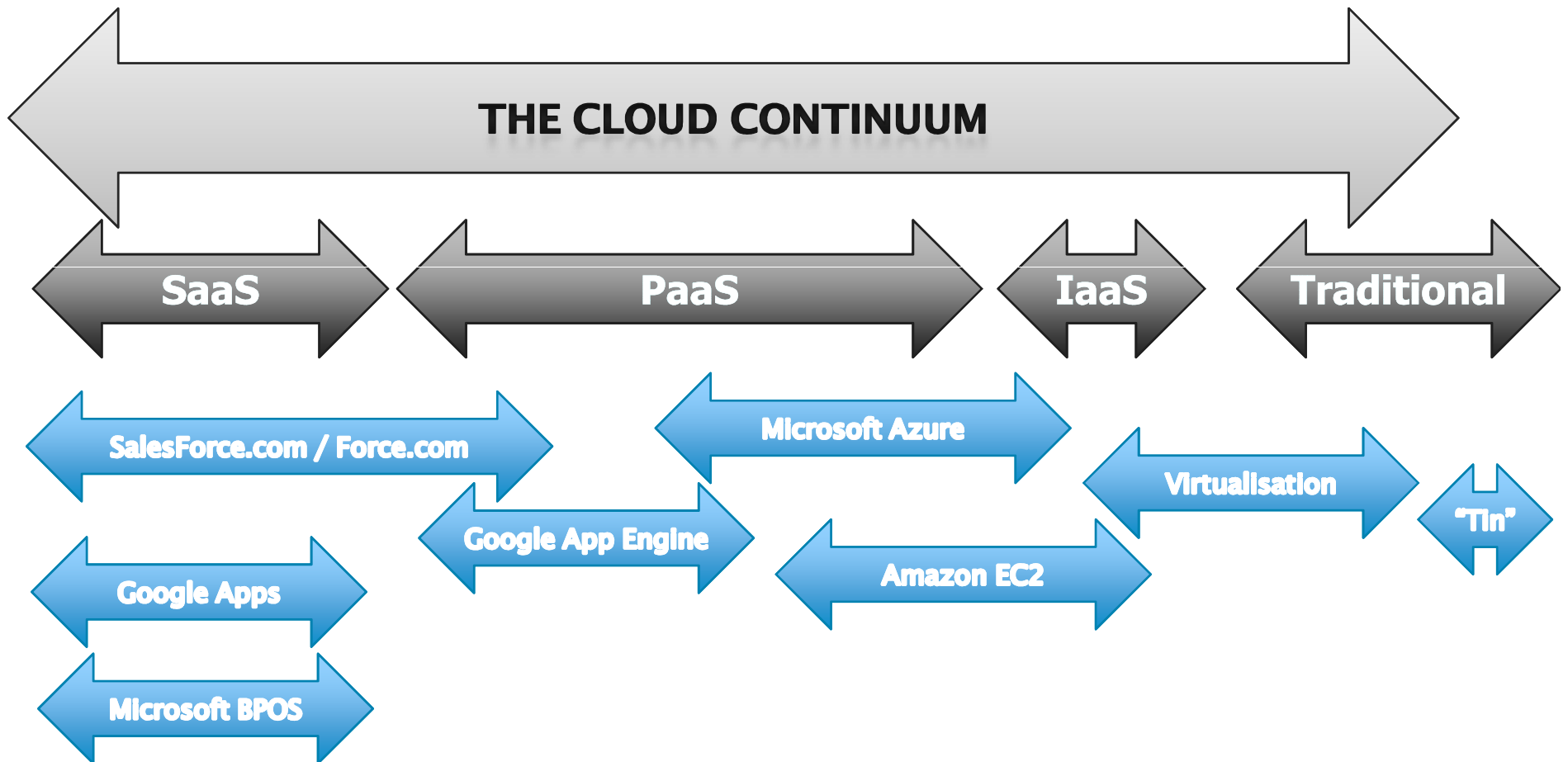
*Cloud Application Architectures, O'Reilly – George Reese*

# What's all the fuss about?

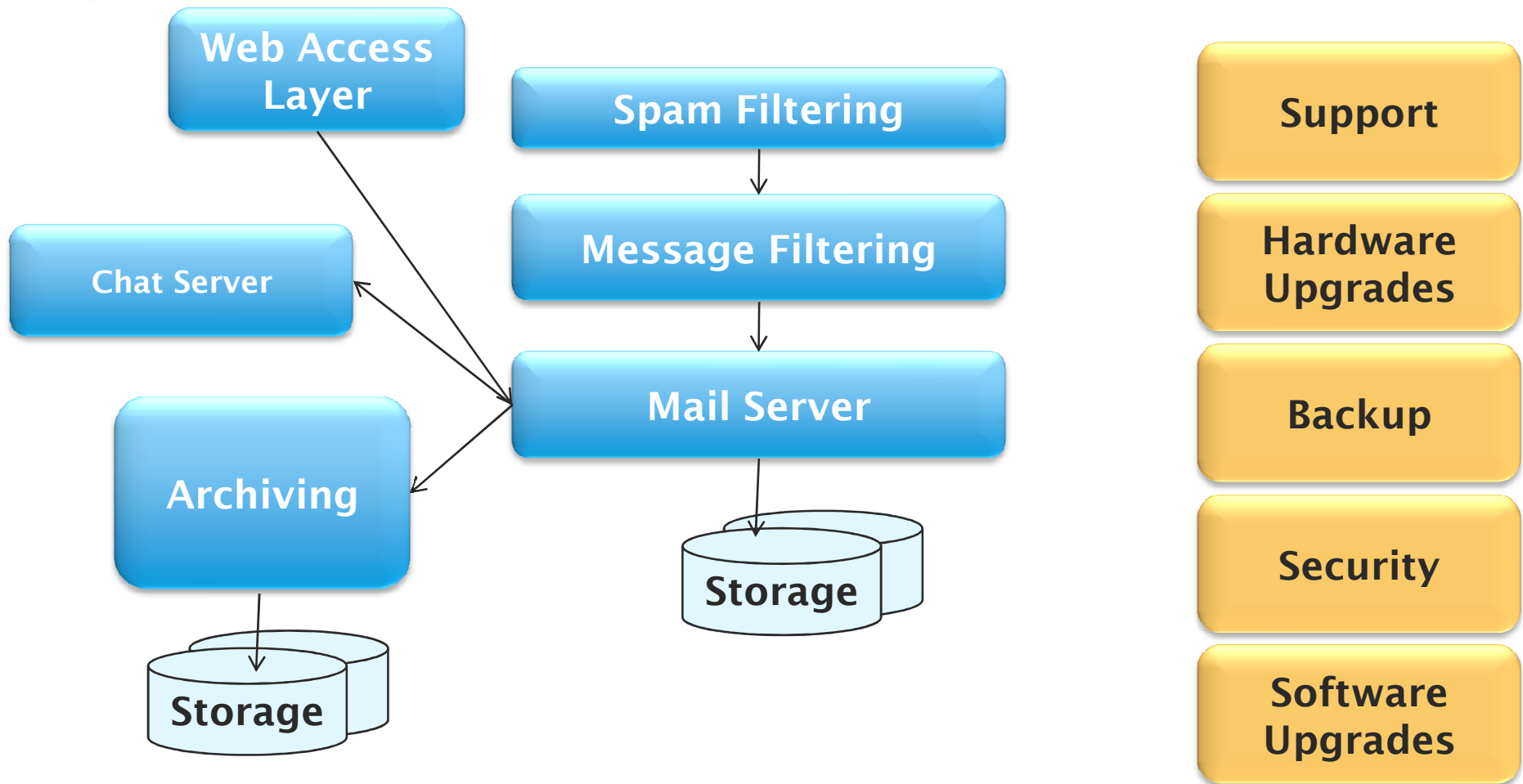
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# “The Cloud Continuum”



# The case for “Cloud” Email services



## The implications of Cloud Computing

- Implicit need for good connectivity.
- The immense scale of the IaaS and PaaS offerings from Google, Microsoft etc. make direct competition very difficult.
- Enterprise level offerings at a “pay as you go” rate.
- Time to market significantly faster.
- Infrastructure complexity significantly reduced.
- A shift from capital expenditure to operational expenditure.

## The opportunities for Cloud Computing

- Leverage cloud computing to allow organisations to spend their IT dollar on value adding activities.
- Niche or country-specific offerings for IaaS / PaaS
  - E.g. “private clouds” for Public Agencies
  - Local partnerships with global providers
- A locally developed SaaS solution can more easily attain a global marketplace.
- “Green IT” opportunities due to reduced power and staff travel.



**Questions?**

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