



CLASS

Conference 2012

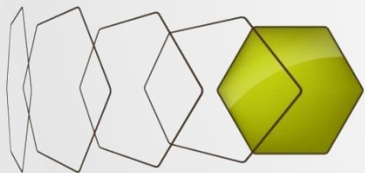
Cloud Assisted Services

Cloud for CIOs: An emotional story

Damianos Soumelidis
Hexa Business Services
October 2012



Cloudsourcing Outsourcing Consulting Engineering



H E X A

business services



Fast

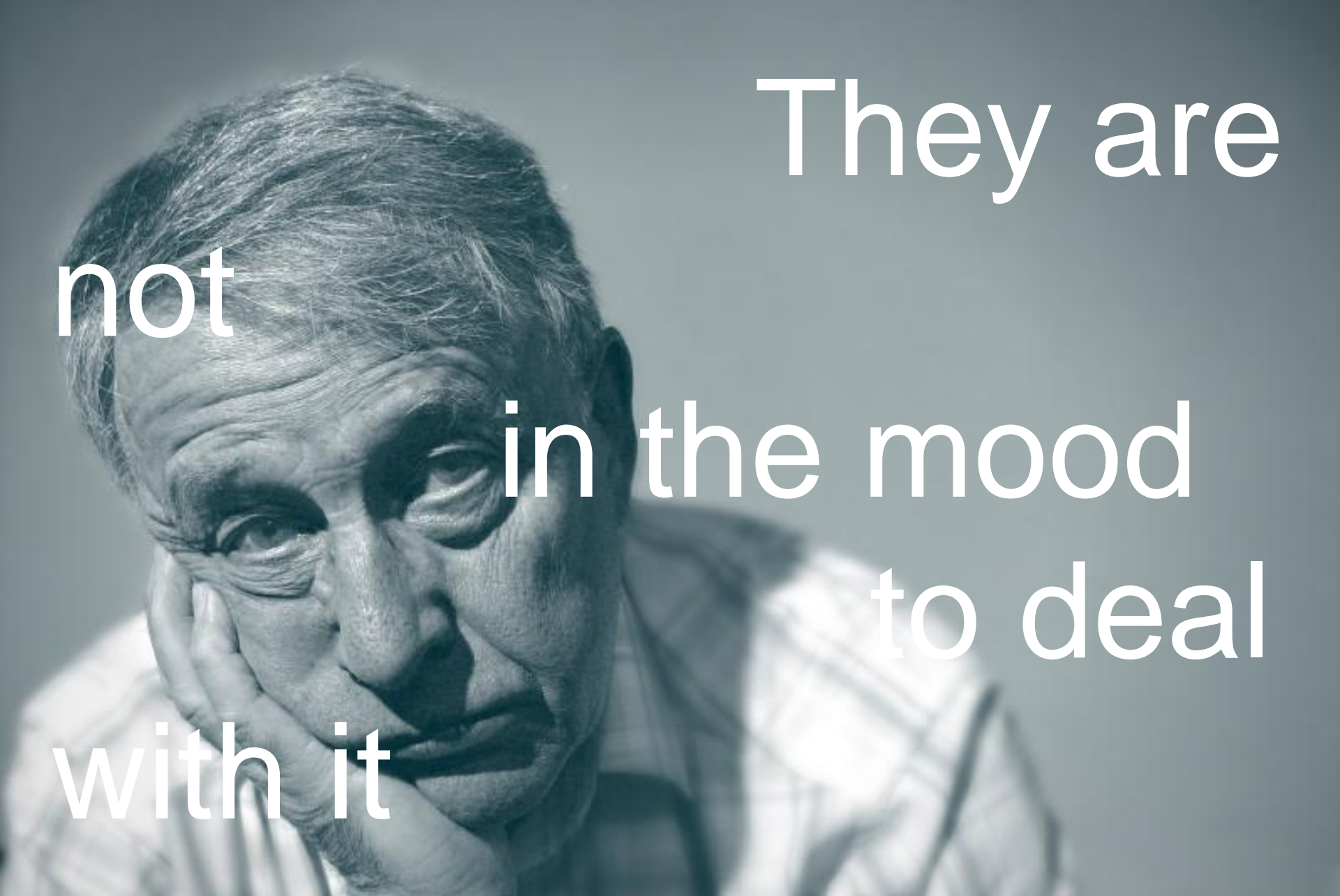


Healthy

There are at least
3 reasons
why people are
willing
to pay or buy
more:

A close-up photograph of a young girl's face, focusing on her eyes and forehead. She has light blue eyes and a slightly furrowed brow, conveying a sense of confusion or uncertainty. The text is overlaid on this image.

They
don't know
how to solve a
problem



They are
not
in the mood
to deal
with it

There is
not enough
time
to take care
of it





Megatrend

Convenience

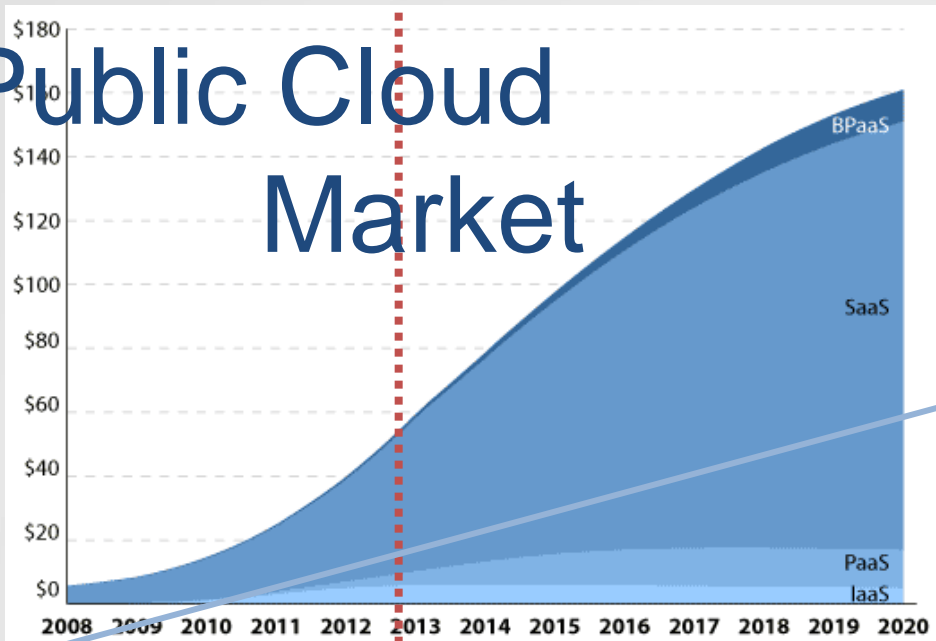
Megatrend:

„Megatrends (...are) large social, economic, political, and technological changes (...), they influence us for some time – between seven and ten years, or longer.“

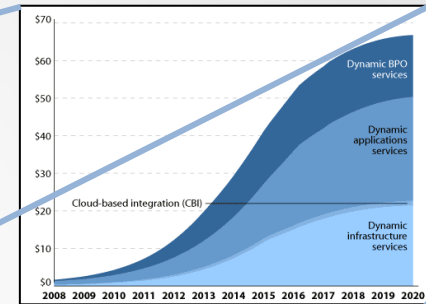
John Naisbitt

Cloud Computing

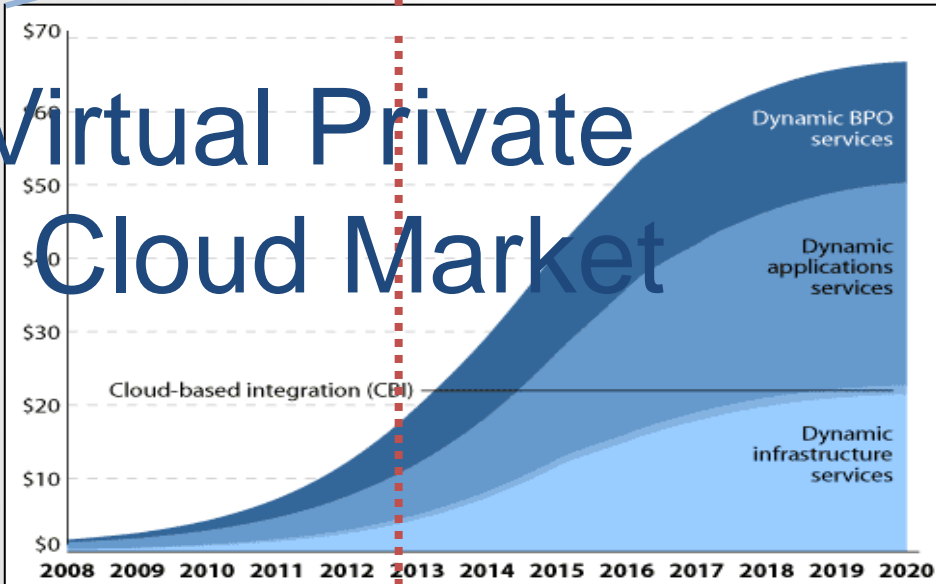
Public Cloud Market



400%



Virtual Private Cloud Market



700%

© Forrester Research 2011



Cloud Computing?

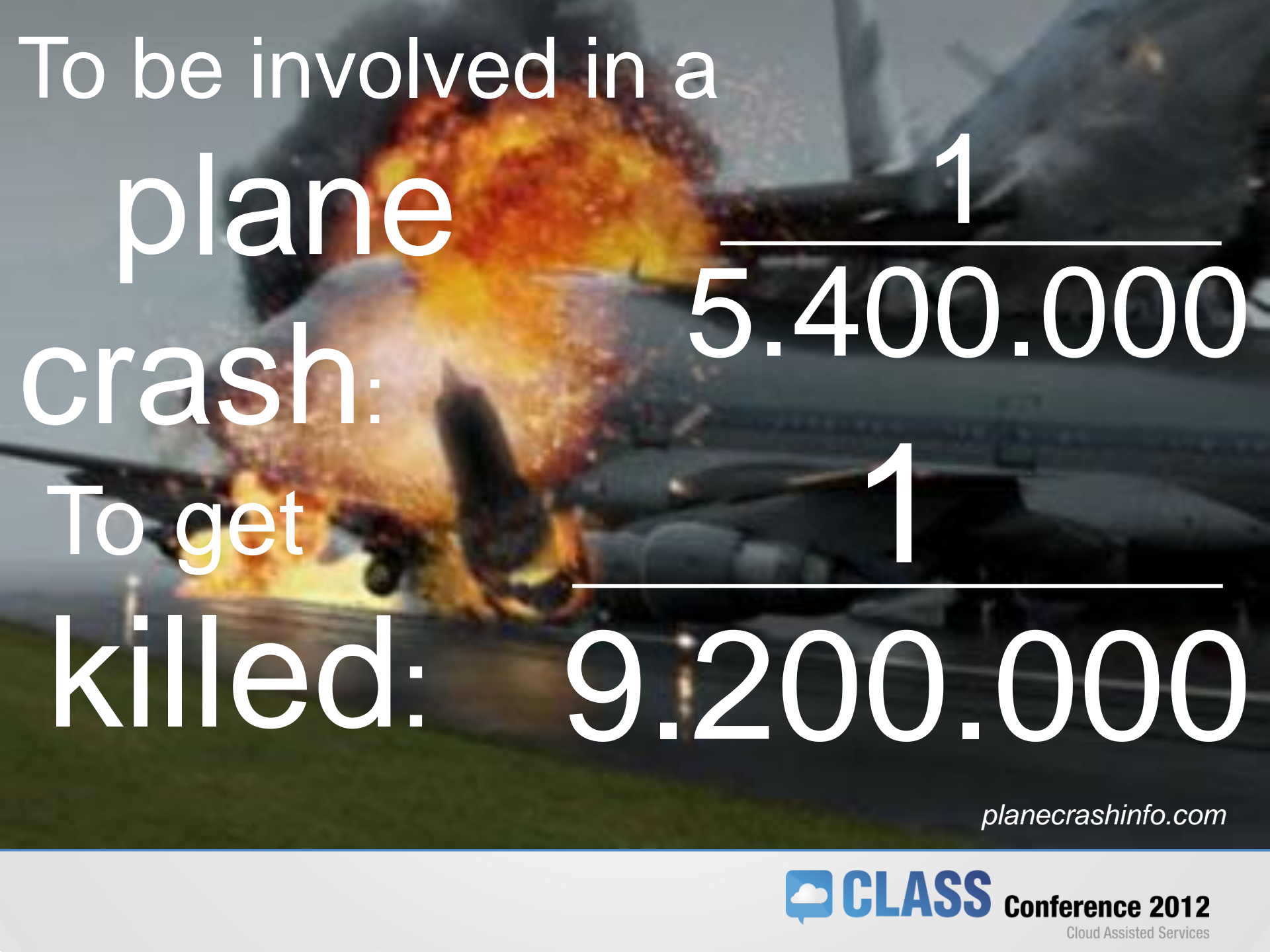


Semper Augustus

Regulations **Patriot Act**
Data Breach
Risk **Availability**
Data Protection
Legal Concerns
Lock In **Privacy**
Data Security



Risk =
Damage
X
Probability



To be involved in a
plane
crash:

1

5.400.000

To get
killed:

1

9.200.000

planecrashinfo.com

To win the
Austrian
lottery: $\frac{1}{8.100.000}$

To win the
Slovenian
lottery: $\frac{1}{15.381.000}$



There are
countless
reasons,
why something
may not
work.

*“Cloud Services
are unreliable.
I want to keep
our data
close to us”*



*“I can't set
half of
a SysAdmin
free”*



“The migration costs me more than I would save with Cloud Service”



“The US government will sneak into my data and will steal my intellectual property”



Why
all
this
whining?



Sales

is important...

...but

Trust

is

everything





Cloud!

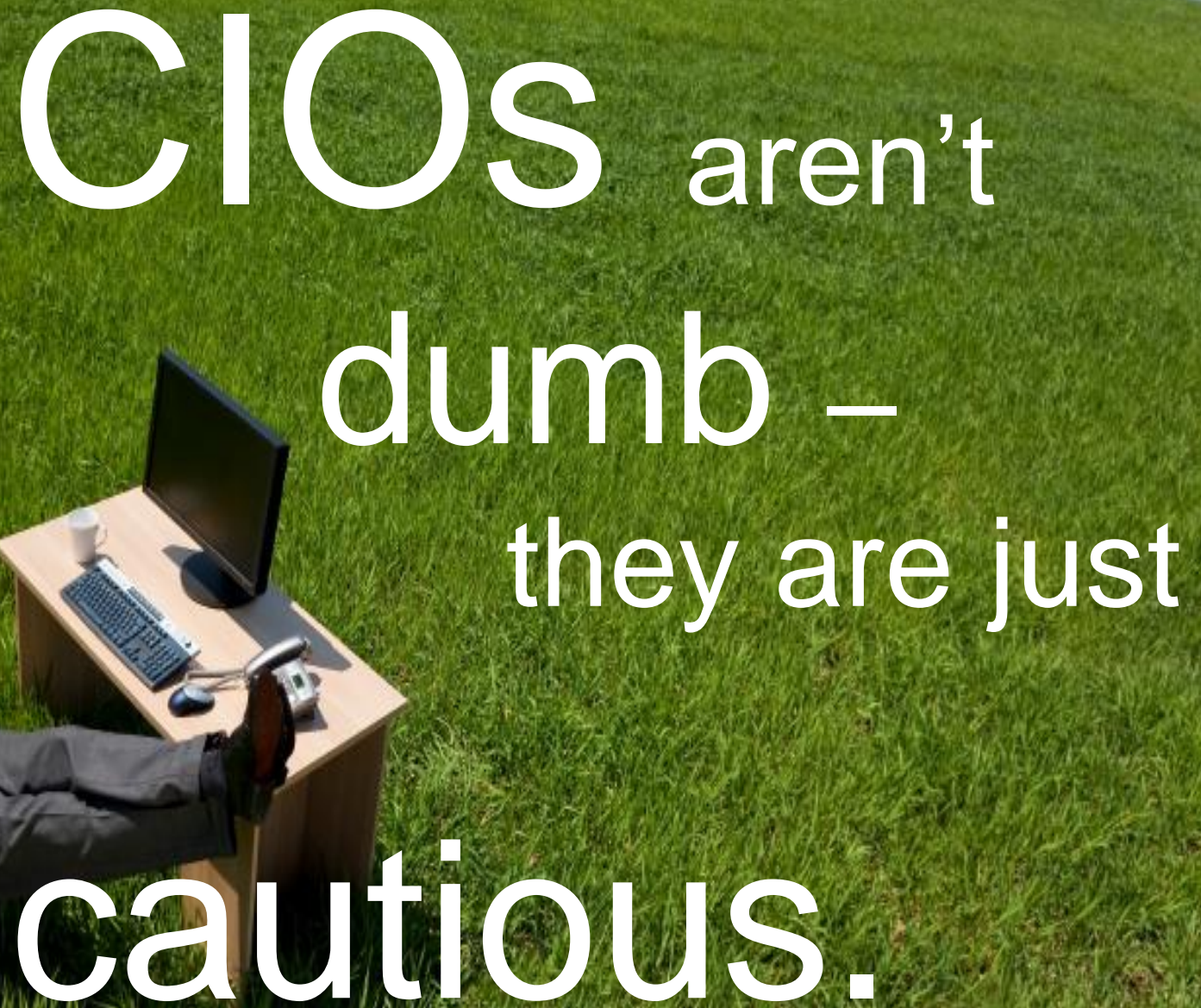


On-Premise?

A close-up photograph of a crocodile's head with its mouth wide open. A small bird with a purple head and orange body is perched on the lower jaw of the crocodile. The background is a blurred green, suggesting a natural habitat.

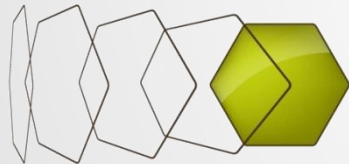
*"The essence
of strategy
is choosing
what not to do."*

Michael Porter, Professor, Harvard
University

A man in a white shirt and tie is sitting in a chair at a desk with a computer, in a grassy field. The desk has a monitor, keyboard, mouse, and a cup. The man is leaning back with his hands behind his head, looking relaxed. The background is a vast green field under a blue sky.

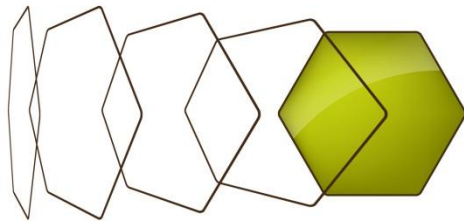
CIOs aren't
dumb –
they are just
cautious.

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