



CLASS

Conference 2012

Cloud Assisted Services

Large private sector enterprises and public cloud: treat or trick?

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EuroCIO at a glance

- Created by CIOs for CIOs in 2004
- Today a nfp international association with hq in Brussels.
- 40 direct members
- 8 National CIO associations
- 12 European countries
- Consolidated IT spend > €130 billion

(*) co-founder



www.eurocio.org

Annual Conference, Brussels
29th & 30th November 2012

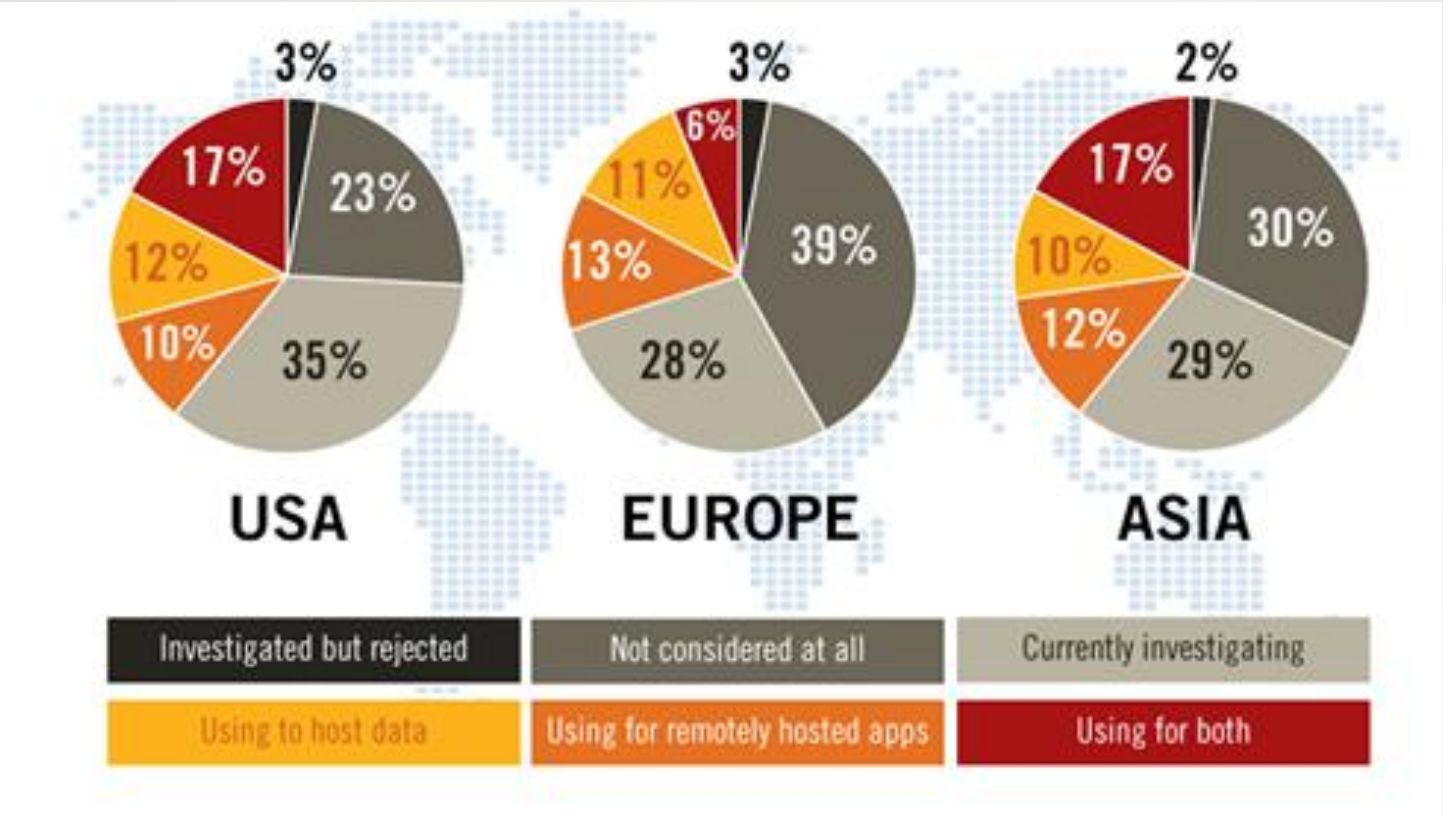
One year ago

« By 2014 CIOs will have lost control of at least 25% of their budget. And by 2017, Marketing's IT budget will sometimes exceed the CIOs' one »



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Reality checks



Less than 5% of EuroCIO members have subscribed to a Public Cloud Service

Source: Booz & Company analysis on 1,513 interviews in the United States, Asia, and Europe during March 2012.

The Treats

Insert Caption Here



The Tricks

- Data Protection
- Transborders dataflows
- Performance and associated SLAs

- XXXbility
- Licensing
- Pricing flexibility
- Overwhelming position of some key industry players

Moving Forward

- To (public) Cloud or not to Cloud ?
- Innovative concept ↔ let's not repeat the past
- EuroCIO will take an active role in the E.C. Cloud Strategy, alongside key institutional and industry stakeholders
- We all need it, we all want it, but not at any price !

Thank You

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