MANAGEMENT STRATEGIES FOR THE CLOUD REVOLUTION

How Cloud Computing is Transforming Business and Why You Can't Afford to Be Left Behind

CHARLES BABCOCK

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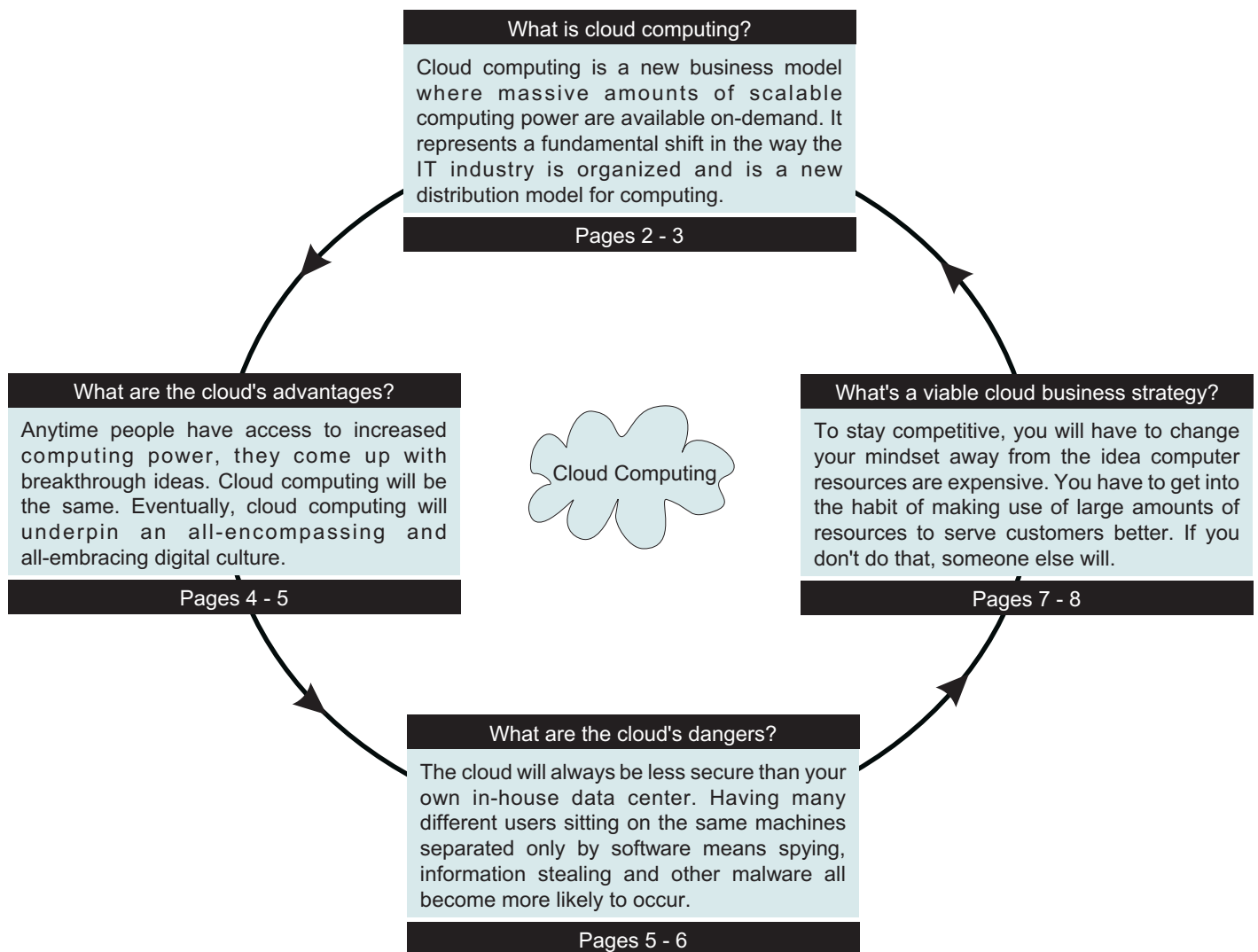
MAIN IDEA

"Cloud computing" is a phenomena which is so new it doesn't yet have a widely accepted formal definition and is therefore somewhat open to individual interpretation. However, most people agree cloud computing offers a new distribution model where many services – including computing power, massive amounts of storage and network bandwidth – are delivered and made available through a Web browser hooked up to the Internet rather than by in-house computers.

In very practical ways, cloud computing changes everything. With a swipe of a credit card, anyone anywhere on the face of the planet can have the same computer horsepower at their disposal as the largest corporation which has invested millions in building an expensive computer system and hiring an army of IT staff. A limitless array of engaging and highly productive digital services can be delivered by the cloud, each of which can be accessed by simple and inexpensive electronic devices at the user's end. Cloud developed and delivered computer services will literally transform the way not only business gets done but also the fields of education, entertainment and the arts.

"No single technology is responsible for the advent of the cloud. Broadband communications, Web standards, multicore servers, and the ability to manage large groups of computers as if they were a single machine – these are the components of cloud computing. Mix them together, along with a tendency to organize business applications as services, and things will never be the same again. This new computing power will change the way companies do business. Cloud computing will solve the problem of overprovisioning and the tendency of data center budgets to invest heavily in keeping the lights on and the computers running, when what they really should be doing is solving new problems. But most of all, the cloud will bring a new way of doing things and a whole new set of opportunities. Whether you're ready for it or not, cloud computing is coming to the rest of the world, and those who don't know how to adapt are going to find themselves in the path of those who do and get stronger."

– Charles Babcock

What is cloud computing?

Cloud computing is a new business model where massive amounts of scalable computing power are available on-demand. It represents a fundamental shift in the way the IT industry is organized and is a new distribution model for computing.

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What are the cloud's advantages?

Anytime people have access to increased computing power, they come up with breakthrough ideas. Cloud computing will be the same. Eventually, cloud computing will underpin an all-encompassing and all-embracing digital culture.

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Cloud Computing

What's a viable cloud business strategy?

To stay competitive, you will have to change your mindset away from the idea computer resources are expensive. You have to get into the habit of making use of large amounts of resources to serve customers better. If you don't do that, someone else will.

Pages 7 - 8

What are the cloud's dangers?

The cloud will always be less secure than your own in-house data center. Having many different users sitting on the same machines separated only by software means spying, information stealing and other malware all become more likely to occur.

Pages 5 - 6

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