



מחשוב ענן - לאן?

Towards A Better
Future

מודלים עסקיים והבטים כלכליים

RE-IMAGINE IT

LEAD FROM THE FRONT

IT Financial Issues



On average, IT spending equals 4% of revenue;

Linking IT performance to financial performance can change business leaders' attitudes regarding IT investments




CFOs and CIOs
must work
together to
ensure that the
investment made
in IT is creating
real business
value, not simply
"keeping the
lights on"

Do We Know the Answer?



**How does the
cost structure of
our IT compare
with that of
public clouds?
Have you
analyzed the two
approaches?**

Cloud Critical Attributes



The public cloud services will grow five times faster than overall IT enterprise spending — 19% a year through 2015

**reaching \$148.8 billion
by 2014**

Critical Attributes of Cloud Services

"a style of computing where scalable and elastic IT-related capabilities are provided 'as a service' to external customers using Internet technologies."

5 Attributes That Support Outcomes

1

Service Based

Consumer concerns are abstracted from provider concerns through service interfaces.

2

Scalable and Elastic

Services scale on demand to add or remove resources as needed.

3

Shared

Services share a pool of resources to build economies of scale.

4

Metered by Use

Services are tracked with usage metrics to enable multiple payment models.

5

Internet Technologies

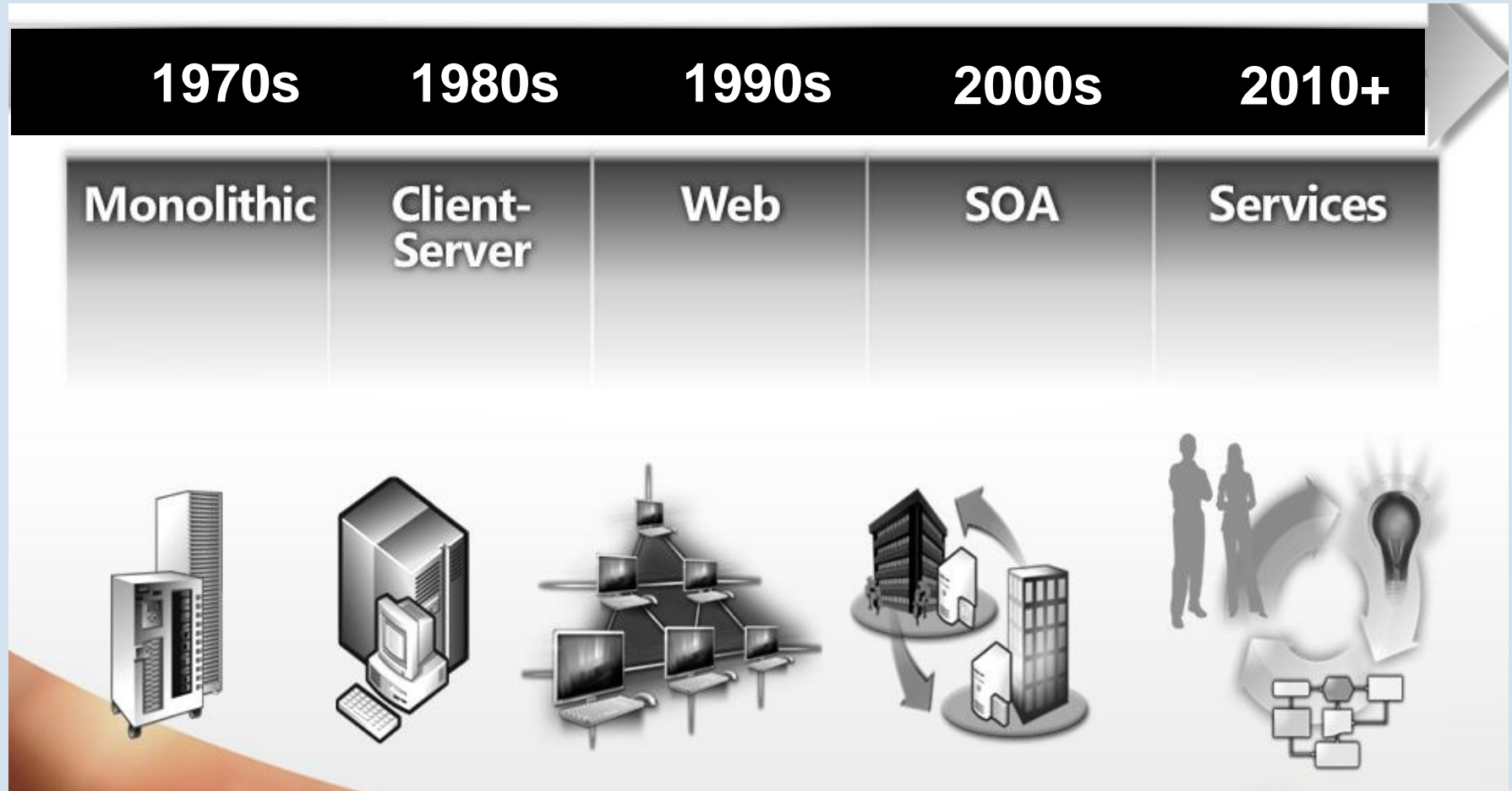
Services are delivered through use of Internet identifiers, formats and protocols.

The Number One Technology Trend

**Cloud combines the
industrialization of IT
capabilities and the disruptive
impact of new IT-led business
models**

Historical Perspective

The Computing Evolution



Source: Course Technology



...1962

Moving from Products to Services

1970s

Monolithic



Time Sharing

Allowing a large
number of users
to interact
concurrently
with a single
computer





Time Sharing

**Dramatically
lowered the cost of
providing
computing
capability**



Time Sharing

**Made it possible
for individuals and
organizations to
use a computer
without owning
one**

Distributed Computing



**A form of computing
in which data and
applications are
distributed among
disparate computers
or systems, but
function as a single
environment**





Cloud

**Computing on
Demand**

Outsourcing

Virtualization