CSC Cloud Computing Techtalk 2

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CSC Cloud Strategy in the New Trade Ecosphere

- The new era of licensing — as services
- New business models
  - Third-party integrated services
- Speed of new enterprise adoption
  - Cloud to enable emerging markets to skip technology evolutions
- Focus: reengineering
  - Service management — on steroids
  - Dynamic flow — from internal to external
  - Effect of standardization — economic effect of 80% standard, 20% core

Technology Evolution

- HTML5 for best end user experience
- Birth of API frameworks — streaming and fast push
- Mobility now mainstream
- Data and storage — content volume increasing fivefold from today
- Social media is the “glue” for efficiency
- Analytics equals knowledge
- Security and transparency
- Computing power — 20 cores

Trade Cloud Ecosphere

- Trusted Information Sharing
- Cloud will be the fabric of integration and delivery
- Cloud apps enable trade anytime, anywhere
The Future as a Service — A Portfolio of Trusted Cloud Solutions for the trade community!

| Cloud as Business Platform | • Applications for “informed compliance”  
|                           | • Shared data and lookouts  
|                           | • Support third parties’ integrated services  
|                           | • Multi-support of third parties’ Cloud Federation  
| SaaS                      | • Cloud Office Applications  
|                           | • Enterprise Resource Planning – Information integration trading partners  
|                           | • “App Store” for trade enterprises— social media for modern workspace  
| Transparency and Compliance | • Transparency as a Service (TaaS) — broker for multi-cloud compliance  
|                           | • Identity and Access as a Service — IAM  
| PaaS                      | • CloudLab  
|                           | • Multi-platform marketplace — CSC CloudBuild  
|                           | • Development, Test, or Production Platforms as a service – on demand  
| IaaS                      | • Cross-cloud federation and orchestration  
|                           | • Multi-core virtualization support  
|                           | • Multi-tier virtual storage support  

CSC
How Is CSC’s Trusted Cloud Service Differentiated from Others?

CSC offers consistent cloud models to move workloads between on and off premises and private, public, community, and hybrid clouds built on the most innovative cloud fabric.

Management options — from self-managed to a fully managed option.

CSC’s Cloud is open, secure, and workload driven.

Production-class clouds handle mission critical workloads as easily as they handle simple development and test environments.

The only private, on premises cloud billed as a service — CSC BizCloud™.

Service level agreements with full monetary recourse.

The only multi-platform PaaS provider with full capabilities for building apps and migrating workloads to the cloud.

Right cloud at the right time for the right workload.
Services rendered via a Trusted Cloud are “**Trusted Cloud Services**”

The generation of new enterprise value with Trusted Cloud Services is an application of Digital Trust.