From: Anita Lotta-Help

Date: Module Six

Re: What's in a Cloud?

As you know we currently are using RackSpace for cloud storage/archives (IaaS). Given all the issues with managing our own data center that you told me about last week and the fact that we are looking to increase our size, the question came up as to whether or not we can make more use of Cloud Computing to help us make the transition. Include a cover memo to me I want your recommendation as to which specific tools/application types (not specific vendor offerings) TRU should consider taking to the cloud.

There has been a lot of talk about the cloud, but things seem either pretty hyped up or very "cloudy".

Would you please write a short **white paper** on what the cloud could do for retail operations like us, in general, to be shared with the TRU executive committee? The White Paper should include what the various options are, and what you think makes sense in terms of increasing retail presence in the cloud (which applications/tools make sense there, should it be used to extend data center capabilities, or should retail just move there completely). If you could also back that up with any references, that would be great. The White Paper should discuss the retail industry as a whole.

Could you get something to me by our due date? I am looking for three or so pages at the very most (not including the cover memo) in one file submission. Thanks.

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*In this case I am looking less for the new marketing style "white paper" and more for the academic style white paper. I really want to know under what circumstances, for what applications, it makes sense for retail organizations to move them to a cloud environment. No need to identify specific vendor offerings. Please look at the white paper template posted on D2L. I would like you to follow this template

In your cover memo, make specific recommendations as to which tools/applications types you think TRU should move to the cloud, given your white paper. Be sure to submit a single file with your cover memo and the white paper all together (but on separate pages, pdf or doc acceptable). NO zip files.