

Explorers

Cloud

What is Cloud - The Future of Cloud Computing



Transcript

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Years ago the way technology permeated itself was it started with government and then it went to large enterprises and then small businesses and then individuals but this wave of technology is actually the opposite. It doesn't take as much to get started with a new idea so more and more people or organizations can take advantage of technology. I think that's what's pretty exciting about the cloud it's really brought the barrier to computing down dramatically.

In the beginning a lot of our conversations were about what is the cloud, what does it do, what does it mean to me but now the conversation has started to change and people are really thinking about how can I leverage the cloud how can I use cloud as a delivery model which is more efficient, how can I get services out faster, how can I use the cloud with social media, with mobile, with data and analytics. This period we're in now is an inflection point where I think we'll really start to use the cloud for advantage.

When people come to me to talk about cloud computing the very first thing they want to talk about is how can I save money in my IT environment and the reason is that they want to use the funds to drive innovation and to deliver new applications and services instead of servicing the existing infrastructure. This is an opportunity to change the story of IT from tremendous cost spending 60 70 80 % of it maintaining my existing systems and now we can flip the economic equation.

A good example of how cloud allows businesses to grow is in the telco industry, the telcos have tremendous capacity they have tremendous adjacency to clients and the cloud offers them the ability to bring new services to their clients more quickly, more efficiently, and with less costs. For the healthcare industry the ability to get capacity on demand to discover genomic patterns or to test new drugs is transformational.

From the user perspective nobody knows how cloud does that and that's the point. The end user has a very simple elegant interface to this vast IT infrastructure and they don't even realize the complexity of it, they only realize the ease of using it. Everywhere I go everywhere I look there are people using the cloud they're using it in financial services, insurance, health care, they're using it to read, they're using it to find information. The things that we can do now are things that I never imagined when I started in IBM 33 years ago, so imagine what we are going to be able to do. I mean I think that's what's really exciting that technology allows ideas to flourish and things to be created that are revolutionary.