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Key points of the paper:

- Cloud is growing and demand is predicted to grow to \$30b industry within 4 years
- Survey shows that IT professionals believe that Cloud will be the primary delivery model
- Author compares cloud trend with industrial revolution where businesses need to prepare for the shift
- Business need to weigh of the options of private vs. public cloud and consider costs and security risks of each
- Building a data center takes around 18 months
- Costs are lower if a big data center is built (~\$1200 per square foot) compared to smaller data center (~\$1300-\$2000 per square foot)
- Considering the costs as well as the need to add additional resources to the data center to handle surges in demand, costs of hosting a private cloud (on premise) may become economically not feasible and a third party carrier might make more sense
- Third party carriers can reduce the TCO (total costs of ownership) significantly and it's expected that the next big market growth happens here
- Key demand sits around :
 - Flexible scalability/modular build outs. Allows customers to add resources on demand (corporate servers are utilised ~15% where datacenter servers are utilised by 60%-80% due to virtualization)
 - Reliability to ensure that computing resources are accessible all the time and respond to changing market demands.
 - Connectivity to multiple networks allows customers to choose the ISP's they want to connect with
 - Physical and virtual security to ensure no data is lost
 - Cloud communities to reduce lag between ISP's