THE CLOUD IS HERE

Cloud computing is rapidly emerging as an unstoppable force. In a few more years it will be a de facto standard. So what is it? Simply put 'cloud computing' is the ability to get self-service computing resources.   By self-service, I mean: *on-demand, pay-as-you-go, use-only-what-you-need*.   Not enough?   The National Institute of Standards and Technology (NIST) provides us one of the better definitions (below).

"Cloud computing is a pay-per-use model for enabling available, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, services) that can be rapidly provisioned and released with minimal management effort or service provider interaction."
—NIST report for Federal Government

What does this mean in the context of your business? In a nutshell:

- Faster time to market
- Reduced expenditures
- Scale applications easily with demand
- Easily service new markets

If you're a web startup, now you can build a scalable web application for little or no upfront fees and grow it only as demand increases.

Large enterprises can leverage private cloud technology internally as a way to drive higher utilization rates inside data centers and provide on-demand IT services more rapidly to internal customers.   You can also move non-mission critical applications and projects, like Quality Assurance (QA), to public clouds. Outsourcing periodic or irregular workloads and applications that have low security risk can provide immediate value to your 'internal customers.'

Whether you are looking at cloud computing as a way to better leverage your businesses resources, or an established business trying to understand how you will leverage this new trend, I can help.

CLOUD ACTUALIZATION

How can you develop a sound cloud computing strategy to drive business value? Once a strategy is identified what are the steps you need to take to make it reality?

There are two major roads to utilizing cloud technology: build it or buy it. My expertise in building clouds means I can help you choose the right option and architect a solution for **your** needs.

BACKGROUND

An early cloud computing pioneer and thought leader with 20 years of experience in Silicon Valley, I'm   a recognized expert on infrastructure and cloud computing, regularly speaking on the topic. My blog, *Cloudscaling*, is read by thousands of   unique visitors every month.

As VP Technology Strategy (CTO) for one of the first movers in the infrastructure cloud computing space, ServePath & GoGrid, I acted as the company's visionary and was responsible for their strategic direction around '*cloudcenters.*' I was deeply involved with all aspects of market research, product direction, and our cloud architecture. Previously I worked at numerous infrastructure companies, service providers, and Internet startups.

ENGAGEMENTS

My approach is simple.   Pick from a number of basic engagement options below and we can work together to scope the engagement further for you.

Engagement Options

Typical engagements include:

- Discovery & needs assessment
- Develop web application architecture
- Develop cloud migration plan
- Architect public or private cloud
- Comprehensive cloud workshop

I am also available to act as an advisor and provide on-demand counsel by phone or in person.

I am available to work with current and prospective customers.

CONTACT INFORMATION

Want to harness the power of cloud for your business? Contact me now.

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