



Cloud

Conversation Prep Sheet

Keep the conversation simple:

- Tell a story (e.g., use conversation guide, a customer reference, IBM media coverage, client experience), *or*
- Ask what they think “cloud computing” is, so you know where to begin, *or*
- Consider using a “before and after” comparison or an appropriate analogy

Remember: Each person will have a different starting point

Key Definitions

- **High Speed Broadband:** Simultaneous transmission of and access to many channels and types of digital data (from email, to movies, to computer code and more). Enables the delivery and use of applications, platforms, and IT infrastructure as cloud services.
- **SaaS/PaaS/IaaS/BPaaS:** Applications, development platforms, infrastructure or business processes available on a scalable, pay-as-you-go basis.
- **Standardization:** Establishing open, consistent, predictable ways of handling processing, storage, and networking resources. Makes it easier for parts of IT systems to “talk to each other.” Also makes it easier to build and deploy complex applications.
- **Consumability:** The ease with which a person can use a program or service to fulfill his/her business need.
- **Public/Private/Hybrid Clouds:** Cloud services delivered via a shared set of data-center resources (**public**), a dedicated secure set of resources (**private**) or a combination of both (**hybrid**).

Remember: Focus on cloud computing as a computing model to consume and deliver services rather than a single technology. Cloud computing paired with mobile and analytics technologies is enabling businesses to provide new services faster, explore new applications and therefore find new ways to help companies grow their business.

Useful Analogies

Note: Have in mind what particular aspect of cloud computing you are trying to explain, and choose an analogy that best illustrates that aspect. For instance, to explain. . .

Advantages of cloud computing “as a service”: If you own a home, you must do more than just live in it. You must maintain it, heat it, cool it and make repairs and improvements to it over time. But if you rent an apartment, you can focus primarily on living in it – someone else handles the other worries. At its root, the cloud “as a service” concept is similar: users can focus on their business need – what they want to do – and not have to worry about maintaining, improving and caring for a complex IT system.

“Software as a Service”: Some may compare cloud computing to using electricity: plug in access to power and pay only for what you use. But that is not quite right. Computing resources are not a simple commodity. Imagine, instead, a kitchen where you had simple and immediate access to a range of services. Like being able to get applications whenever you need, your kitchen could automatically provide any drink, meal or other kitchen function on demand.

“Platform as a Service”: Just as a developer needs access to the right computing resources and development tools to create and test applications, a film maker needs different sets and actors. Imagine a film maker who can reshoot many takes of the same scene in minutes on different sets with different actors—all without having to wait.

Remember: No one analogy is “perfect” or will explain all of what cloud computing is or does. Pick the one that best suits the aspect of Cloud you are trying to illuminate.

The IBM Difference

- **Think it:** We have IBM experts to help companies think through what their cloud strategy should be to grow their business and drive innovation.
- **Build it:** We have the technology and expertise to help companies build their own private or hybrid clouds and cloud computing solutions.
- **Tap into it:** We have cloud services to help companies get the resources they need and get the most value from them—today.

Remember: Our advantage is not primarily that ‘we have everything a company might need,’ but that we understand deeply how all the possibilities can work together to achieve the specific – and rapidly changing – needs of any business.

