



What Does Today's ITSM Leader Need To Know About The Cloud?

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Cloudy Skies Ahead For ITSM?

The cloud has become ubiquitous and people expect to use the Cloud at work for some services. But they don't always think of the risks and challenges – that is IT's job!

- Is the Cloud compatible with how we work in IT Service Management today?
- How can ITSM work in the Cloud? Does it have to change?
- Can your business accept that key services and data are being hosted somewhere else, and you don't always know where? Or who is accountable?
- How do we come to terms with the Cloud, and its service providers taking control from corporate IT?

The Cloud Is White, Fluffy & Complex

so how do you manage Services you cannot see?

ITSM provider, Axios Systems, today reveals the results of a global survey showing that **more than half of IT professionals (51%) do not think their ITSM processes are mature enough to effectively manage cloud-based services.** Twenty-six percent of IT professionals do think their organizations are ready, while the remaining 23% feel unsure.

<http://www.axiossystems.com/en/news/detail.html/294>

Cloud Computing Requires Service Focus

*“Cloud Computing will required a new way of thinking to reflect a **service**-based focus rather than an **asset**-based focus”*

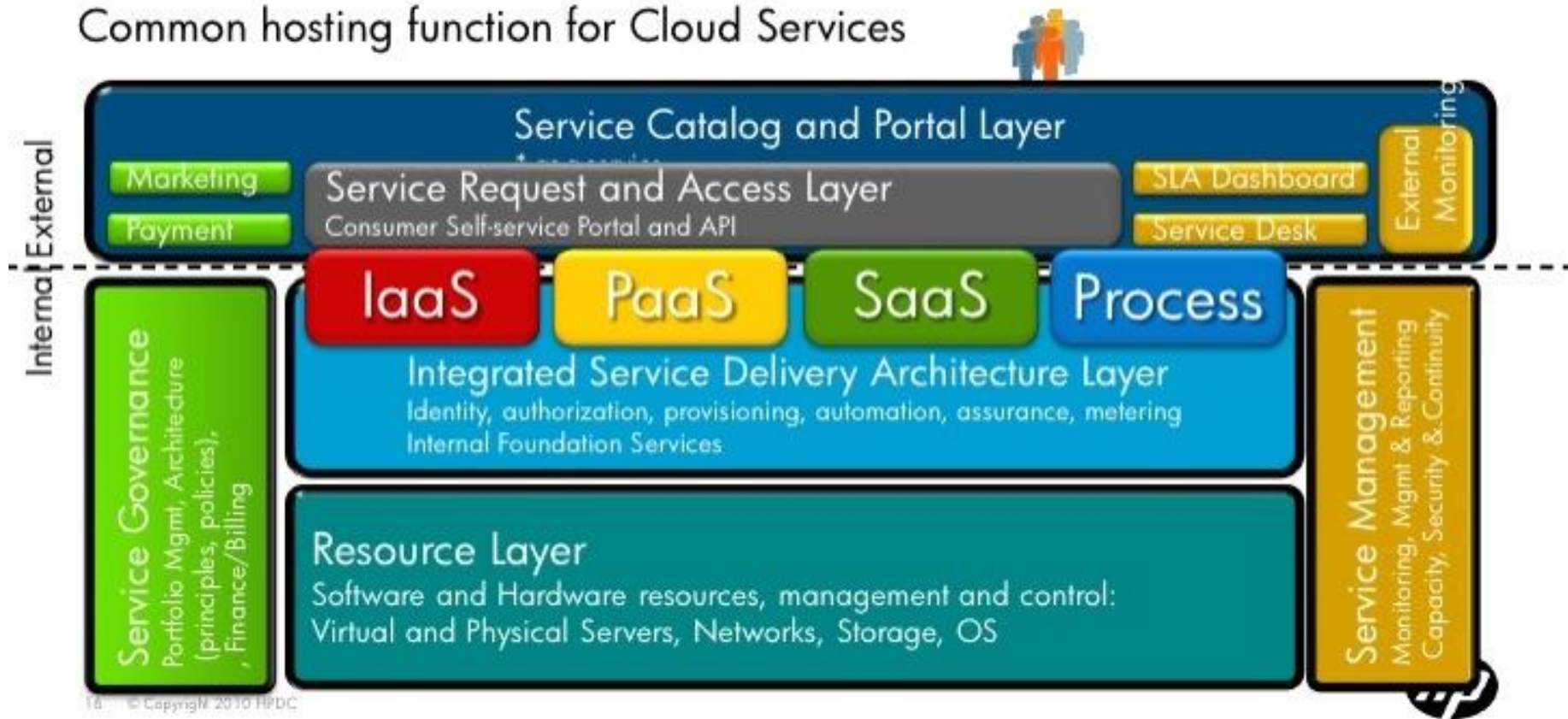


Vivek Kundra
US Chief Information Officer
Federal Cloud Computing Strategy
Feb. 2011

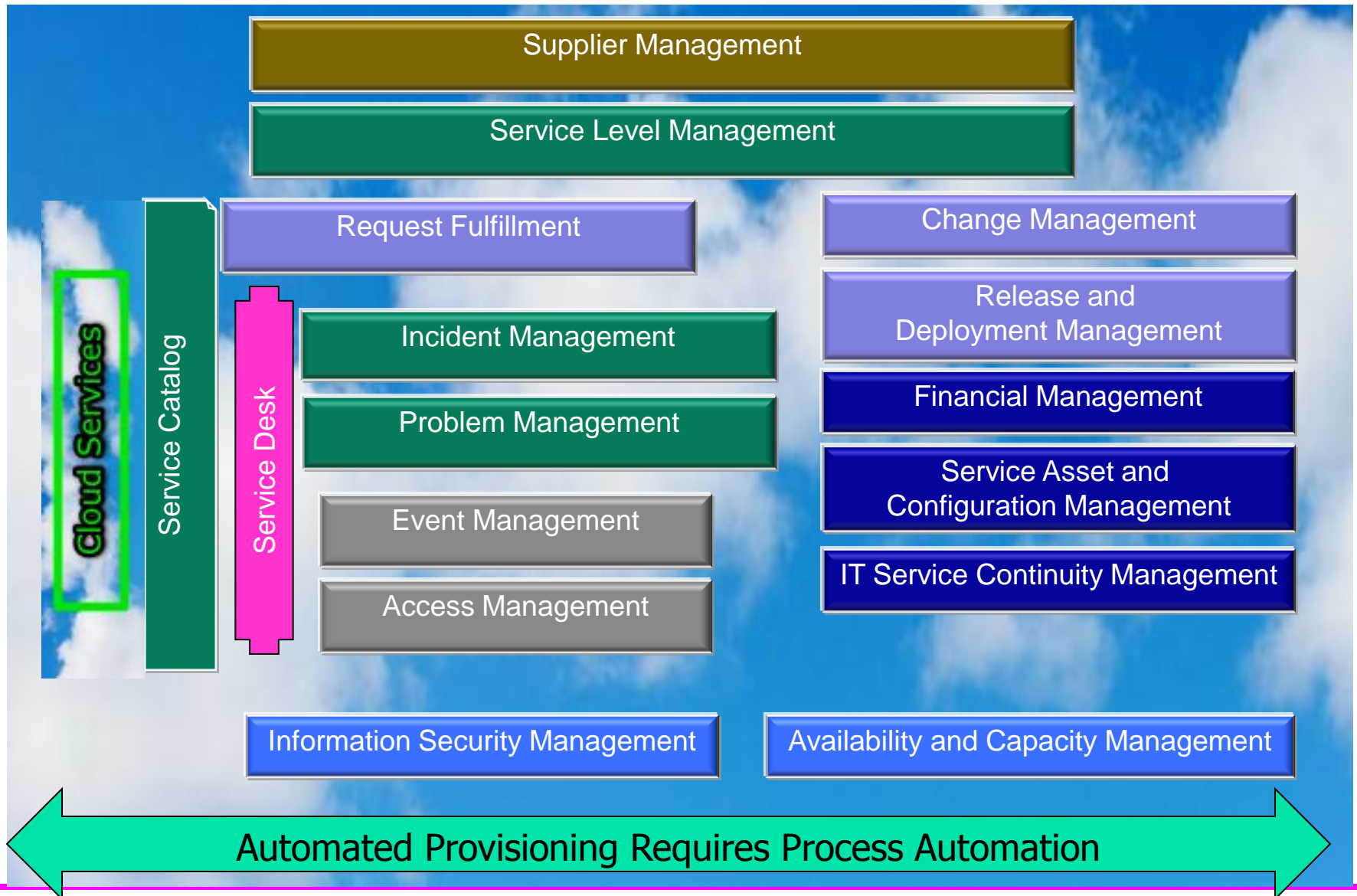
Cloud Services Architecture

HP Cloud Platform Functional Architecture

Common hosting function for Cloud Services



ITSM In The Clouds Case Discussions



Thank You!



Session Evaluation

Please take a few minutes to fill out an evaluation on this session. We greatly appreciate your feedback!

<http://pinkforum12-5b.questionpro.com>



APPENDIX

Cannot Compete On Price Alone

MICROSOFT AND AMAZON WANT TO RUN YOUR DATA CENTER!

Amazon Elastic Compute Cloud (Amazon EC2)

Amazon Elastic Compute Cloud (Amazon EC2) is a web service that provides resizable compute capacity in the cloud. It is designed to make web-scale computing easier for developers.

Amazon EC2's simple web service interface allows you to obtain and configure capacity with minimal friction. It provides you with complete control of your computing resources and lets you run on Amazon's proven computing environment. Amazon EC2 reduces the time required to obtain and boot new server instances to minutes, allowing you to quickly scale capacity, both up and down, as your computing requirements change. Amazon EC2 changes the economics of computing by allowing you to pay only for capacity that you actually use. Amazon EC2 provides developers the tools to build failure resilient applications and isolate themselves from common failure scenarios.

[Sign Up For Amazon EC2](#)

This page contains the following categories of information. Click to jump down:

- [↓ Amazon EC2 Functionality](#)
- [↓ Service Highlights](#)
- [↓ Instance Types](#)
- [↓ Operating Systems and Software](#)
- [↓ Pricing](#)
- [↓ Resources](#)
- [↓ Detailed Description](#)
- [↓ Intended Usage and Restrictions](#)

United States

Linux/UNIX

Standard Reserved Instances	Usage
Small (Default)	\$0.03 per hour
Large	\$0.12 per hour
Extra Large	\$0.24 per hour

High CPU Reserved Instances

High CPU Reserved Instances	Usage
Medium	\$0.06 per hour
Extra Large	\$0.24 per hour

Any Publicity Is Good Publicity?

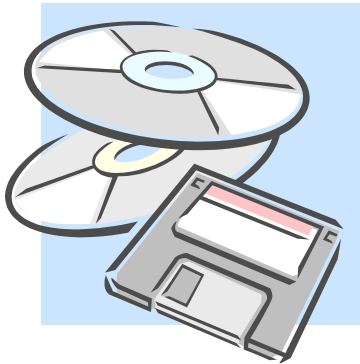


The image shows a screenshot of the ComputerWorld website. The main headline reads: "Down Goes The Internet: Amazon EC2 Outage, Foursquare, Instagram, Reddit, Etc". Below this, there is a social media sharing section with buttons for Comment (61), Like (1K), Tweet (2,451), Share (675), and a +1 button (131). The author is identified as MG SIEGLER. The article title is "Microsoft's Hotmail, Office365 suffer outage (updated)". The byline is "Hamish Barwick (Computerworld) | 09 September, 2011 14:47". The article text states: "Australian businesses and users have been unable to access Office365 Cloud services or Hotmail email due to a worldwide outage. MSN.com and Live@edu accounts have also been affected. The outage occurred over an hour ago. Microsoft US in Redmond tweeted on the Office365 twitter account that 'intermittent client connectivity was causing some users to have trouble with email connections. We continue to investigate,' read the tweet." The website header includes "COMPUTERWORLD THE VOICE OF IT MANAGEMENT" and a navigation menu with "Home", "Technology", "Community", "Careers", "Tools & Resources", "Whitepapers", and "Downloads". A red banner on the right side of the page says "right people + right information + real time = better business results".

Are You Sure What You Just Did Is Legal?



- Asset lifecycle management helps companies meet governance and contractual requirements
- You may no longer own the assets
- If you do, how can you control their use?
- If you don't, how do you know if you're provider is doing it?
- Do you know where your data is?



- Privacy and Security Legislation?
 - Personal Information Protection Electronic Document Act (PIPEDA)
 - US Patriot Act \ Homeland Security (Critical Infrastructure)
 - Personal Health Information Protection Act (PHIPA)
 - Health Insurance Portability and Accountability Act (HIPAA)
 - SEC Rules 17a-3 & 17a-4 re: Securities Transaction Retention
 - Gramm-Leach Bliley Act (GLBA) privacy of financial information
 - Children's Online Privacy Protection Act
 - Clinger-Cohen Act (US Gov.)
 - Federal Information Security Mgmt. Act (FISMA)
 - Freedom of Information & Protection of Privacy (FOIPOP) BC Gov
 - FDA Regulated IT Systems
 - Freedom Of Information Act
 - Family Education Rights & Privacy Act (FERPA) (Higher Education)