

The Cloud Opportunity: Italian Market

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In collaboration with



Who is ?

- Easycloud.it is a Consultant Company based in Europe with HQ in Italy.
- Our mission is to support Service Providers, Business Companies, Public Administration, Government, SMB, anyone is interested to the adoption and rollout of services provided by the cloud, enabling new innovative business models, the best innovative application to collaborate, managing the business and improving customer productivity in a global and always faster world.
- We work in the following areas:
 - Cloud Computing
 - Managed Services (on-premisis)

Agenda

- What is Cloud Computing, the role, the advantages and the opportunity
- Security in the Cloud
- Market opportunity
- The Cloud opportunity for Service Provider, SP Channel and Customers by Vertical(SMB, Puclic Sector, Mid-Market and Enterprise Markets)
- Q&A

What is the Cloud ?

"Software, application, platform, computing, collaboration, productivity, e-learning, public services, ...anything can be delivered "as a service" to any device with a browser, assuring scalability, security and resource virtualization" *by easycloud.it*

Cloud Computing is a generic brand of this revolution

.. Anything as a Service

... Anywhere

... Anytime



Cloud Architectural Levels



Software-as-a-Service (SaaS)

Software as a Service delivers software as a service over the Internet, eliminating the need to install and run the application on the customer's own computers and simplifying maintenance and support.

Examples: Salesforce.com, Webex, Gmail

Platform-as-a-Service (PaaS)

Platform as a Service delivers a computing platform as a service, consuming cloud infrastructure and sustaining cloud applications. **Examples:** Google App Engine, Force.com, Microsoft Azure

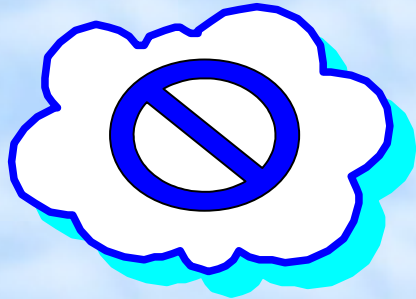
Infrastructure-as-a-Service (IaaS)

Infrastructure as a Service delivers computer infrastructure, typically a platform virtualization environment, as a service. **Examples:** Amazon EC2

Cloud deployment models

“Internal (private) cloud”

- The cloud infrastructure is operated within the organisation.



“Community cloud”

- The cloud infrastructure is jointly owned by several organisations and supports a specific community that has shared concerns (e.g., mission, security requirements, policy, and compliance considerations)



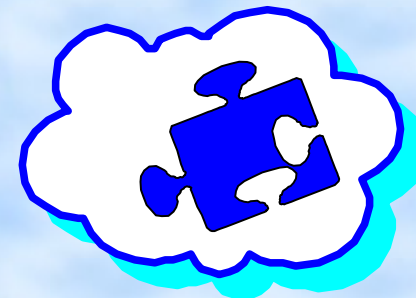
“Public cloud”

- The cloud infrastructure is owned by an organisation selling cloud services to the general public or to a large industry group.



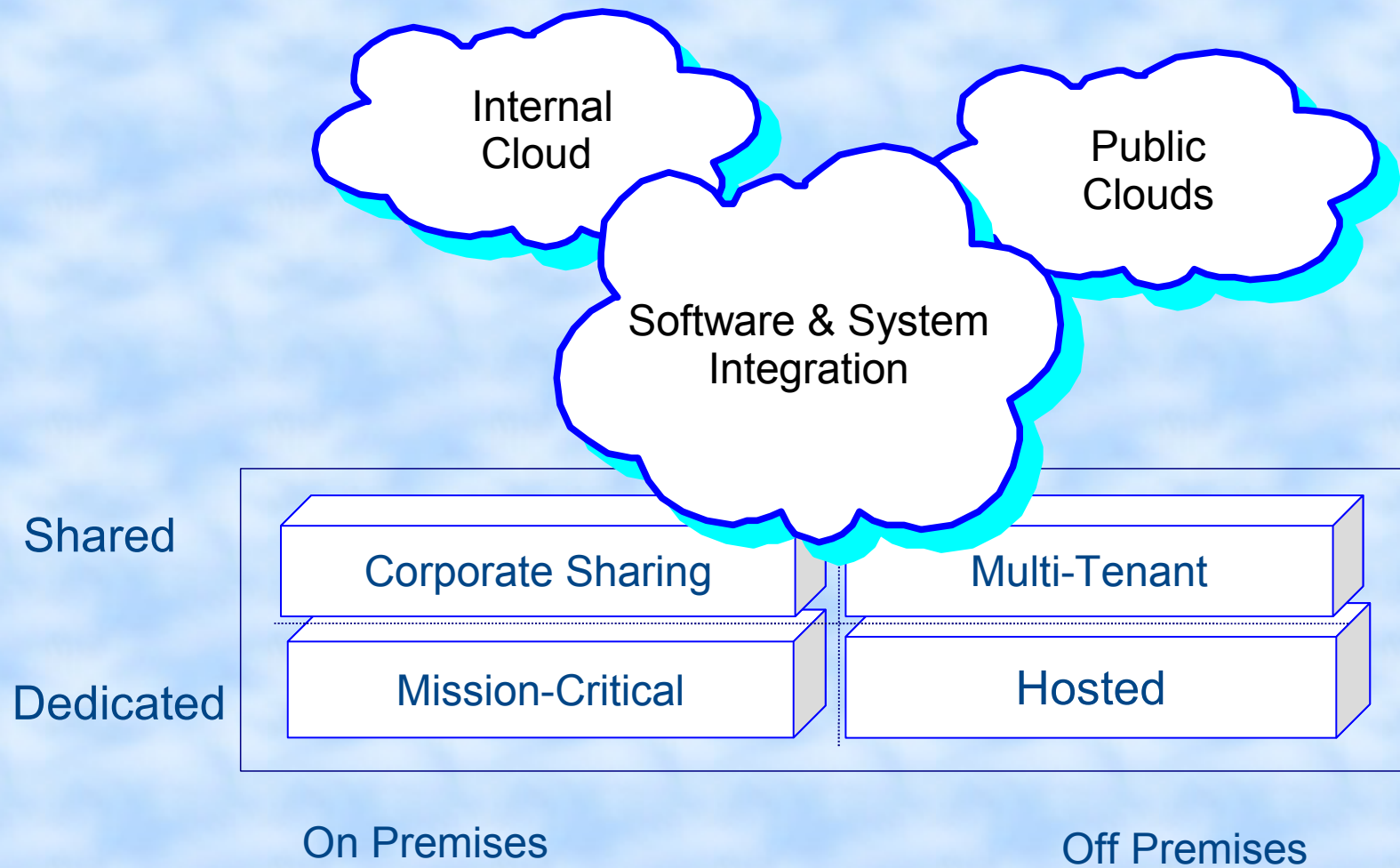
“Hybrid cloud”

- The cloud infrastructure is a composition of two or more clouds (internal, community, or public) that remain unique entities but are bound together by standardised or proprietary technology that enables data and application portability.

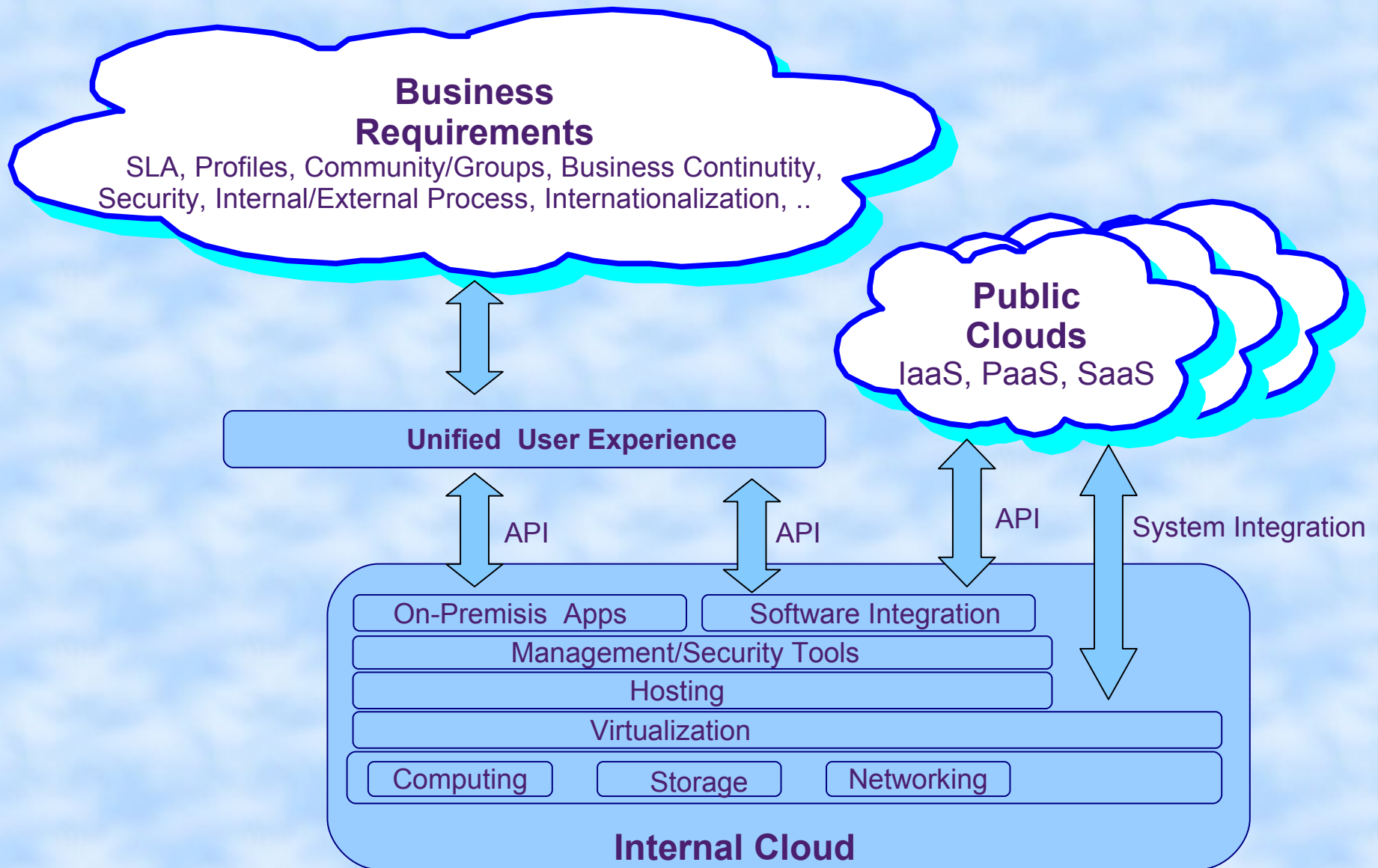


Global Vision of an ICT enviroment ...

... Managed Services & Cloud Services opportunity

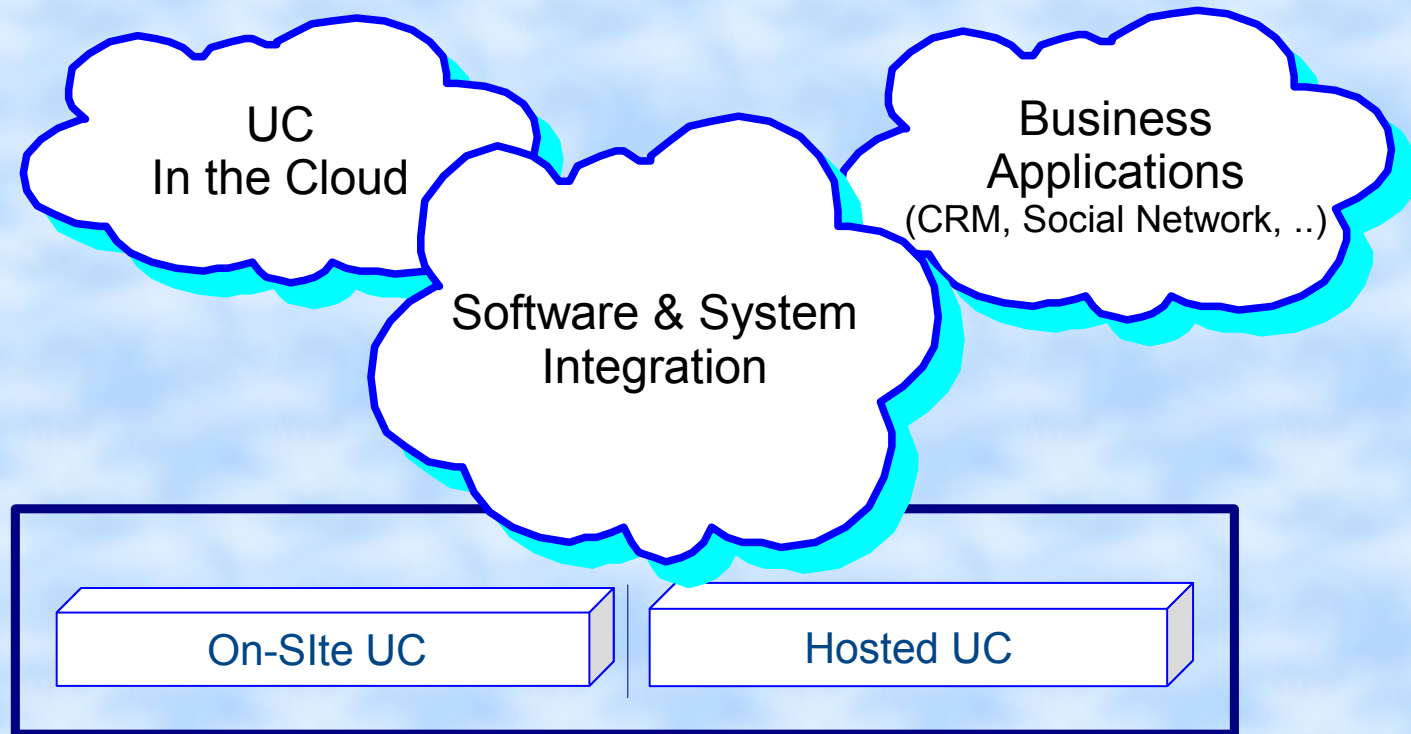


The new business architecture approach ... ICT as the platform to enable Innovation



How UC is changing ?

... more applications, more mobility, a mix of on-premises and cloud deployment models, more flexibility, more devices, more UC!



Cloud Benefits

Scalability

Security

Reliability

Flexibility

Lower Cost

Capex vs Opex

Elastic

Virtualization
& Consolidation

Agility

Green

SLA

Time-to-Market

.. Anything
as a Service

Security is an issue ?



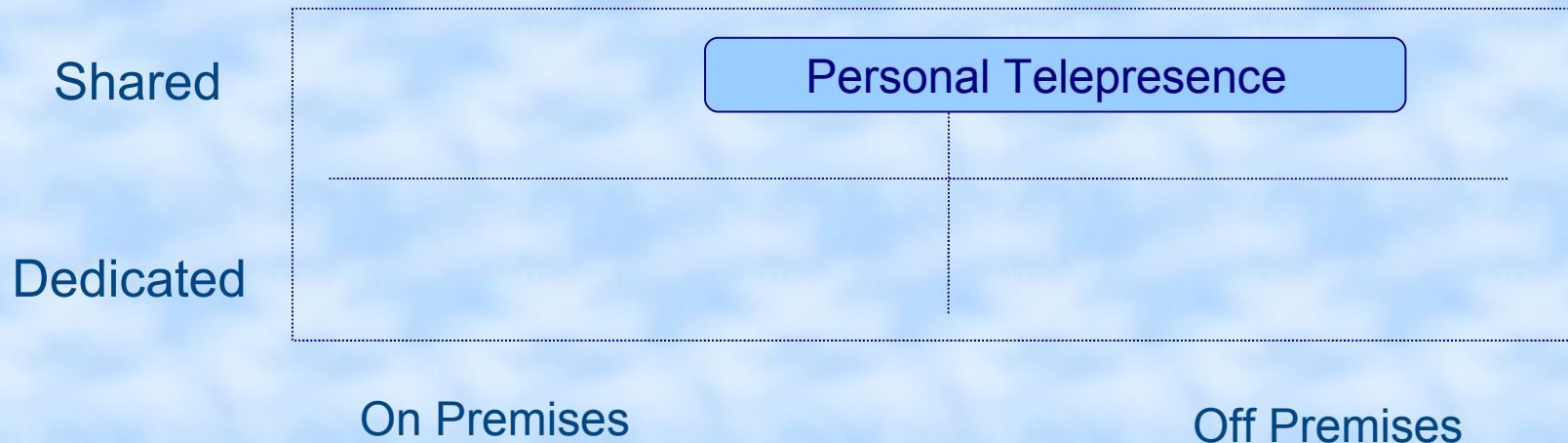
Where are my Money more secure in Bank or at Home ?
... at the Bank if it is a trusted Bank!
.. therefore choose your trusted cloud provider!

SMB Italian Market Opportunity 2011-2012 ...

... Enterprise-class services without an ICT organization

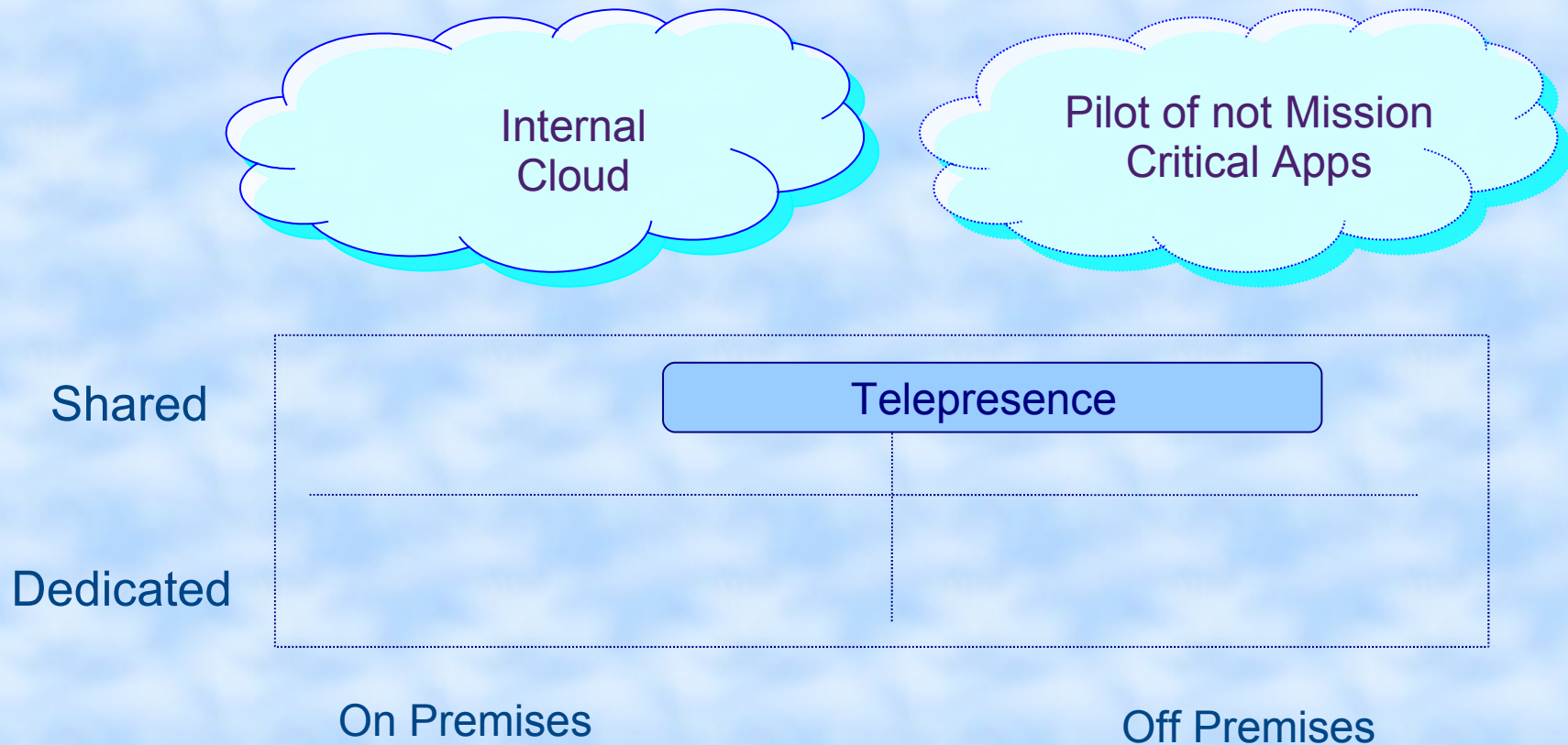
>40% of SMB Companies doesn't use advanced ICT due to complexity and high costs → High Market Opportunity

“Cloud Apps bundles, optional personalization & integration, by Vertical”



Enterprise Italian Market Opportunity 2011-2012 ...

... Consolidation, Virtualization → Internal Cloud



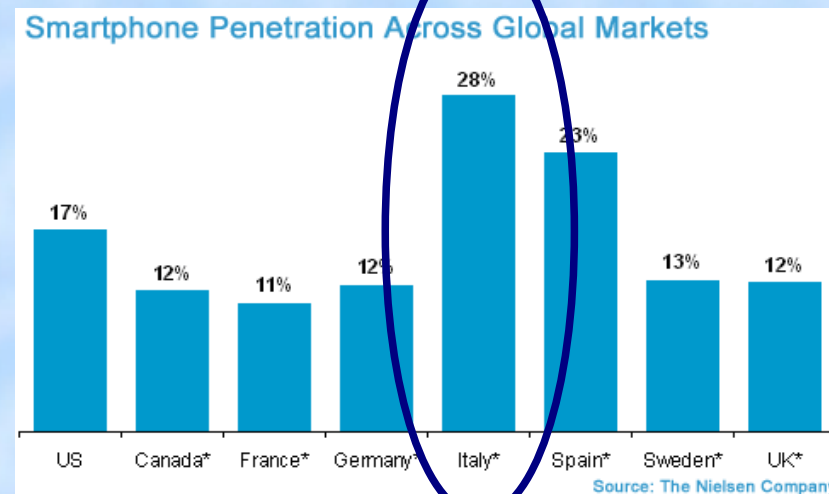
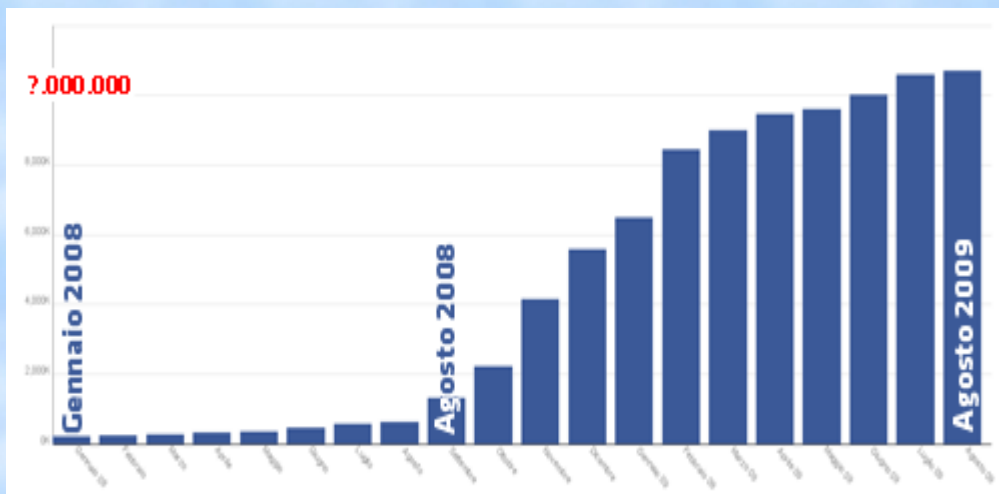
Consumer Market in Italy 2011-2012 ...

... The biggest opportunity for PAL,PAC, SP !

Consumer Market in Italy is the faster growing Worldwide in Mobile devices and Time spent on Social Networking applications : >10M User on Facebook, 28% penetration level in the usage of Smartphone (Smartphone Market is growing at >16% YoY WW!)

Investing in Public Sector ICT and Cloud Services will give a competitive advantage to Companies with offices in Italy, more flexibility to pay tax, open a new Start-UP, getting information about funds, new opportunities,

Green: Public offices near your home to get access to your office (teleworker), Telepresence, Broadband access, advanced ICT services,



The new role of Italy in the World: The HUGE Opportunity!

Italy as HQ of ICT Multinational Companies in the South of the World, for his strategical geographic position, the open cultur and mind, culture, competence, the great flexibility and Natural attitude to Evolution and Innovation !!







Thanks!