THE CLOUD IMPACT

~ SEIZING THE OPPORTUNITIES IN THE CLOUD: A SME PERSPECTIVE

UniTech ~ Nigel Gibbons (CITP, CISA, MCSE)
INTRODUCTION

Nigel Gibbons

Executive Chairman

Chartered Surveyor (MRICS)
Chartered IT Professional (CITP)
Certified Information Systems Auditor (CISA)
Information Security Audit & Control Association (ISACA; CISSP)
Institute of Information Security Professionals (IISP)

• IAMCP Board Member
• UK Chamber of Commerce
• Institute of Directors
• Lybian British Business Council
• UK Interoperability Council
• EuroCloud
• Voices for Innovation

Strategic Business Planning & Audit.
ECONOMICALLY STIMULATED TIPPING POINT

Better Cost Control

Reduced IT Management Burden

“I want to focus on my Core Business, not my IT”

Business-Class Service Levels

Faster Return of Business Value

www.unitech.net
Copyright © 2010 UniTech™
Annual % IT Cost Savings using On-Demand vs. On-Premises

- 55% for 5 Users
- 43% for 10 Users
- 38% for 25 Users
- 38% for 50 Users
- 20% for 75 Users
- 28% for 100 Users

Annual % Savings

COMPANY SIZE (# of Users)

Represents Costs Associated with Internal IT Employee
### What SME’s Want

<table>
<thead>
<tr>
<th>Feature</th>
<th>Ranked Number 1</th>
<th>Ranked in Top 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Savings</td>
<td>34%</td>
<td>65%</td>
</tr>
<tr>
<td>Uptime/High Availability</td>
<td>17%</td>
<td>46%</td>
</tr>
<tr>
<td>Performance</td>
<td>12%</td>
<td>43%</td>
</tr>
<tr>
<td>Consumption-based Pricing</td>
<td>12%</td>
<td>33%</td>
</tr>
<tr>
<td>Scalability</td>
<td>7%</td>
<td>40%</td>
</tr>
<tr>
<td>Flexibility</td>
<td>6%</td>
<td>41%</td>
</tr>
<tr>
<td>Rapid Deployment</td>
<td>5%</td>
<td>24%</td>
</tr>
</tbody>
</table>
V.

Business Centric

Business Process + Cloud = Business Objectives

Implementation of IT Product(s) centric

IT Initiative = Technology Feature Shopping!
A NEW WORLD WITH HIDDEN DEPTHS

Doing More with Less.  
Microsoft

Technology can address 98% of requirements; only part of the Challenge

The main challenges are below the surface

- Security
- Control / Lock-in
- Trust
- What
- Timescales
- Value
- Control / Lock-in
- What
- Trust
- Timescales
- Value

www.unitech.net
Copyright © 2010 UniTech ™
**SERVICE PROVISION**

- Best of both worlds
- Business is in control (*Remotes for Business!*)
- Deployment choices & flexibility
- Reduced Labour force
- Commodity functions into the cloud
  - Large Enterprise Experience for SME
  - Best-in-class SLAs & IT Governance
  - Agility 80/20 knowledge shift
  eg: BT Debatescape

**Software 'on premise'**

**Services 'in cloud'**
SERVICE COMPANIES ~ Bushfire Season!

- IDC Euro 39b in 2009 > Euro110b in 2013
- Chance to challenge market dominance from competitors
- A rising tide lifts all boats
- Fundamental change to traditional Business Models:
  - Software/hardware margins
  - Services model = Financially backed SLA’s
- Education – Business orientation & labour force ready
- Agility & Competitiveness ~ Employment flexibility
- Operating in a regulatory realm of uncertainty & conflict
Thank you for your Time Today

DDI:  +(44) 08452 600 009
Fax:  +(44) 08456 586 556

e.Mail:  nigel.gibbons@unitech.net
Url:  http://www.unitech.net

Head Office:  UniTech House
25 Bernard Street
Edinburgh
EH6 6SH, UK