

Enterprise Cloud Computing

Trae Chancellor
Enterprise Strategy

salesforce.com

Your success.
Our cloud.

~~SOFTWARE~~

Understanding Cloud Platforms

 

Servers as a Service

VM VM VM VM

Infrastructure as a Service

General purpose, lower level machine images that you manage



Cloud Platform for Consumer Apps

Python or Java Server

Non-Relational Database

Infrastructure as a Service

Optimized for consumer and social networking apps



Cloud Platform for Business Apps

UI as a Service

Logic as a Service

Integration as a Service

Full Relational Database

Infrastructure as a Service

Optimized for rapid development of business apps



We Run Our Business In the Cloud



Practical Approach to Cloud Computing

Manpower

Denis Edwards
Senior Vice President &
Global Chief Information Officer



Snapshot: Manpower



Manpower®

Manpower is an industry leader offering employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting.

- Founded in 1948 in the U.S. The workplace has changed but the company's mission hasn't – which is helping individuals find work while helping businesses find skilled, talented employees

- A leading global provider of permanent and contingent talent, as well as the world's leader in RPO

- 3 million people placed in jobs globally in 2009

- 4,000 offices serving 82 countries and territories, including the Middle East and Vietnam

- 400,000 clients worldwide

- 2009 *Fortune* ranking: 119 U.S. / 413 Global

- 89% of Manpower's business is generated outside the U.S.

www.manpower.com

The world of work is changing...



.... And our business relies on innovation to ensure your success and ours.

Our view of cloud computing

- The evolution and convergence of several technologies we have been investing in for some time:
 - Virtualization
 - Standards
 - Service automation
 - Elasticity
- An opportunity for new computing models and the ability to contribute to business innovation.
- Adoption will be gradual given legacy investments.

We've seen prior attempts: Grid, ASP, Managed Services, on-demand and now *aaS models and cloud computing. What's different?

- Consumer computing models setting enterprise expectations.
- More devices, more connectivity, more scale needed.
- The industry is starting to understand how the pieces fit.
- Business conditions driving the need for new business and investment models.

Challenges and opportunities: Governance is key.

- Cloud computing presents risks without proper governance:
 - Business units could purchase services without understanding risks such as security, data privacy, compliance, integration and true economic models.
 - Communication to IT and business must be managed.
 - Business units selecting different solutions to solve the same business challenges is costly.
- With proper governance there are opportunities:
 - Faster provisioning – offsetting errors in workload demand.
 - Capex v. Opex opportunities.
 - Prototyping – with or without direct IT involvement.

A successful cloud computing strategy is integrated into the overall IS strategy and plan.

IS Strategy and Roadmap

Architecture

Solutioning

Implementation

Governance

Where have we invested?

- Salesforce.com
- Microsoft email and Sharepoint services
- Private cloud
- Prototyping / Proof of Concept – Amazon E2C

Other areas we are investigating:

- Force.com and other development platforms
- Data conversion, testing and training platforms
- Disaster recovery

What have we learned?

- Cloud strategy must be a component of the overall IS strategy
- Governance is key
- Demonstrate willingness and ability to innovate to peers
- Education and communication inside and outside of IT
- Leverage experienced partners with sustainable business strategies and solid reputations
- Understand the economics

Questions?