Course ID	Course Title
CLOUD-MKT	**Cloud Computing Market Briefing**
Course Duration	
1 day	

Related Courses

- Cloud Computing Business and Technology Briefing™ (CLOUD-BRIEF, 1 day)
- Cloud Computing Application Case Studies (CLOUD-APP, 1 or more days)
- Cloud Computing Architecture and Implementation (CLOUD-AI, 3-4 days)
- Cloud Computing Standards and Protocols (CLOUD-STND, 3-5 days)
- Cloud Computing Security (CLOUD-SEC, 3-5 days)
- Cloud Computing End-to-End (CLOUD-E2E, 1 day)

Aimed At

This briefing is suitable for all audiences.

Group Size

5-25

Prerequisites

There are no prerequisites for this course.

Course in a Nutshell

Cloud Computing is one of the fastest growing technology areas today because it spans all industries and applications and gives customers the ability to use high cost/high value services as needed without the cost of purchasing and maintaining an entire infrastructure. This course provides a briefing on the global cloud computing marketplace, delivered in plain English.

Customize It!

This briefing can be scheduled as one full day standalone course, the first day of a multi-day course, or as one-hour modules for delivery over the World Wide Web. Any combination of selected modules may also be scheduled for web delivery.

Learn How To

- Describe the excitement in the marketplace surrounding Cloud Computing
- Segment the Cloud Computing marketplace and describe adoption issues that vary by market segment
- Build a compelling and convincing case for Cloud Computing
- Build a compelling and convincing case against Cloud Computing
- Identify the dominant competitors by market segment and product or service
- Compare and contrast various market projections for Cloud Computing

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Course Outline

Market Briefing Introduction

A high level overview of the topic and the briefing including a definition of cloud computing and related terms.

The Case *For* Cloud Computing

- Agility in Provisioning Infrastructure Resources.

- Application Programming Interface (API) Availability

- Platform Independence

- Location Independence

- Multi-Tenancy

- Utilization and Efficiency Improvements

- Reliability

- Scalability and Resource Elasticity

- Increased Performance

- Security

- Improved Application Maintenance

- Cost Savings and OpEx vs CapEx

The Case *Against* Cloud Computing

- Risks in Migration of Enterprise Applications

- Legal, Regulatory, and Control Issues

- Lack of standard Service Level Agreements and Supplier Experience

- Lack of Understanding of Cost Advantage(s), ROI, and Real Total Cost of Ownership for Cloud Apps

Description / Demographics

- Market Description

- Market Demographics

Segmentation

- Geographically

- By Industry

Dominant Competitors*

*ask for a list of companies or request your own favorite list

- Key Competitors

- Competitors by Product

Market Performance

- Historical

- Current

- Projected

Outlook / Projections

- Market Projections by Segment

- Market Predictions

Market Briefing Review and Summary

A review of the briefing topics and summary of the program.

How You Will Learn	- A seasoned instructor will present this course in interactive lecture format. - Along with the lecture, we will use activities and exercises to enrich the instruction and drive home the important points. - If you already know something about Cloud Computing, we will build on that base. We'll compare and contrast what's familiar with what's new, making the new ideas easier to assimilate as well as more relevant. - If your background is less technical, we will use good examples and analogies to simplify the complex material. - You will receive a printed Participant Handbook which will help you remember and retain what you learned in class and apply it on your job.

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