



Understanding the Cloud

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Cloud: Hype vs. Reality

VALUE

New markets

Higher margins

Differentiation

Increased share

Cloud
Reality

Cloud
Hype

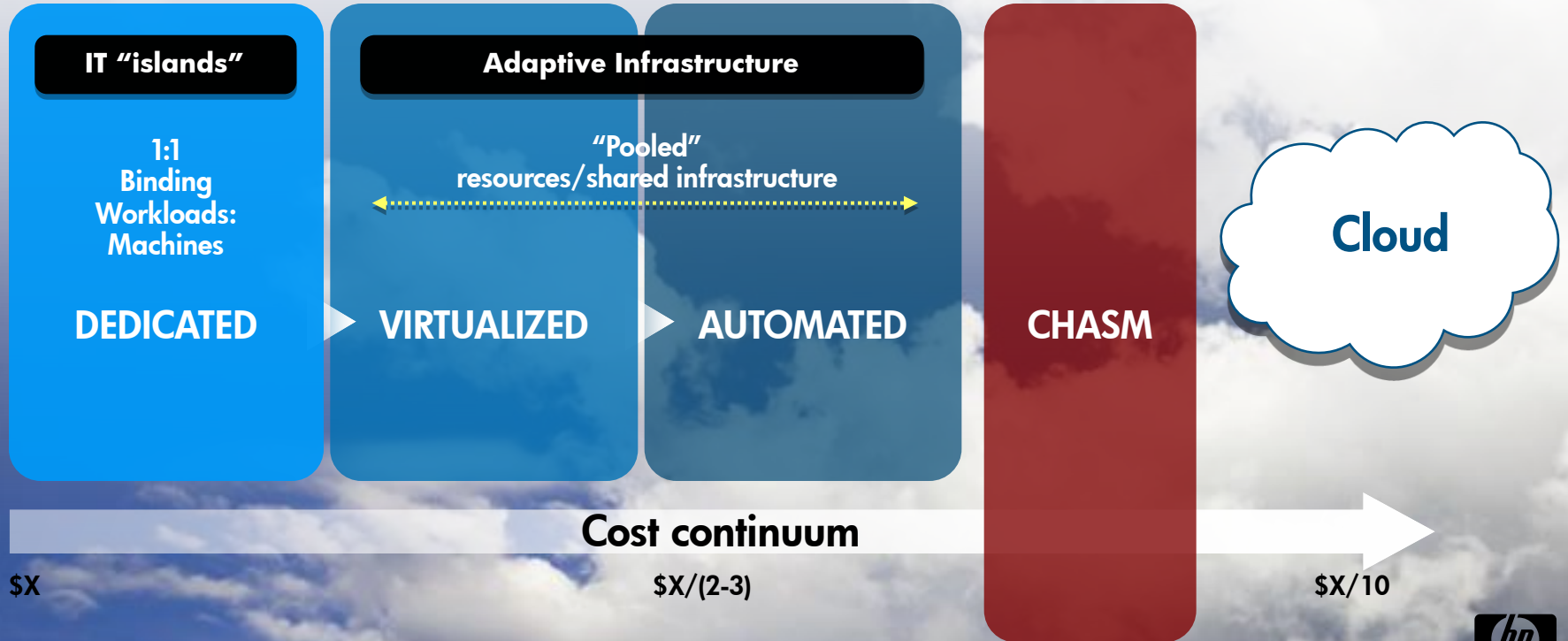
COST

IT

BUSINESS



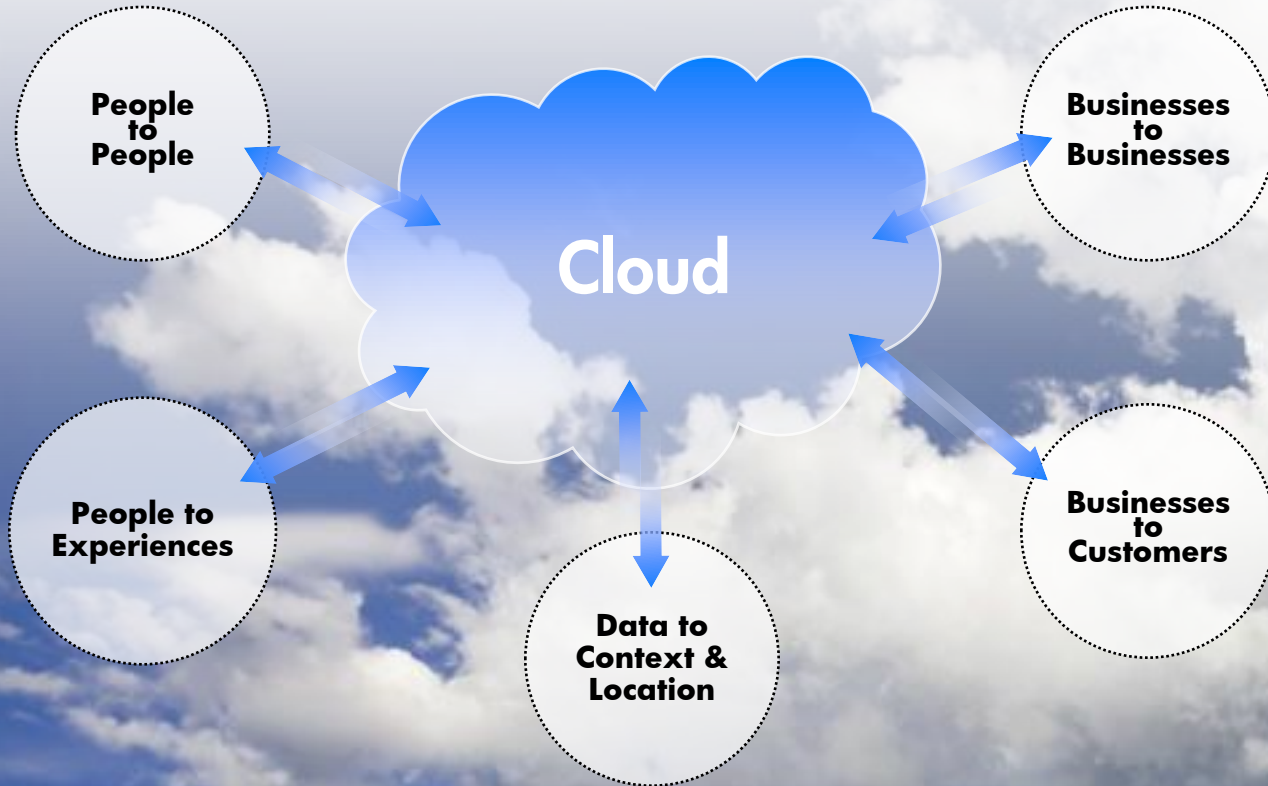
Approaches to reduce cost



Few workloads are cloud-ready



Cloud = Connecting



Print publishing:

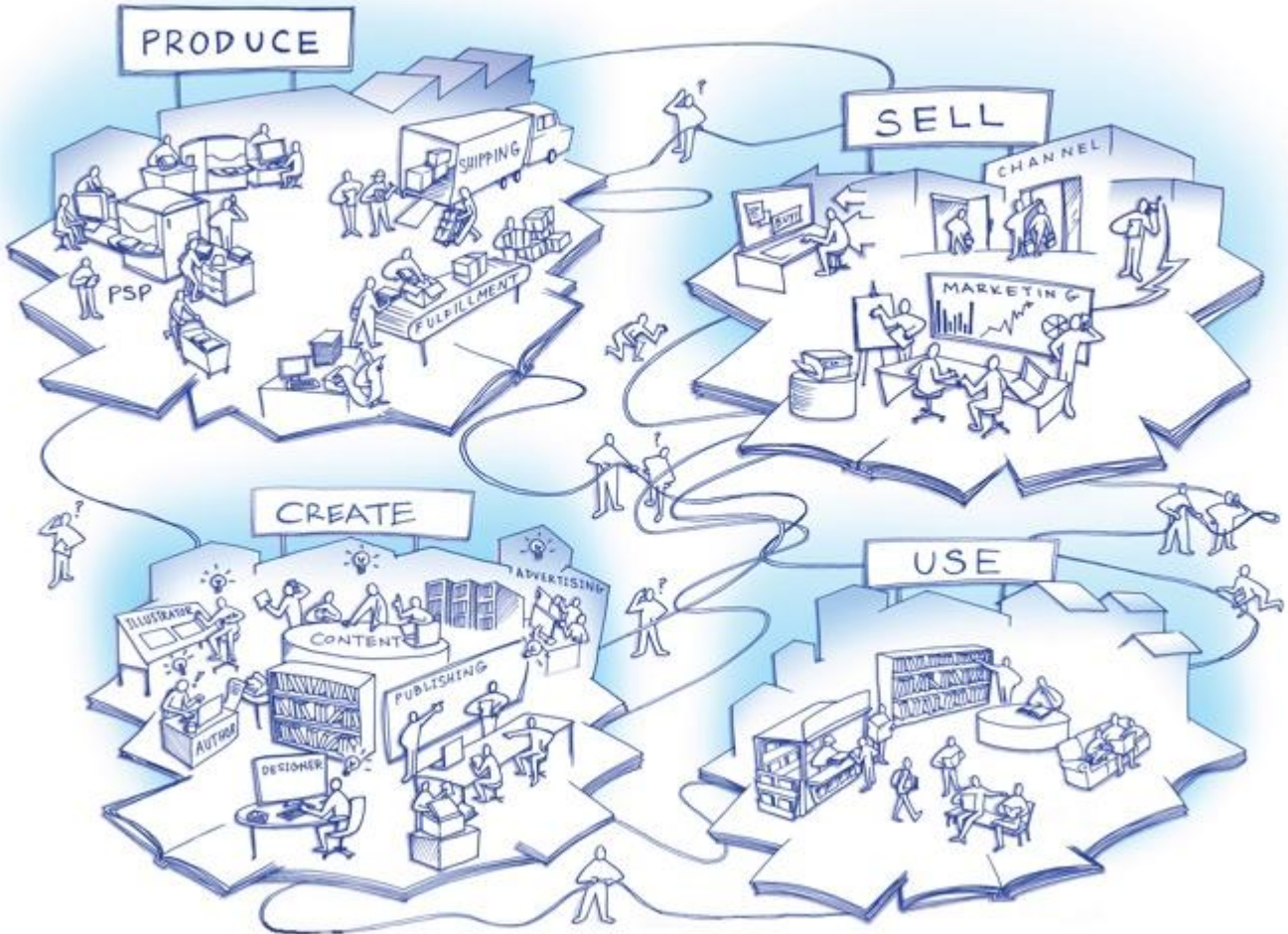
An example of a Cloud ecosystem



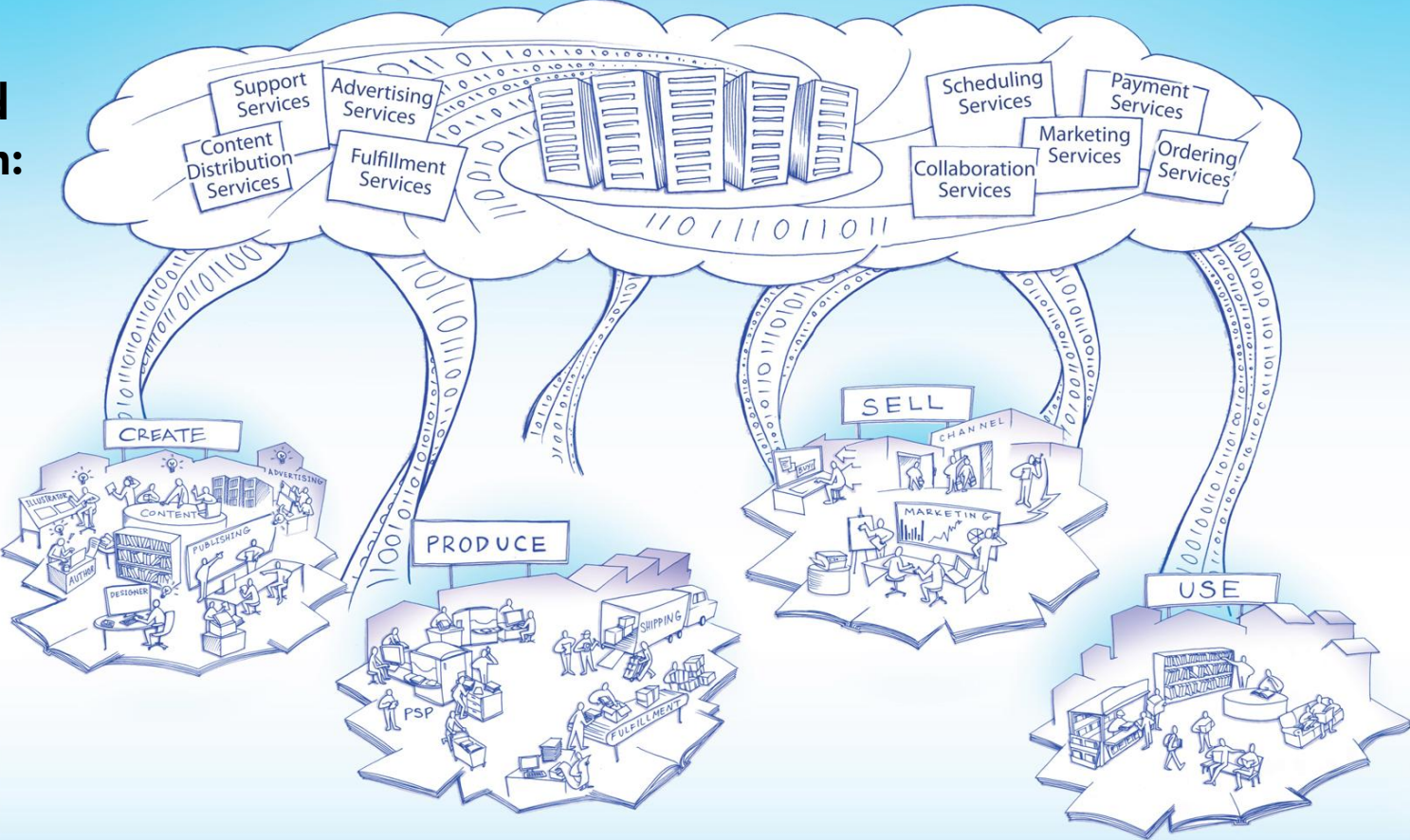
The print publishing ecosystem:



**Approached
by traditional
IT...**



The cloud approach:



Conclusions

Enterprise:
The future of IT
is a hybrid
environment.

All:
The cloud equals
blue ocean
opportunities

User experiences:
Think cloud-
connected
devices.



