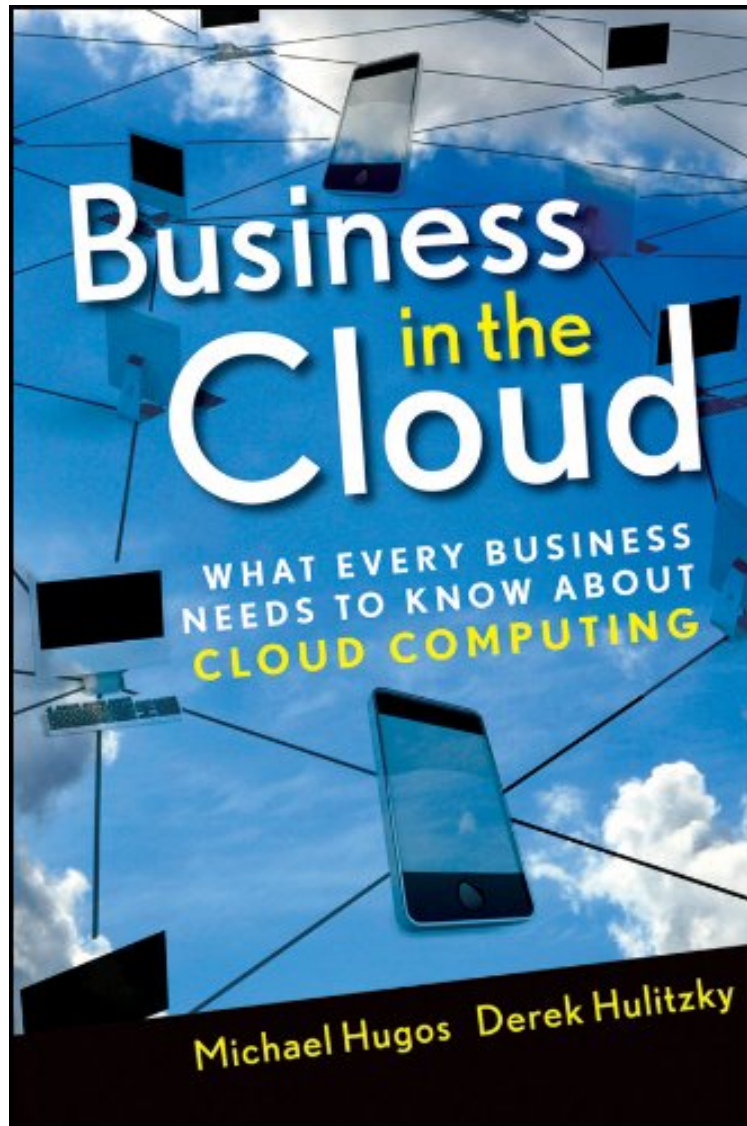


(Ebook pdf) Business in the Cloud: What Every Business Needs to Know About Cloud Computing

Business in the Cloud: What Every Business Needs to Know About Cloud Computing

Michael H. Hugos, Derek Hulitzky
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Michael H. Hugos, Derek Hulitzky : Business in the Cloud: What Every Business Needs to Know About Cloud Computing before purchasing it in order to gage whether or not it would be worth my time, and all praised Business in the Cloud: What Every Business Needs to Know About Cloud Computing:

3 of 3 people found the following review helpful. "Business in the Cloud...Computing"...The Transition from Managing Technology to Managing Business Processes!By Michael GreenGold"Business in the Cloud...Computing" is an excellent,clear easy to understand guide designed for a broad audience of business technical leaders to balance

the needs for a comprehensive framework to understand Cloud Computing and its Business Impact with the need for a simple direct discussion of the key points without delving so deeply into specific details!"Business in the Cloud...Computing" is divided into three parts. The first two chapters provide a basis for understanding current organizational economic changes / realities! The next six chapters define Cloud Technology, strategies, tactics and lessons learned-to-date! Chapter six - The Transition from Managing Technology to Managing Business Processes is very direct relevant! The last two chapters expand upon the information in previous chapters to the Business Impact of Cloud Computing Global Implications of the Cloud!"Business in the Cloud...Computing" is designed to clarify the often-vague concept of Cloud Computing to not only understand it but to put it to work!...Please review use...All Cloud Innovators Builders...Michael. Business in the Cloud: What Every Business Needs to Know About Cloud Computing 2 of 2 people found the following review helpful. Finally, someone with something substantive to say about Cloud Computing By Bob Murphy If I hear one more person opine that Cloud Computing is just a fad, or just another name for time-sharing, well, never mind. Hugos Hultzky offer one of the most thoughtful, substantive and relevant perspectives on something that is anything BUT a fad. Cloud computing has many dimensions to it. It has been created by a myriad of technical developments in the past couple of decades. It manifests itself in many different ways, and it just begs for clarity in its investigation, complex as that clarity might be. These guys nail it, and in so many ways. Their exposition on the nature of modern business is worth the price of admission itself. And the way they make the nexus between that phenomenon and the state of IT in the clouds these days is brilliant. After all, no-one really cares about technology. People care about how it delivers sustainable business value. This book never loses focus on that matter. Heads up IT professionals: When someone sends your CEO a copy of the article that appeared in the Economist a couple of years ago, entitled "The Long Nimbus", or Steve Lohr's recent article in the New York Times, entitled, "The Business Market Plays Cloud Computing Catch-Up", and your CEO sends you an email asking you to fill him or her in on what this Cloud Computing is all about, you're going to want to make sure you've already taken the time to read this book. 0 of 0 people found the following review helpful. This book did not do much for me, maybe ...By K. Martin This book did not do much for me, maybe because I had already seen the same or similar ideas laid out elsewhere. It is helpful as an overview though and does have some practical knowledge.

A close look at cloud computing's transformational role in business Covering cloud computing from what the business leader needs to know, this book describes how IT can nimbly ramp up revenue initiatives, positively impact business operations and costs, and how this allows business leaders to shed worry about technology so they can focus on their business. It also reveals the cloud's effect on corporate organization structures, the evolution of traditional IT in the global economy, potential benefits and risks of cloud models and most importantly, how the IT function is being rethought by companies today who are making room for the coming tidal wave that is cloud computing. Why IT and business thinking must change to capture the full potential of cloud computing Topics including emerging cloud solutions, data security, service reliability, the new role of IT and new business organization structures Other titles by Hugos include: Business Agility: Sustainable Prosperity in a Relentlessly Competitive World and Essentials of Supply Chain Management, 2nd Edition Practical and timely, this book reveals why it's worth every company's time and effort to exploit cloud computing's potential for their business's survival and success.

From the Inside Flap Praise for Business in the Cloud "In Business in the Cloud, Michael Hugos and Derek Hultzky explain the many changes that cloud computing is bringing to technology, organizations, and industry ecosystems.? Their book is a tutorial written in simple language to help readers understand the potential of the cloud to transform every industry in the years ahead.? Business in the Cloud is highly recommended for anyone who wants to take advantage of the many opportunities being brought by cloud computing to business and society." mdash; Irving Wladawsky-Berger, Chairman Emeritus, IBM Academy of Technology; Strategic Advisor, Citigroup; Visiting Professor, MIT; Visiting Professor, Imperial College "Business in the Cloud is a concise but informative insight into cloud computing, is a great tutorial to quickly educate yourself (without vendor biases) on the options and capabilities of cloud computing, and should be read by all business and IT leaders responsible for their organization's infrastructure." mdash; Dan Agronow, Chief Technology Officer, The Weather Channel Interactive, Inc. (TWCi) "Business in the Cloud is an excellent resource to help business leaders think through the practical implications of how to best leverage the technical infrastructure required to thrive in the 21st century." mdash; Larry Bonfante, Chief Information Officer, United States Tennis Association; Founder, CIO Bench Coach, LLC "A comprehensive work covering all facets to consider for the delivery of business solutions, opportunities, and customer satisfaction,? Business in the Cloud? is a must read for all business executives tasked with leading in today's technology-mandated world." mdash; Michael J. Twohig, Executive Vice President and Chief Administration Officer, Clean Harbors Environmental Services, Inc. "Business in the Cloud does a great job of translating the real life thinking and effort required to adopt cloud computing mdash; and captures the profound change potential across technology infrastructure, applications, and IT professionals." mdash; David Giambruno, Senior Vice President and Chief Information Officer, Revlon; 2009 CTO of the Year ndash; InfoWorld From the Back Cover Whether you like it or not,

information technology is now mission-critical to every step your business takes. Unlike a few years ago when we left technology to the geeks, computing now gushes from the invisible woodwork and is covering the global psyche with a sea of expectations. Consumers, business-to-business customers—even your own employees—expect your products and services to cater to a technology-spoiled society. In business, only those who adapt to this ubiquitous, always-on technology will survive. Cloud computing has emerged as a pivotal driver in this equation. In *Business in the Cloud*, authors Michael Hugos and Derek Hultitzky draw on their experience in business and technology to illustrate how cloud computing can transform your organization while they clearly define the many financial and efficiency benefits of this new computing model. They show how it can be quickly rolled out, scaled up to handle increased volume if business takes off, or easily scaled back to cut costs if business changes. It allows companies to replace capital expenses with operating expenses, and enables companies to directly align operating expenses with revenue to protect cash flow and operating profits. A critical lynchpin to any organization operating in high change, unpredictable environments, cloud computing ultimately allows companies to focus their technology energies and investments on what matters most. By moving some applications and services to the cloud, it allows businesses to concentrate on devising even newer ways to find customers and profits. Loaded with case studies and insights from industry thought leaders and practitioners, *Business in the Cloud* explores:

- The new role of information technology
- A renewed focus on using technology for profit and competitive advantage
- Using the cloud for business advantage
- A cloud-based model for business organizations
- Implications of the transition to cloud computing
- Key technologies used in cloud computing
- What to look for in a good service provider
- Cyber threats and perimeter security in cloud computing
- Public, private, and hybrid clouds
- Five profit enablers driving business to the cloud
- New economic engines for growth
- Real-time global collaboration
- New realities and new opportunities

As a business leader, do you know what cloud computing is? Do you feel compelled to understand it? You should. With constantly changing technologies to choose from, cloud computing is the bridge across a sea of change where every company now weaves technology into their communications, products, and processes. Experts agree that cloud computing is the largest revolution in decades in how people and companies will consume and use technology. And every business leader—not just the CIO—needs to understand it. Designed for business leaders to absorb the often-vague concept of cloud computing, *Business in the Cloud* delivers a critical foundation to not only understand it, but also put it to work.

About the Author Michael Hugos, Principal at the Center for Systems Innovation [c4si], writes, speaks and consults on strategies for IT and business agility and mentors development teams. He spent six years as CIO of a multibillion-dollar distribution cooperative developing a suite of supply chain and business systems, transforming the company's operations and revenue model. He won the CIO 100 Award and Premier 100 Award for his work, and is also author of *Essentials of Supply Chain Management* and *Business Agility*.

DEREK HULITZKY, Vice President of Content Development at a global technology media company, is a keen industry watcher with an intense focus on how CIOs and companies manage their technology teams and responsibilities. A seasoned technology marketer, he is an accomplished event and panel moderator with a rich background in technology content creation, audience development, and management.