

Cloud Computing

Leveraging The Cloud For Your Business

Agenda

- Introduction
- Cloud computing landscape
- Enterprise issues
- Emerging / high-growth company opportunities

Actionable Strategies - Firm Overview

- Boutique consulting firm
- Focused on key items on the executive agenda
- Unique perspective of solution offerings and thought leadership
- Solutions drive performance improvement and lower TCO
- Unique SME, domain knowledge and capacity to deliver end-to-end solutions for clients
- Global delivery capabilities

Americas

- New York headquarters
- Washington D.C. branch

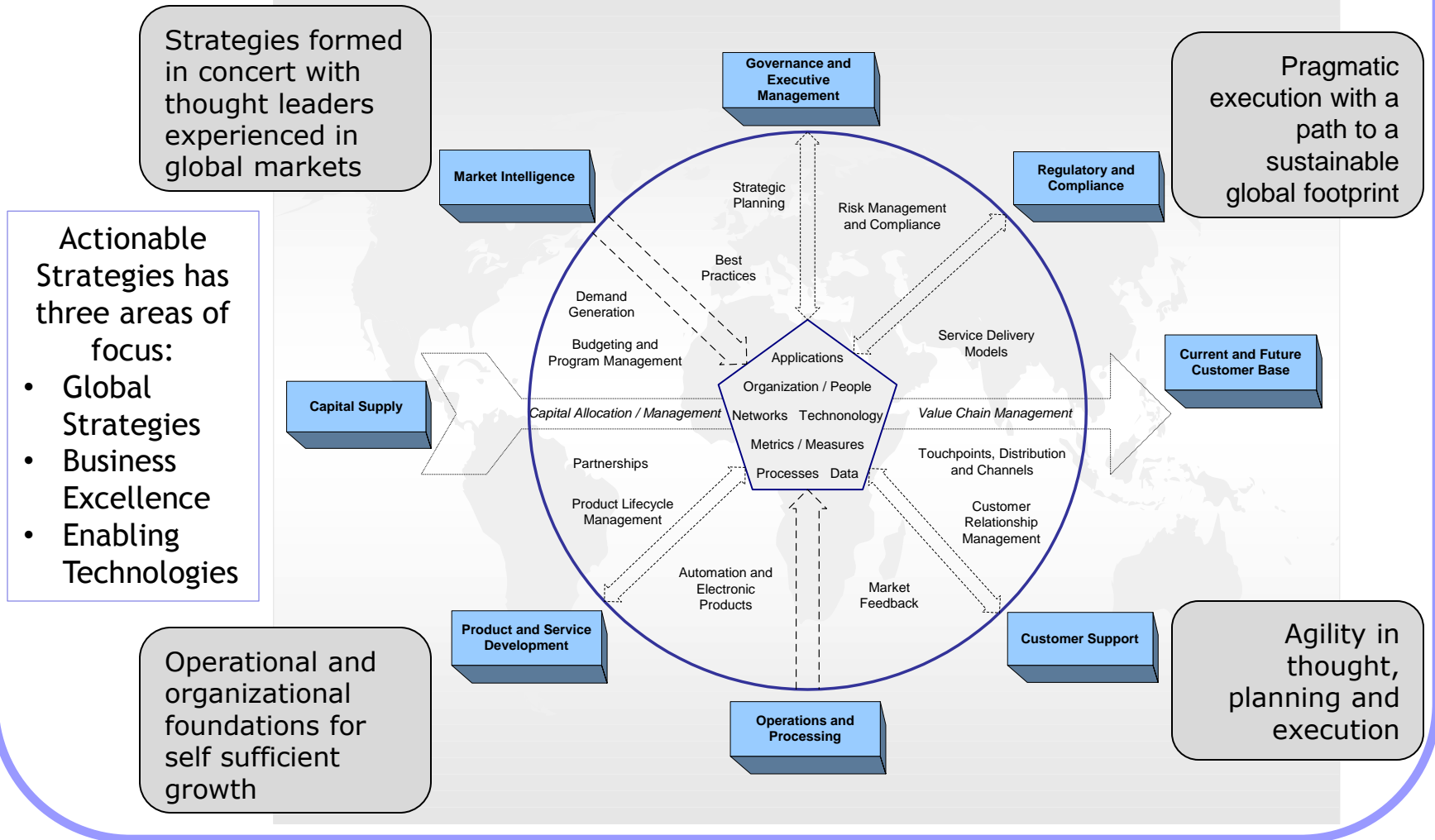
EMEA Alliances

- Bucharest, Romania
- Jeddah, Saudi Arabia
- London, U.K.
- Madrid, Spain
- Prague, Czech Republic

Asia-Pacific Joint Venture

- Beijing
- Guanzhou
- Shanghai
- Sichuan
- Tokyo

Solutions Map



Speaker Background

▀ Double major in Finance and Management from Wharton

▀ Business leadership roles

- ▶ Sales
- ▶ Marketing
- ▶ Operations
- ▶ Client services

Jeffrey A. Wu
CEO
Actionable Strategies

▀ Technology/process experience

- ▶ Lean and Six Sigma Green Belt
- ▶ Agile software development
- ▶ Global teams including technology and operations at Thomson
- ▶ Software-as-a-Service offerings as CTO at ADP

▀ Prior roles

- ▶ CEO of Claritas (launched multiple SaaS businesses)
- ▶ VP Business Development at software companies Mergent International, Computer Concepts in addition to Thomson Financial

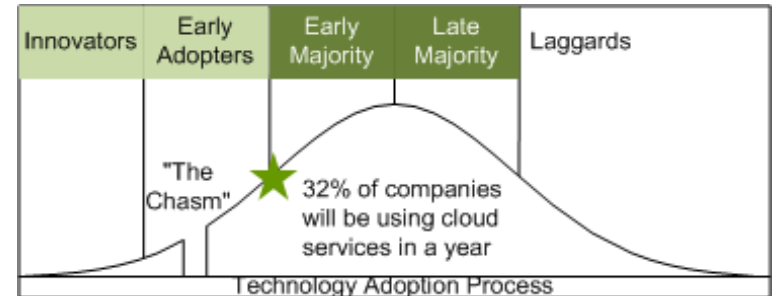
Strategic Landscape

- Technical advances have enabled technology providers to deliver their products in service form
 - Fast and ubiquitous network connectivity
 - Virtualization of hardware to reduce costs
 - Off-the-shelf technologies that enable multi-tenancy
- Cloud providers operate at different levels of complexity from basic infrastructure to entire business processes
- Cost models are attractive
- Services are generally well delivered
- Gartner Group predicts 20% of organizations will have no IT assets within 2 years

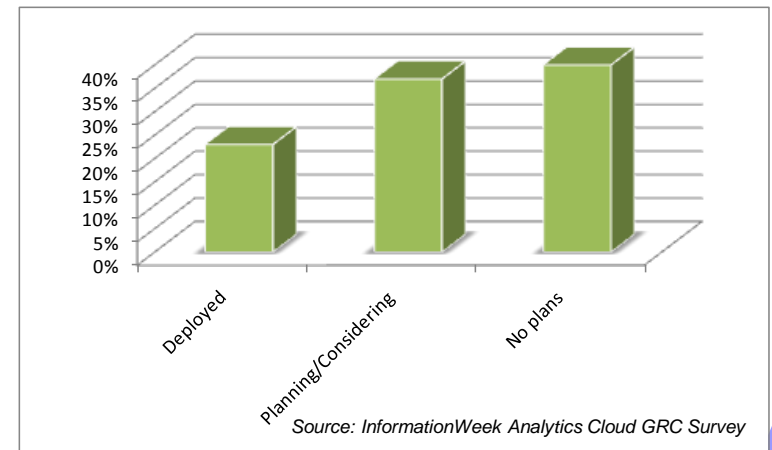


Established Models / Cautions

- ▲ Functionality designed for the Web
- ▲ Customization and integration
- ▲ Client support
- ▲ Service level management
- ▲ Elastic cost model
- ▲ Information security
- ▲ Business continuity
- ▲ Governance (IT, operations, data)
- ▲ Compliance



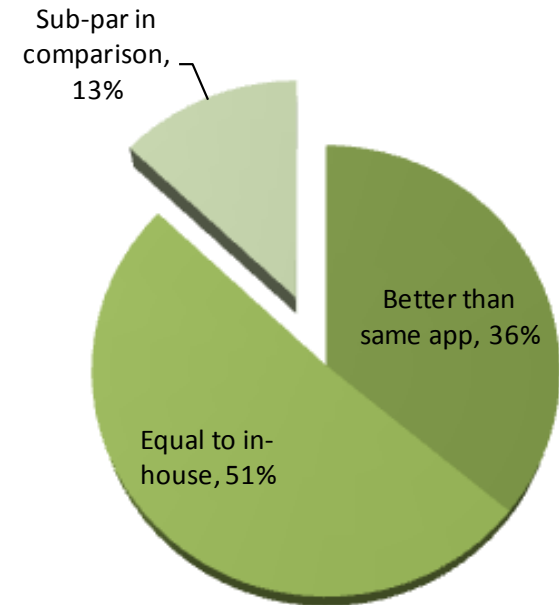
Early adopters have unearthed the major risks and the market will adopt the cloud over the next several years



Successful Cloud Computing

- ▲ Promised and measured SLAs are generally higher
- ▲ Web access, when secured, eases deployment and broadens availability (except for untethered users)
- ▲ Financial results are compelling but cost models can vary across providers
- ▲ Service providers have lower change management costs
- ▲ Compliance is typically more difficult, sometimes driven by perception

Satisfaction with Cloud Solutions



Source: InformationWeek Analytics 2010
GRC Cloud Survey

Top Ten Enterprise Issues

- ▲ Cost containment (board level issue) *
- ▲ IT bypass
- ▲ Resistance (perpetuating status quo)
- ▲ Culture (e.g., perceived risk)
- ▲ Governance across clouds (including public / private)
- ▲ Regulatory / Compliance *
- ▲ Data governance *
- ▲ Information security (including BCP) *
- ▲ Onboarding / Self provisioning
- ▲ Monitoring / SLAs *

* Issues critical to High Growth Companies

Operating Efficiencies

- Elimination of capital expense
- Direct alignment of cost to required capacity
- Cost elasticity enabling bursting and cost retraction
- Linear scalability
- Ubiquitous access
- Self provisioning and other self-service

Partnering in The Cloud

- ▲ Varying levels of business integration from bundling / resale, depending on:
 - ▶ Customer / market segment ownership
 - ▶ Partner / channel model
 - ▶ Technical architecture
 - ▶ Service delivery model
- ▲ Delivering a service fulfills all or part of an end-to-end process
 - ▶ e.g., extending the core salesforce.com platform
- ▲ Technologists can act as an intermediary in bringing tradition-bound processes to the Cloud; examples
 - ▶ Strategy / Policy Deployment
 - ▶ Check deposits
 - ▶ Timesheets, expense capture

Driving Investor Value

- ▲ Preservation of capital, notably in development infrastructure
- ▲ Linear expense growth
- ▲ Elastic cost model
- ▲ Mitigation of scalability risk
- ▲ Venture and early stage investors understand and are interested in the Cloud model
- ▲ Opportunities with investor portfolio companies