Cloudonomics

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" Cloudonomics is a seminal work on cloud based on an axiomatic mathematical theory, and not on popular opinions and baseless assumptions. Based on rigorous quantitative analysis, the book is amazingly simple to read with real world examples in a lucid language that will resonate with both the technical and business professional.

Cloudonomics.com
Cloudonomics defines the business case that is driving the emergence of the cloud-based telco. This new approach is, without a shadow of a doubt, already shaking up the traditional telco business model.

How Cloudonomics can streamline your business support ...
The author explores such a wide variety of cloud topics and does a fantastic job of explaining his thought processes to a reader of any level of technical background. Each chapter is self-contained so you can skip around to a specific topic that interests you the most without getting lost.

Cloudonomics: The Business Value of Cloud Computing ...
Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value—whether you are a customer, a provider, a strategist, or an investor.

Cloudonomics: The Business Value of Cloud Computing ...
Cloudonomics Law #1: Utility services cost less even though they cost more. An on-demand service provider typically charges a utility premium — a higher cost per unit time for a resource than if it were owned, financed or leased. However, although utilities cost more when they are used, they cost nothing when they are not.

The 10 Laws of Cloudonomics – Gigaom
JOE WEINMAN is Senior Vice President, Cloud Services and Strategy, Telx, and a former executive at HP, AT&T, and Bell Labs. He is the founder of Cloudonomics and the Cloudonomics ® blog.

Cloudonomics: The Business Value of Cloud Computing ...
Cloudonomics: The Business Value of Cloud Computing eBook: Weinman, Joe: Amazon.co.uk: Kindle Store

Cloudonomics: The Business Value of Cloud Computing eBook ...
Cloudonomics provides deep insights into the businessvalue of the Cloud for executives, practitioners, and strategistsin virtually any industry—not just technology executives butalso those in the marketing, operations, economics, venturecapital, and financial fields.

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Economies of Scale The largest cloud providers leverage a variety of techniques to excel and compete, such as building reliability in at the software layer, focusing on reducing power and cooling costs via site selection and engineering, negotiating with suppliers, optimizing taxation, acquiring top engineering talent, and more.

Economies of Scale - Cloudonomics: The Business Value of ...
Cloudonomics is "must" reading for CIOs, CEOs, CFOs, strategists, IT managers and practitioners, students and academics, and all forward-thinking corporate leaders and entrepreneurs. The Business Value of Cloud Computing . It has created vast wealth for companies that seemed to spring up overnight, and it has brushed aside corporate icons, even entire industries, that once seemed unassailable ...

Amazon.com: Cloudonomics: The Business Value of Cloud ...
A new business model is sweeping the world—the Cloud. And, as with any new technology, there is a great deal of fear, uncertainty, and doubt surrounding cloud computing. Cloudonomics radically upends the conventional wisdom, clearly explains the …

Cloudonomics | Wiley Online Books
Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value—whether you are a customer, a provider, a strategist, or an investor.

Cloudonomics - Microsoft Library - OverDrive
The term cloudonomics is a portmanteau of cloud and economics.Joe Weinman in his book Cloudonomics: The Business Value of Cloud Computing has explored in detail the paradigm shift in business thinking necessitated by the advent of the cloud.. The simple exchange of goods between individuals in early society has transformed into complex and intricate transactions that today have a global ...

Cloudonomics: A book review - Cloud computing news
Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and il The ultimate guide to assessing and exploiting the customer value and revenue potential of the Cloud

Cloudonomics, + Website: The Business Value of Cloud ...
Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value—whether you are a customer, a provider, a strategist, or an investor.

?Cloudonomics on Apple Books
Cloud computing is an information technology revolution that has just started to impact many enterprise computing systems in major ways, and it will change the face of computing in the years to come.

1.1.4 Cloudonomics: Part 2 - Module 1: Introduction to ...
Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value—whether you are a customer, a provider, a strategist, or an investor.

Cloudonomics eBook by Joe Weinman - 9781118282885 ...
Last week I read Cloudonomics by Joe Weinman and found it to be the most complete, well-told explanation of cloud computing's value proposition that I've ever read. Besides the content itself, I was blown away by the depth of research and deft use of analogies that Weinman used to state his case. The majority of the book is focused on how cloud computing should be approached by organizations ...

The ultimate guide to assessing and exploiting the customervalue and revenue potential of the Cloud A new business model is sweeping the world—the Cloud. And,as with any new technology, there is a great deal of fear,uncertainty, and doubt surrounding cloud computing.Cloudonomics radically upends the conventional wisdom,clearly explains the underlying principles and illustrates throughunderstandable examples how Cloud computing can create compellingvalue—whether you are a customer, a provider, a strategist,or an investor. Cloudonomics covers everything you need toconsider for the delivery of business solutions, opportunities, andcustomer satisfaction through the Cloud, so you can understandit—and put it to work for your business. Cloudonomicsalso delivers insight into when to avoid the cloud, and why. Quantifies how customers, users, and cloud providers cancollaborate to create win-wins Reveals how to use the Laws of Cloudonomics to define strategyand guide implementation Explains the probable evolution of cloud businesses andecosystems Demolishes the conventional wisdom on cloud usage, IT spend,community clouds, and the enterprise-provider cloud balance Whether you're ready for it or not, Cloud computing is here tostay. Cloudonomics provides deep insights into the businessvalue of the Cloud for executives, practitioners, and strategistsin virtually any industry—not just technology executives butalso those in the marketing, operations, economics, venturecapital, and financial fields.

The ultimate guide to assessing and exploiting the customer value and revenue potential of the Cloud A new business model is sweeping the world--the Cloud. And, as with any new technology, there is a great deal of fear, uncertainty, and doubt surrounding cloud computing. Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value--whether you are a customer, a provider, a strategist, or an investor. Cloudonomics covers everything you need to consider for the delivery of business solutions, opportunities, and customer satisfaction through the Cloud, so you can understand it--and put it to work for your business. Cloudonomics also delivers insight into when to avoid the cloud, and why. Quantifies how customers, users, and cloud providers can collaborate to create win-wins Reveals how to use the Laws of Cloudonomics to define strategy and guide implementation Explains the probable evolution of cloud businesses and ecosystems Demolishes the conventional wisdom on cloud usage, IT spend, community clouds, and the enterprise-provider cloud balance Whether you're ready for it or not, Cloud computing is here to stay. Cloudonomics provides deep insights into the business value of the Cloud for executives, practitioners, and strategists in virtually any industry--not just technology executives but also those in the marketing, operations, economics, venture capital, and financial fields. Note: The ebook version does not provide access to the companion files.

Leverage digital technologies to achieve competitive advantage through market-leading processes, products and services, customer relationships, and innovation How does Information Technology enable competitive advantage?

Digital Disciplines details four strategies that exploit today's digital technologies to create unparalleled customer value. Using non-technical language, this book describes the blueprints that any company, large or small, can use to gain or retain market leadership, based on insights derived from examining modern digital giants such as Amazon, Netflix, and Uber, established firms such as Burberry, GE, Nike, and Procter & Gamble, and lesser-known innovators such as Alvio, Fruition Sciences, Opower, and Quirky. Companies can develop a competitive edge through four digital disciplines—information excellence, solution leadership, collective intimacy, and accelerated innovation—that exploit cloud computing, big data and analytics, mobile and wireline networks, social media, and the Internet of Things. These four disciplines extend and update the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic The Discipline of Market Leaders. Operational excellence must now be complemented by information excellence—leveraging automation, information, analytics, and sophisticated algorithms to make processes faster, better, and more cost-effective, seamlessly fuse digital and physical worlds, and generate new revenue through techniques such as exhaust data monetization Product leadership must be extended to solution leadership—smart digital products and services ranging from wind turbines and wearables to connected healthcare, linked to each other, cloud services, social networks, and partner ecosystems, focused on customer outcomes and creating experiences and transformations Customer intimacy is evolving to collective intimacy—as face-to-face relationships not only go online, but are collectively analyzed to provide individually targeted recommendations and personalized services ranging from books and movies to patient-specific therapies Traditional innovation is no longer enough—accelerated innovation goes beyond open innovation to exploit crowdsourcing, idea markets, innovation networks, challenges, and contest economics to dramatically improve processes, products, and relationships This book provides a strategy framework, empirical data, case studies, deep insights, and pragmatic steps for any enterprise to follow and attain market leadership in today's digital era. It addresses improved execution through techniques such as gamification, and pitfalls to beware, including cybersecurity, privacy, and unintended consequences. Digital Disciplines can be exploited by existing firms or start-ups to disrupt established ways of doing business through innovative, digitally enabled value propositions to win in competitive markets in today's digital era.

Cloud Computing, a new prototype of computing infrastructure provision, gives an assurance of fulfilling a dream of optimal utilization of computer utilities for an economical and smooth functioning of businesses. In Cloud Computing, the economic aspect along with cloud offerings is a research topic in itself. This research presents an overview of the economic aspects involved. Cloud architecture brings with it an assurance of a low-cost delivery, speedy implementation, enhanced flexibility and thus has been adopted widely in a very short period of time. Statistics show that there is a possibility of the cloud services market reaching a level of 160 billion dollars by the year 2020. Although cloud computing technology is being widely accepted, the research is still in the beginning stage. This research attempts to bring out the viability of adoption of this technology based on suitability index and uses further, parameters like number of servers, geographical coverage, extent of data to be migrated, size of operations of the companies and the various financial parameters like ROI (Return on Investment), Payback period, NPV (Net Present Value). However there is more in-depth research that requires to go into the details of company business and gaining further insight into cloud adoption. Here, the study encompasses 35 companies with a view to provide different available variations in terms of all the above mentioned parameters in an attempt to aid the decision making regarding adoption of cloud architecture. The research highlights the reasons for the adoption of cloud architecture by different companies from the chosen 35 companies. The researcher is optimistic that this research will definitely prove helpful in taking the correct decision and will help more number of companies to implement the cloud technology and reap the benefits of the same. Keywords: Cloud Computing, Architecture, Suitability, ROI, Adoption of cloud or Migration.

The complete reference guide to the hot technology of cloud computing Its potential for lowering IT costs makes cloud computing a major force for both IT vendors and users; it is expected to gain momentum rapidly with the launch of Office Web Apps later this year. Because cloud computing involves various technologies, protocols, platforms, and infrastructure elements, this comprehensive reference is just what you need if you?ll be using or implementing cloud computing. Cloud computing offers significant cost savings by eliminating upfront expenses for hardware and software; its growing popularity is expected to skyrocket when Microsoft introduces Office Web Apps This comprehensive guide helps define what cloud computing is and thoroughly explores the technologies, protocols, platforms and infrastructure that make it so desirable Covers mobile cloud computing, a significant area due to ever-increasing cell phone and smartphone use Focuses on the platforms and technologies essential to cloud computing Anyone involved with planning, implementing, using, or maintaining a cloud computing project will rely on the information in Cloud Computing Bible.

The emergence of the cloud as infrastructure: experts from a range of disciplines consider policy issues including reliability, privacy, consumer protection, national security, and copyright.

THE ONE-STOP RESOURCE FOR ANY INDIVIDUAL OR ORGANIZATION CONSIDERING FOG COMPUTING Fog and Fogonomics is a comprehensive and technology-centric resource that highlights the system model, architectures, building blocks, and IEEE standards for fog computing platforms and solutions. The "fog" is defined as the multiple interconnected layers of computing along the continuum from cloud to endpoints such as user devices and things including racks or microcells in server closets, residential gateways, factory control systems, and more. The authors—noted experts on the topic—review business models and metrics that allow for the economic assessment of fog-based information communication technology (ICT) resources, especially mobile resources. The book contains a wide range of templates and formulas for calculating quality-of-service values. Comprehensive in scope, it covers topics including fog computing technologies and reference architecture, fog-related standards and markets, fog-enabled applications and services, fog economics (fogonomics), and strategy. This important resource: Offers a comprehensive text on fog computing Discusses pricing, service level agreements, service delivery, and consumption of fog computing Examines how fog has the potential to change the information and communication technology industry in the next decade Describes how fog enables new business models, strategies, and competitive differentiation, as with ecosystems of connected and smart digital products and services Includes case studies featuring integration of fog computing, communication, and networking systems Written for product and systems engineers and designers, as well as for faculty and students, Fog and Fogonomics is an essential book that explores the technological and economic issues associated with fog computing.

The complete guide to provisioning and managing cloud-based Infrastructure as a Service (IaaS) data center solutions Could computing will revolutionize the way IT resources are deployed, configured, and managed for years to come. Service providers and customers each stand to realize tremendous value from this paradigm shift-if they can take advantage of it. Cloud Computing brings together the realistic, start-to-finish guidance they need to plan, implement, and manage cloud solution architectures for tomorrow's virtualized data centers. It introduces cloud 'newcomers' to essential concepts, and offers experienced operations professionals detailed guidance on delivering Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS). This book's replicable solutions and fully-tested best practices will help enterprises, services providers, consultants, and Cisco partners meet the challenge of provisioning end-to-end cloud infrastructures. Drawing on extensive experience working with leading cloud vendors and integrators, the authors present detailed operations workflow examples, proven techniques for operating cloud-based network, compute, and storage infrastructure; a comprehensive management reference architecture; and a complete case study demonstrating rapid, lower-cost solutions design. Cloud Computing will be an indispensable resource for all network/IT professionals and managers involved with planning, implementing, or managing the next generation of cloud computing services. • •Review the key concepts

needed to successfully deploy and cloud-based services •Transition common enterprise design patterns and use cases to the cloud •Master architectural principles and infrastructure design for 'real-time' managed IT services •Understand the Cisco approach to cloud-related technologies, systems, and services •Develop a cloud management architecture using ITIL, TMF, and ITU-TMN standards •Implement best practices for cloud service provisioning, activation, and management •Automate cloud infrastructure to simplify service delivery, monitoring and assurance •Choose and implement the right billing/chargeback approaches for your business •Design and build IaaS services, from start to finish •Manage the unique capacity challenges associated with sporadic, real-time demand •Provide a consistent and optimal cloud user experience This book is part of the Networking Technology Series from Cisco Press, which offers networking professionals valuable information for constructing efficient networks, understanding new technologies, and building successful careers.

The primary purpose of this book is to capture the state-of-the-art in Cloud Computing technologies and applications. The book will also aim to identify potential research directions and technologies that will facilitate creation a global market-place of cloud computing services supporting scientific, industrial, business, and consumer applications. We expect the book to serve as a reference for larger audience such as systems architects, practitioners, developers, new researchers and graduate level students. This area of research is relatively recent, and as such has no existing reference book that addresses it. This book will be a timely contribution to a field that is gaining considerable research interest, momentum, and is expected to be of increasing interest to commercial developers. The book is targeted for professional computer science developers and graduate students especially at Masters level. As Cloud Computing is recognized as one of the top five emerging technologies that will have a major impact on the quality of science and society over the next 20 years, its knowledge will help position our readers at the forefront of the field.

Cloud Computing: Business Trends and Technologies provides a broad introduction to Cloud computing technologies and their applications to IT and telecommunications businesses (i.e., the network function virtualization, NFV). To this end, the book is expected to serve as a textbook in a graduate course on Cloud computing. The book examines the business cases and then concentrates on the technologies necessary for supporting them. In the process, the book addresses the principles of – as well as the known problems with – the underlying technologies, such as virtualization, data communications, network and operations management, security and identity management. It introduces, through open-source case studies (based on OpenStack), an extensive illustration of lifecycle management. The book also looks at the existing and emerging standards, demonstrating their respective relation to each topic. Overall, this is an authoritative textbook on this emerging and still-developing discipline, which •Guides the reader through basic concepts, to current practices, to state-of-the-art applications. •Considers technical standards bodies involved in Cloud computing standardization. •Is written by innovation experts in operating systems and data communications, each with over 20 years' experience in business, research, and teaching.

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