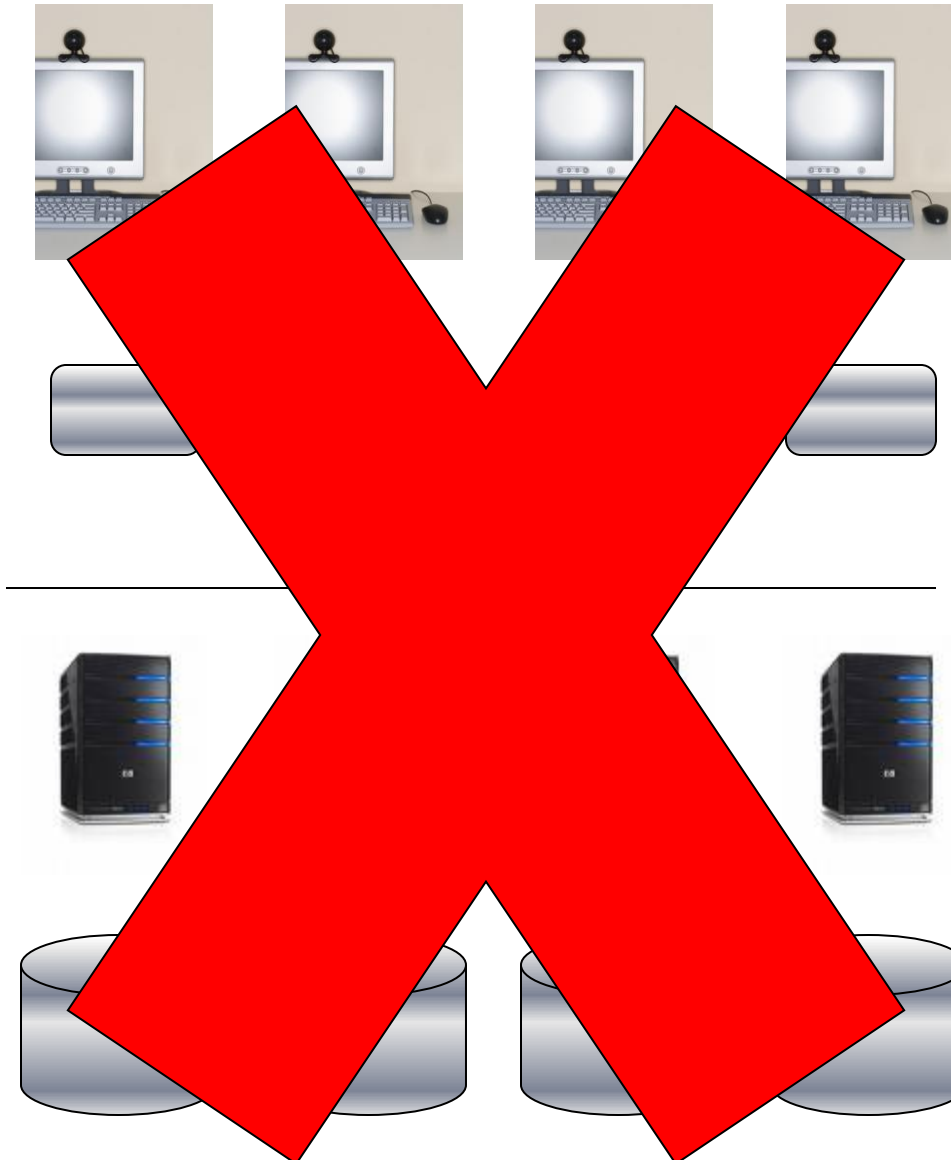


# Taking the Cloud to Task

Clive Longbottom  
Service Director

Quocirca Ltd





**Client layer:**

Microsoft, Dell, HP, Ubuntu, Wyse...

**Application layer:**

Oracle, SAP, Sage...

**Network layer:**

Cisco, Juniper, 3Com...

**Server layer:**

HP, IBM, Fujitsu...

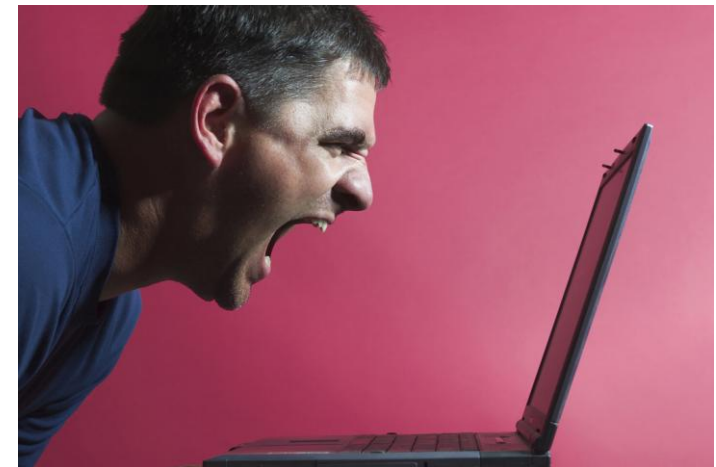
**Database/storage layer:**

IBM, HDS, Oracle, Microsoft, HP...

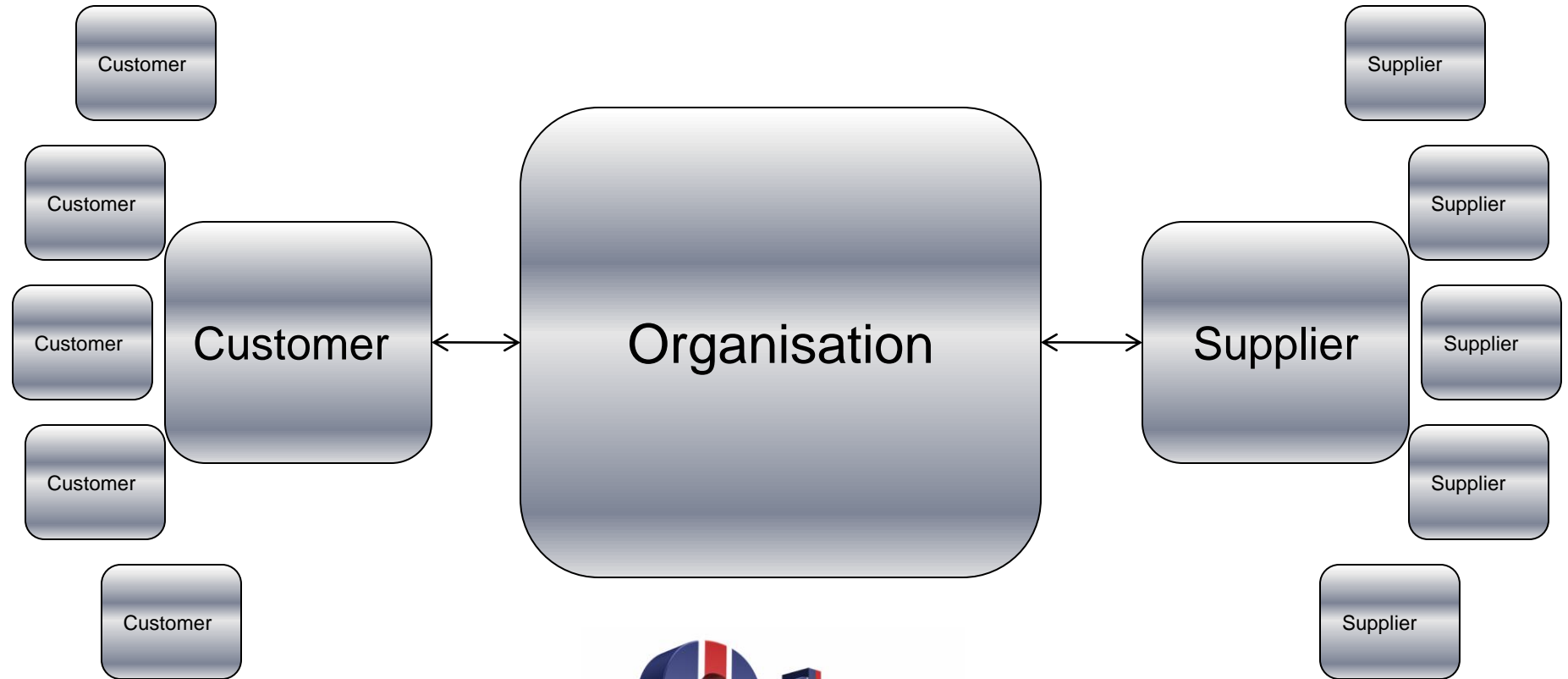
# The *real* organisation

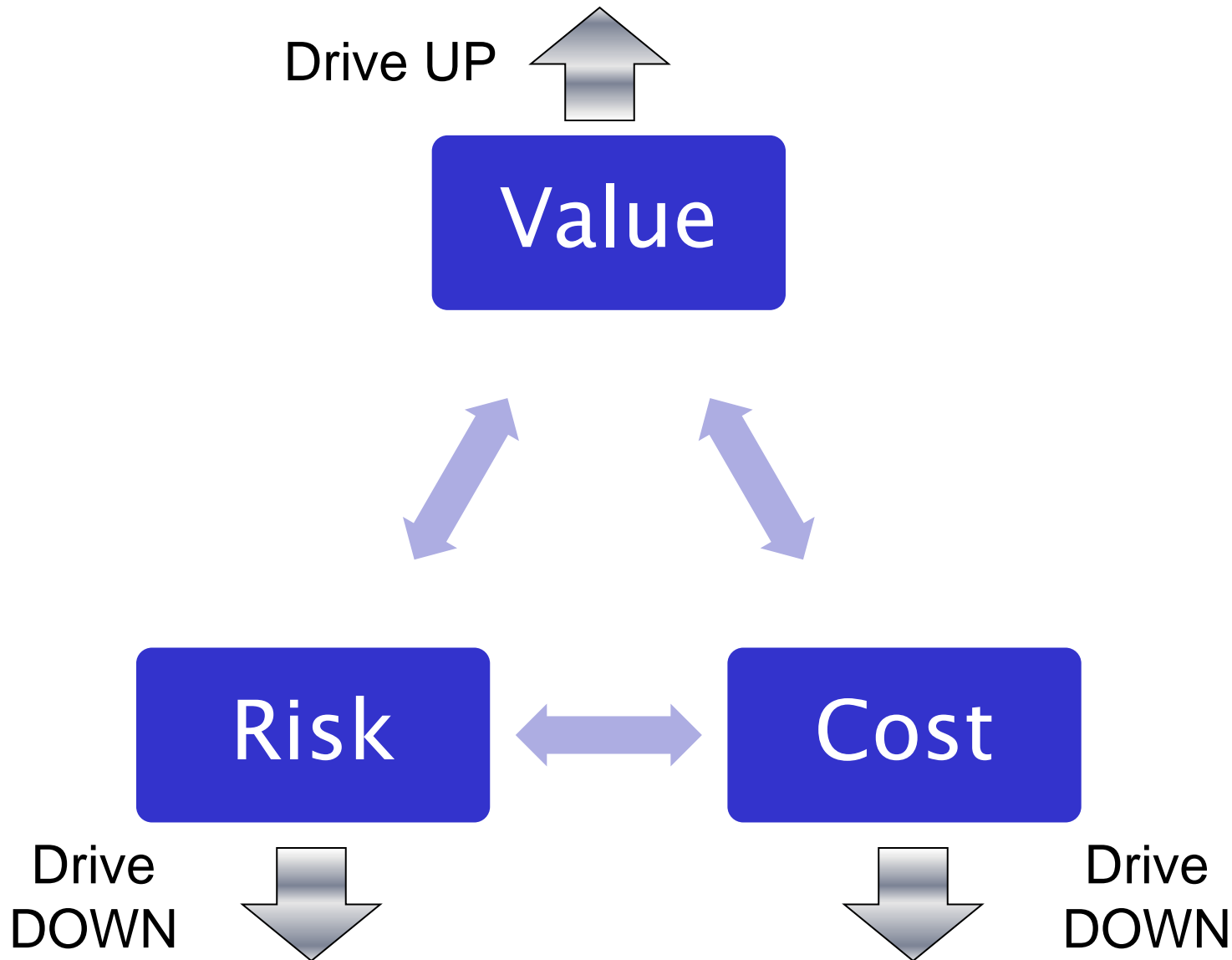
quocirca

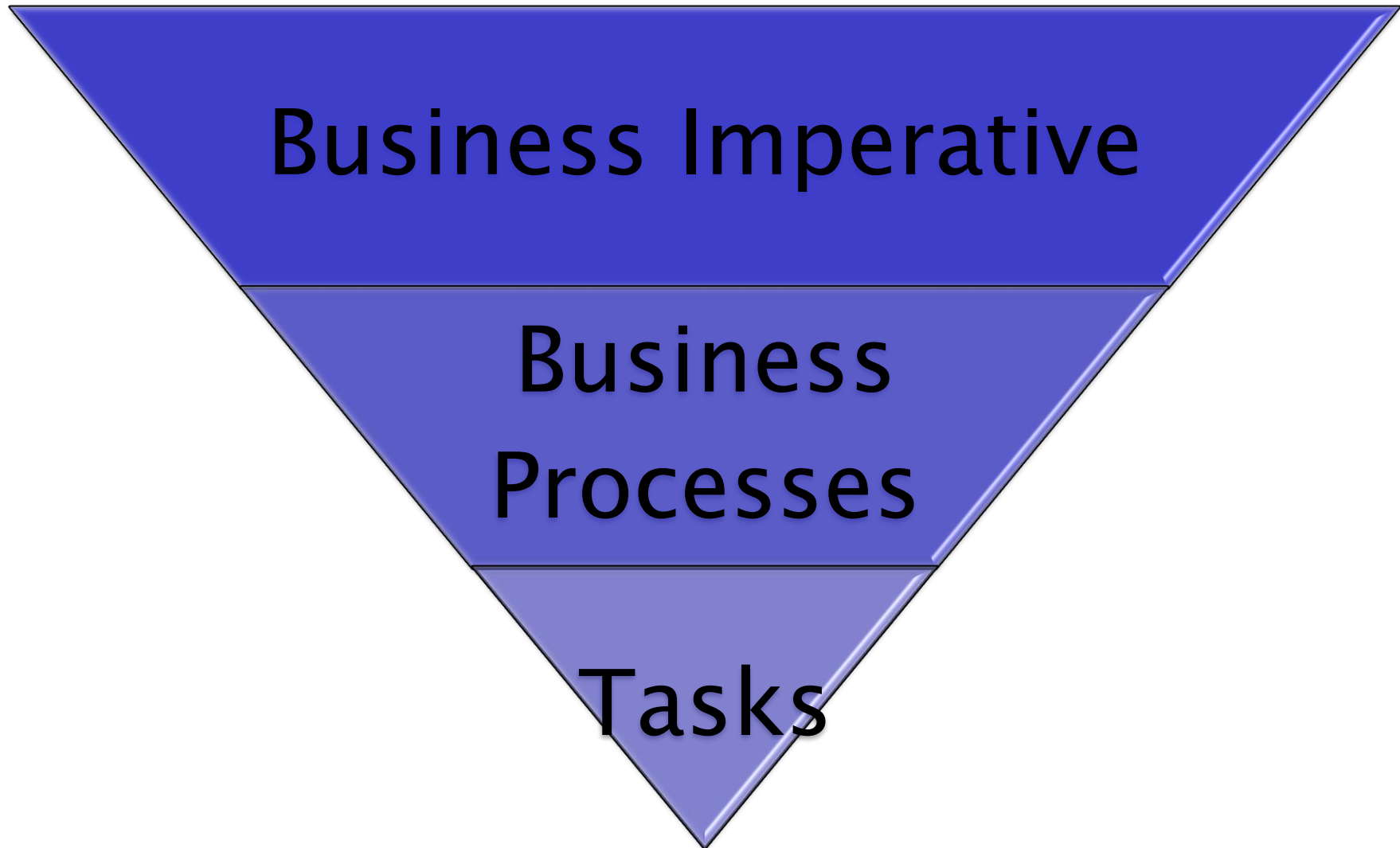
Business and IT Analysis

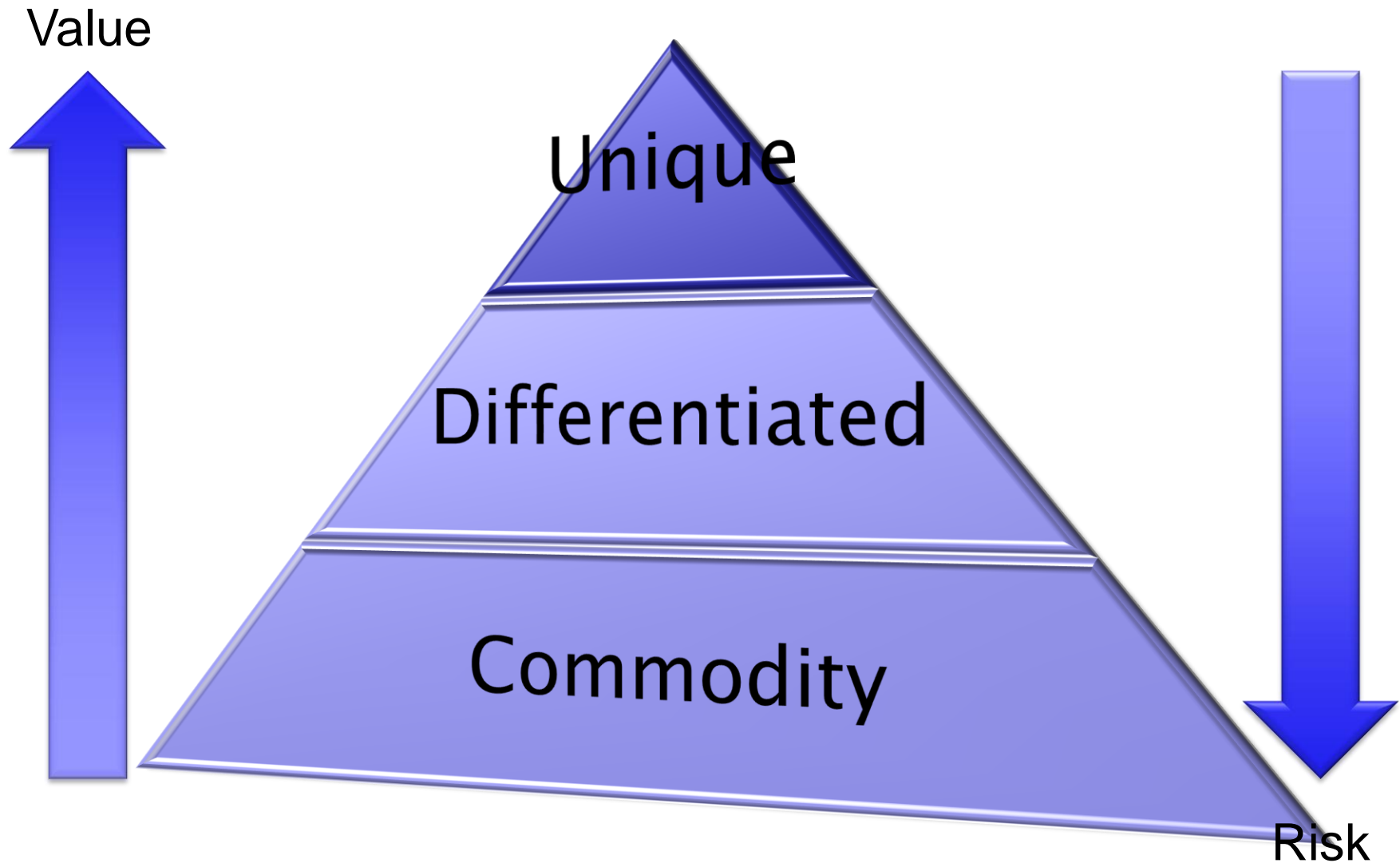


# Or, to put it another way:





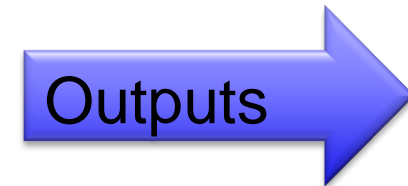




- Making a cup of tea...
  - At what point did you plant the *Camelia Sinensis*?
  - Did you remember to dig out some China clay?
  - How about smelting ore to get metal for the spoon?
  - Was it nuclear, hydro, fossil or wind power you used?
  - How much fluorine was added to the water?
  - ....
- Processes can assume too much, too little or just be completely wrong

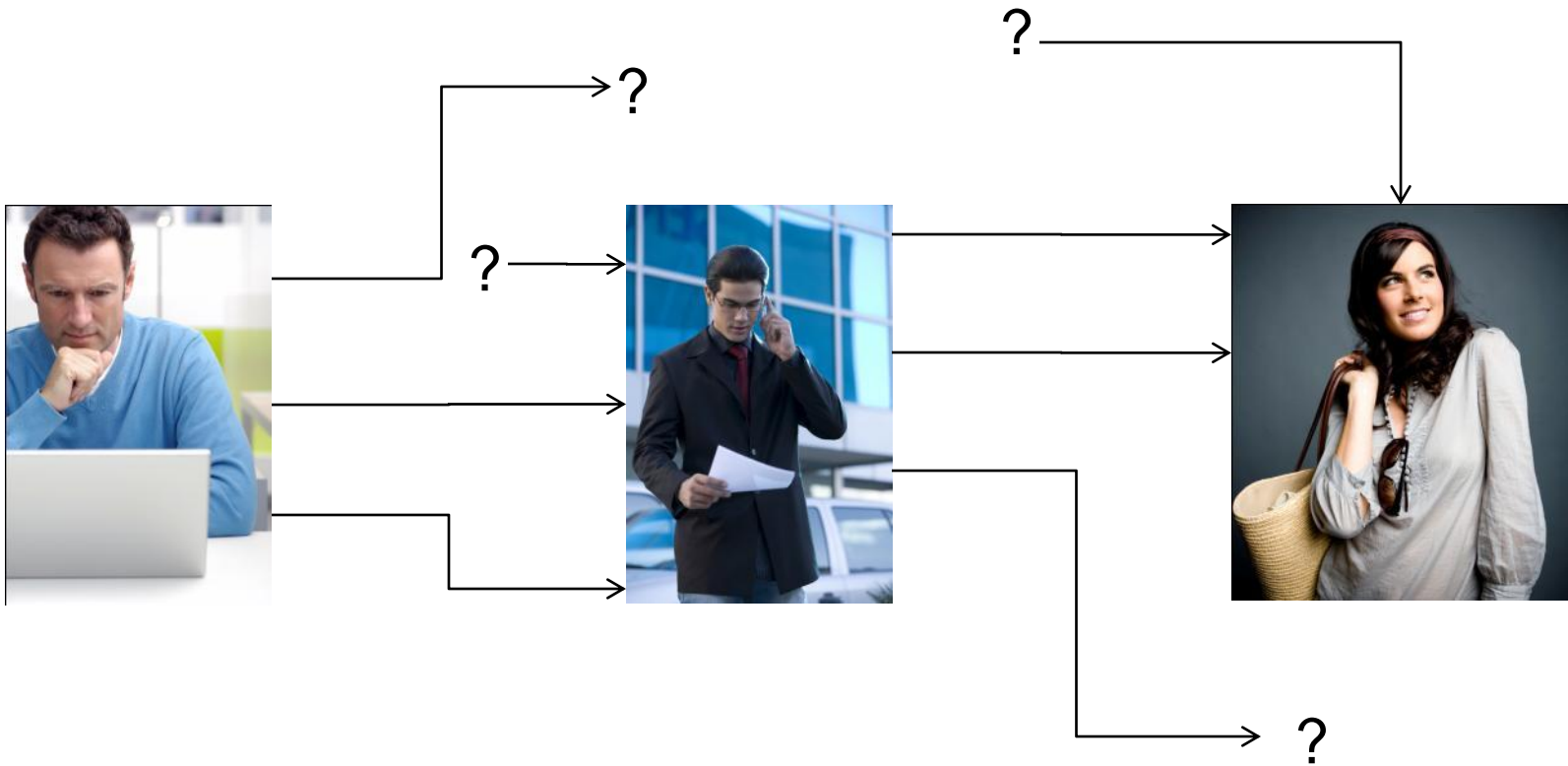


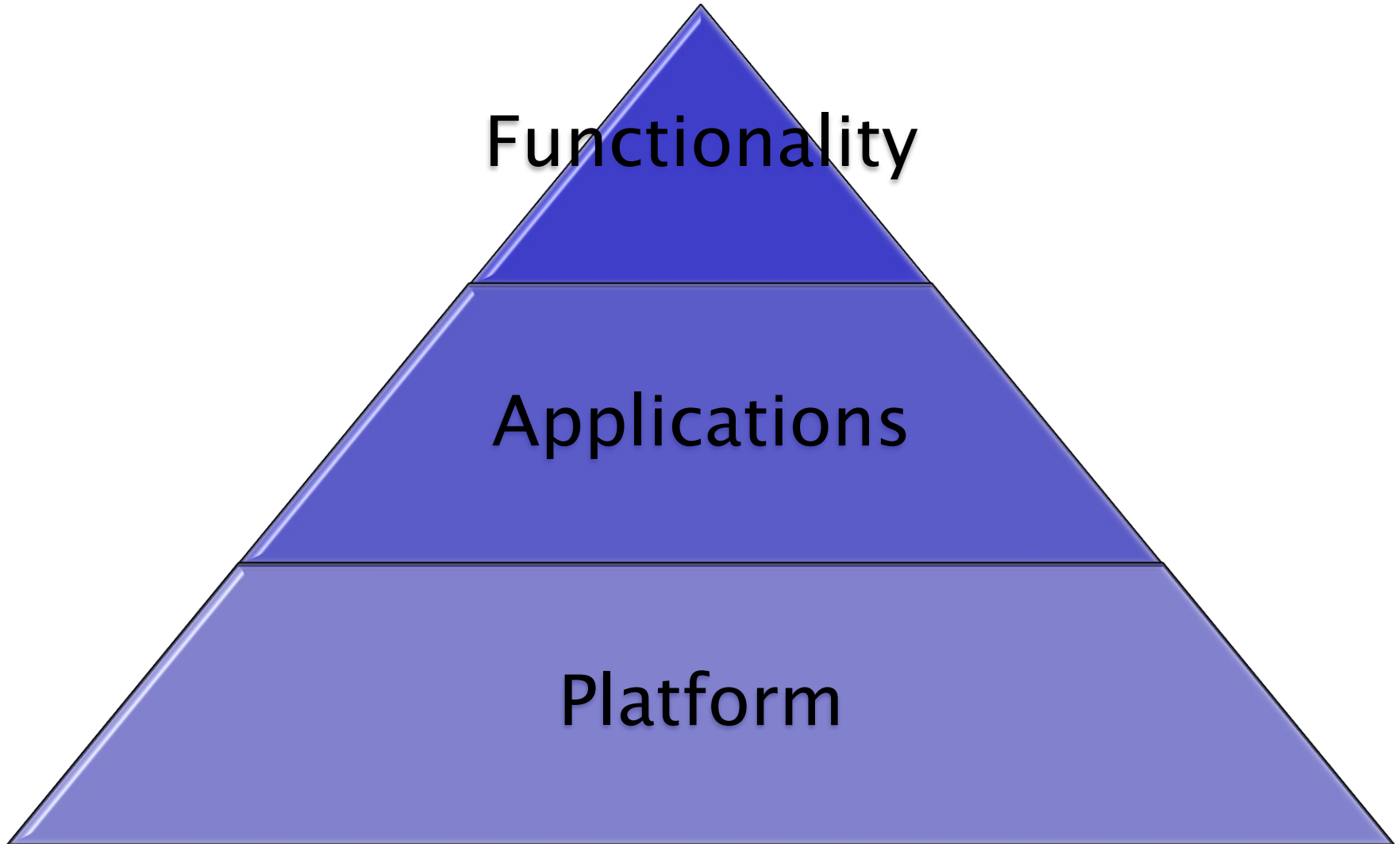
“I need”

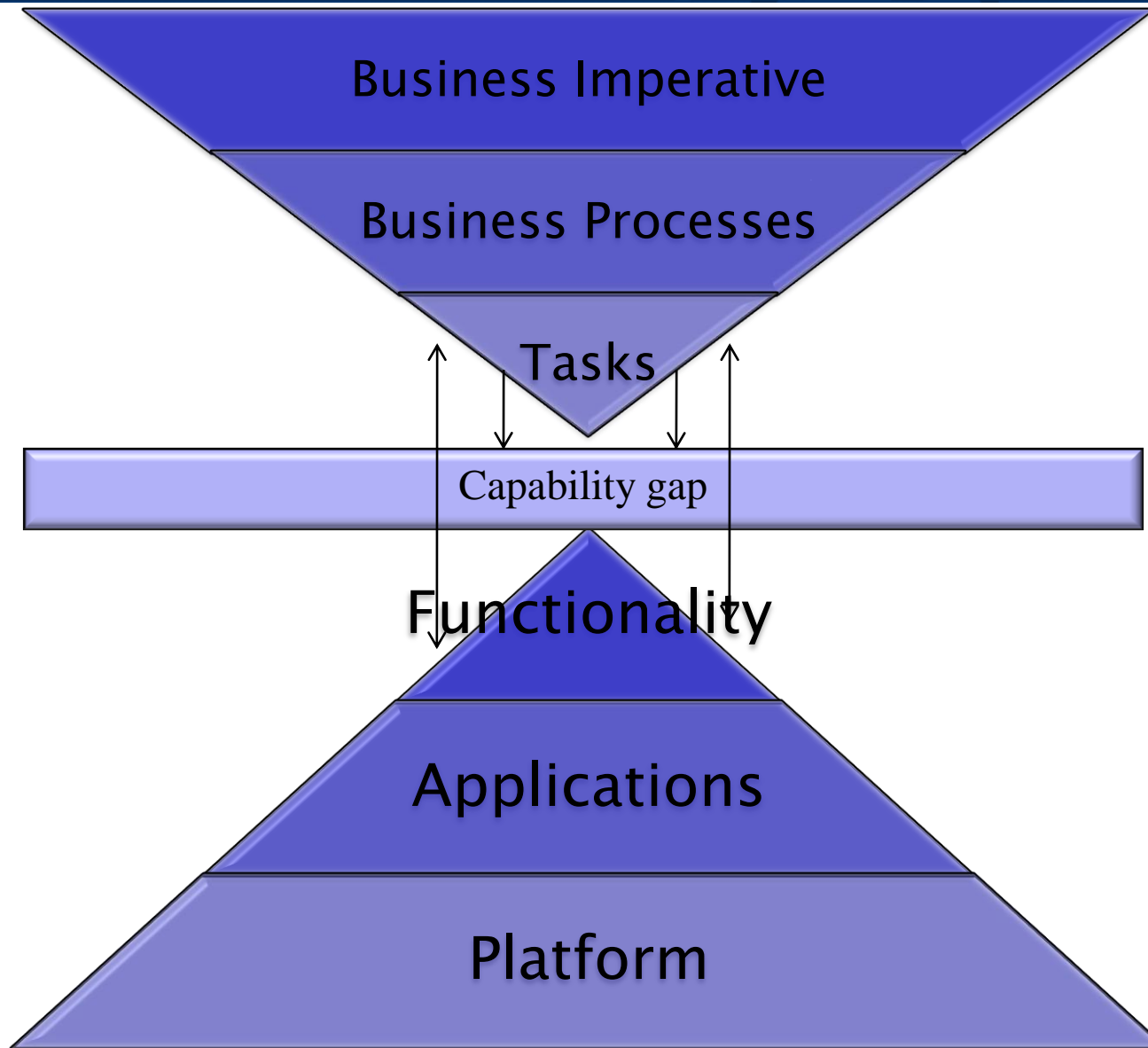


“I provide”

# Matching outputs to inputs







- Commodity processes should not be run in-house
  - Economies of scale
  - Transactional costs
- Gaps in functionality can be best supported by bringing in external capabilities
  - Pick'n'mix
- Domain expertise is best managed from outside
  - Let someone else worry about the detail
- Flexibility is best served from outside
  - Need more short term resource? Don't buy long term.
- A dynamic environment is more cost effectively provided from a scalable external provider

# Feel free to get in touch

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<http://www.quocirca.com>