Cloud Computing – From Hype to Reality – Use cases

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Accenture develops every year a Technology Vision. The theme of the Technology Vision 2013 is that every business is a digital business. Cloud Computing has been part of the vision for years – we are now beyond the hype...

The key question is not “should we use cloud?” but “how can we use cloud?”

The expanse of cloud opportunities remain largely under-developed

- > 33% of large enterprises have yet to implement any cloud technology infrastructure (IaaS)
- > 50% of large enterprises have to start using platform cloud technologies (PaaS)
- 43% of large enterprises have started using software cloud solutions (SaaS)
The world is coming digital driven by four factors: Information, mobility, social media and cloud computing. Cloud computing is the platform enabling access to services anytime, from anywhere – the internet is bringing it all together…

To see more about Accenture: Visit www.accenture.com/cloudcomputing
Accenture uses cloud technology every day helping organizations sort through the complex choices presented by vendors, services and technologies for cloud computing.

Some facts:

- We have worked on more than **4,000 cloud projects**, in **44 countries** around the globe.
- Accenture teams have worked with **58 of the Fortune 100** on cloud initiatives.
- Currently, we have **agreements with 25 cloud providers** and this number is growing.
- Accenture is an **advanced consulting partner** for Amazon Web Services, Microsoft Azure services and others.

Accenture Cloud Platform to Help Businesses Integrate and Manage Technology in a Hybrid World

Company to invest more than $400 million in cloud capabilities to help clients implement digital technologies and drive greater flexibility, innovation and growth

**NEW YORK**; April 5, 2013 – To help clients get the most business value from cloud computing and in anticipation of the shift in demand toward the public cloud, Accenture (NYSE: ACN) has launched the [Accenture Cloud Platform](#). As more and more clients are going digital, the Accenture Cloud Platform provides services and solutions designed to help organizations integrate and manage the hybrid cloud environments that span across multiple vendor platforms and are critical to providing ultimate flexibility and supporting emerging technologies.
An example: Accenture have from 2007 to 2010 developed "NemHandel" – an open infrastructure for exchange of business documents. Used by organization for submitting invoices to public government saving cost and time.

- Solution deployed on Amazon Web Services EC2
- Need for elasticity – many peaks
- Cost matters:
  - Outsourced: 80 tDKR/month
  - Cloud: 24 tDKR/month
- Early stage adoption and many lessons learned.
- It is now easier…
  - AutoScaling (scalability)
  - CloudWatch (monitoring)
Real experience: Cloud success turns opportunities into business value. Accenture has helped organizations with business critical solutions with speed to marked and low running cost with cloud computing solutions, however…

Cost savings and Agility
By early 2012, Accenture had moved more than 250,000 Accenture mailboxes and nearly 11,300 shared-services sites to the cloud. Yearly savings 10 MUSD.

Elasticity and high performance
Accenture designed and implemented the Royal Wedding website within the compressed timeframe of four weeks. Solution was built using Google App Engine. On the wedding day, the site received nearly 6 million unique visitors (15 million page views, 2,000 requests / sec)

Increase Speed to Market
VELUX needed a global product website quickly, Avanade developed the site on Azure in 3 weeks, launching across 18 countries and 21 languages.

Develop New Business Models
Accenture/Avanade helped FedEx develop a new shipping payment solution in Azure, allowing for an Electronic Payment on Delivery.

Cost savings – fast provisioning
Accenture has implemented a private cloud for SAP using FlexPod appliances packaged for SAP. Implementation time 9 month. Metso now has a private IaaS cloud with capabilities like self-provisioning and automation.
Going up the stack will add more value to the business. For most businesses public SaaS solutions are more relevant than internal, private solutions. Private cloud solutions will, however, continue to dominate.

<table>
<thead>
<tr>
<th>Value</th>
<th>Infrastructure as a Service (IaaS)</th>
<th>Platform as a Service (PaaS)</th>
<th>Software as a Service (SaaS)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>“Raw” infrastructure</td>
<td>Virtualized development and run-time platform</td>
<td>Business applications provided on a subscription basis.</td>
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<td>CPU, memory, storage, network…</td>
<td>Provides technical architecture services and hosts custom applications</td>
<td>Typically priced on a per transaction rather than per seat basis. Early examples include PayPal (consumer micro payments), ADP-Employease (payroll), and AMEX-Concur (business expense management).</td>
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<td>Little or no CAPEX cost – fast to implement. Business driven.</td>
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but enterprises have concerns using public cloud solutions, mainly due to (data) security and reliability. Some concerns are real, others are based on perceptions.

Some are Real Concerns:

- Integration
- Performance, reliability, SLAs
- Data
- Vendor lock-in
- Security
- Governance
- Service Management

And Some Usually Unfounded:

- This is just a fad
- This is just for startups and SMs
- We can do it cheaper
- We can do it faster
- We are more secure
- Vendor “X” says we can do this in our DC by buying their product
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