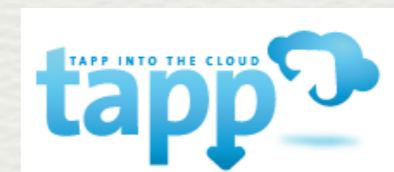
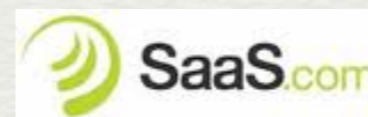
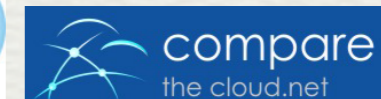
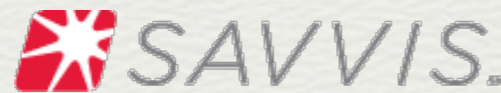


Cloud Broker-Dealers

Dr James Mitchell, CEO of Strategic Blue

Cloud Companies



How do I find my ideal cloud provider?

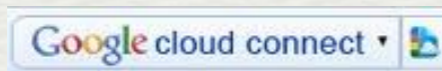
Cloud Categories

IaaS

PaaS

SaaS

Information Provider



We can just categorise them to choose?

IaaS Considerations

Location	Uptime Record	Size of Cloud	Purchase Orders
US Patriot Act	SLA	Latency	Hypervisor
Private Connectivity	Financial Strength	GBP Billing	Free Choice of CPU, RAM
Billing Increment	Autoscaling	GPUs	Persistent Storage
HIPAA Compliance	Sarbanes Oxley	Reputation	Marketing Opportunity
Prepay Only?	Pay as you Go Cost	Term Discounts	Bulk Discounts

There's a lot to consider!

List of SaaS Companies

24SevenOffice	Cloudserve Ltd	Fourth Hospitality	Levelsoft Limited	Proswift Systems	Tempora Software
3B Web Design	Code1 Software Ltd	Framework	LimeDB	Pulsion SharePoint Development	TestLodge
4projects	Cognito	FreeAgent	Logicalware	Quantix	The Grove Group
Access Select	Cognito Software	Fusion Accounts	LuxCloud	Quick File	The Payroll Site Ltd
Accomplish CMS	Communicator Corp	Fusionworkshop	cos Legislative Compliance Softwa	Quosal	The SaleMaker
ACG-Consulting	Compete IT Limited	Gowweb	M4 Systems Ltd	Real Asset Management Plc	The SharePoint Initiative Ltd
Actinic	Comply Serve Ltd.	General Systems	Magic Software UK	Really Simple Systems	The Very Good Email Company
Activ Absence Control	Compufast Software	Gordano	Magicalia LTD	Receipt Bank	Think Grid
ActiveOffice	Concentrix Ltd	Grosvenor Systems Ltd.	Makesbridge	Red Eye Media	TMS
Ada-Business-Solutions	Connect2Field	HBP Systems Ltd	Malinko	Redwood Software	TOPdesk UK Ltd
Adido Solutions Limited	Connexica Ltd.	Head Light Ltd	Mamut	Rosslyn Analytics	Touchstone Group
Advanced Computer Software	Content and Code	Holbi	Marketingunity	Rotaville	TRAC Systems
Amaxus	Cora Systems	Hostinghabits	Maximizer Software	Safe Computing Ltd	TrackerRMS
Analytics SEO	Core	House-on-the-Hill	Media Demon	SafeCharge	Traffic LIVE
ApplicantExtra	Cornish WebServices	IBM UK	MediaValet	Sage Coretime	TreasuryView
Aquila	CustomerSure Ltd.	iCe Cube	Meltwater Drive	Sage UK	TriSys
Arithmo Accounting Solutions Ltd	Dataflow (UK) Limited	Iceberg Software	Migration Solutions Ltd	Salesforce UK	Twinfield UK
Arithon	DCS	iCIMS	Misys	salesorder	Unit4
Aspect Enterprise Solutions	DMC Software Solutions	icomplete	MyBusiness	Sanderson	Vaultium
Atlantic Global	Documation	IDC File Manager	MyExpensesOnline	SAP Business ByDesign	Virtual Something
Atrium UK	Document1 Ltd	Idnet	Neolane	Sapphire Systems	Visualsoft UK Limited
B12Lead	Docuversal	iEnterprises	Netalogue plc	Sazneo	Vivantio
baseforpeople	DSM Design	ilento	NetSuite UK	Sererra Consulting UK Ltd	Vizual
BaseKit	e-economic	Improved Employees	Netviewer	Silverline	Vizual Management Solutions Ltd
Basware UK	e-docs UK	Inatech	NMediaSystems Ltd	SilverTin	Volusion
Baxter Media	Easy Project	Incontech Ltd	Noble Web Design	Simplisys	Wave Consulting
BazaarBuilder	EasySite	Info Exchange	NuView Systems, Inc.	Singularity	Wax Digital Limited
Bestoutcome	eCandidate	inniAccounts	Octane HQ	sitehelpdesk.com	WebEx UK
Blubaker Ltd	Ecom Software Limited	Innovise	Octane PR	Skillweb	WebExpenses
BlueBridge One	eCom90	Innovise	Octopus HR	Skoach	Webpop
BookingBug	ECommerce Integration	INOVEM	Open Plus Ltd.	Smart IT	Webroster.net
BPI OnDemand	eFront	Insight	OpenCRM	Sofonguidedselling	WebTCard Systems
BPMonline	ekmPowershop	Integrated Project Systems Ltd	OPNES	SolStonePlus	Winton Consulting
breathHR	Ekstasy Ltd	IntraWorlds	Oracle Corporation UK Ltd	Stanley Security Solutions	WinWeb
Brightpearl	Elysys	INZU	Orchard Customer Management	SuccessFactors UK Limited	WiredContact
Bronco	Engica	iPlanWare	OrderHarmony	SugarUK	Workbooks.com
Business Intelligence Store	Escape	IRIS	ORS	Suite 26	WorkForceTrack
Callspring	eTask-it	Iron Mountain	Outsourcery	SurDoc	WorkPlace Systems
Calltracks	Etz Timesheets Ltd	Izenda	Oxygen Help Desk	Sushiworks	Xactio
CannyBill	Exact Software Solutions	JASACA Limited	PaintBox	Switched On Media	Zynk
Capsule	Expense On Demand	Jasoft	Pengower Limited	Sword Achiever	
Careerpassport	Expenses	JCAD	Perfect Software	System Associates	
Causeway	Expersol.net	jCatalog	PicaPica	Tactile CRM	
CDC Software	Fellowstream	Junari	Plan Track Revise	Talentevo	
Cezanne	Firmstep	JustAccounts	Planio	Talgara Retail	
ChimpCreation	First Choice Software Ltd	KashFlow	PostMyFiles.com	TalkFreely	
CIP	First Hosted Ltd	Knexus	ProcessFlows	Talking CV	
Citicus	Flat Rock Technology	Lead Generator	Profunnel	Taskwise Ltd	
Claritum	Footfall123	LEADExplorer	PROJECT in a box	Teamwork Project Manager	
Clear Books	Foresite SPA	Lennox Hill Ltd	Proifv	Telligent	

Narrow Down the Field

- Define clear boundaries to the search.
- Take care to define as broadly as possible...
"Is latency or jurisdiction the reason why the cloud has to be in UK?"
- Ask a Cloud Broker to suggest clouds to consider

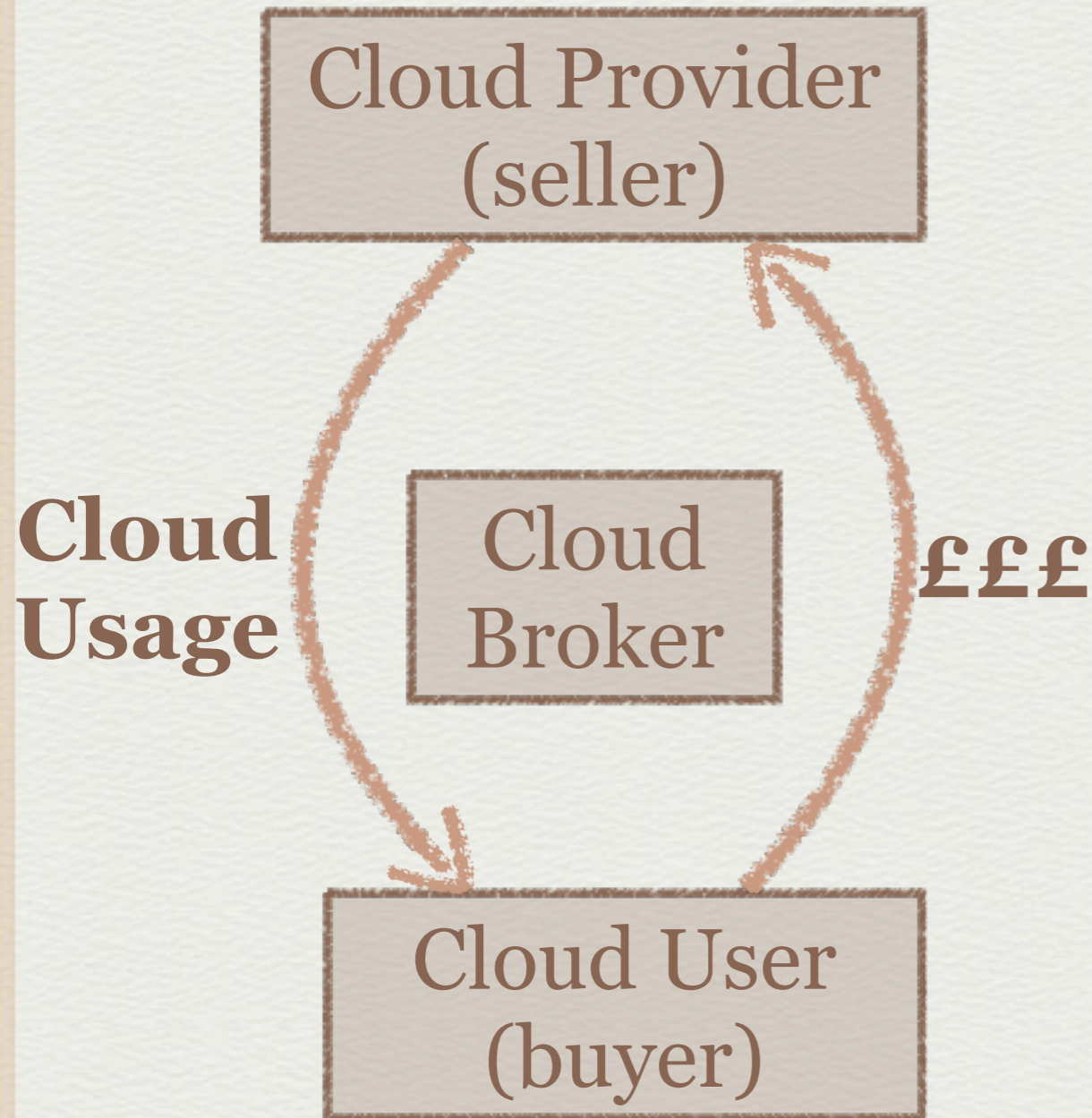
Broker Value-Add

- Technical market knowledge
- Information as a Service
- Pricing market knowledge

Price vs Performance

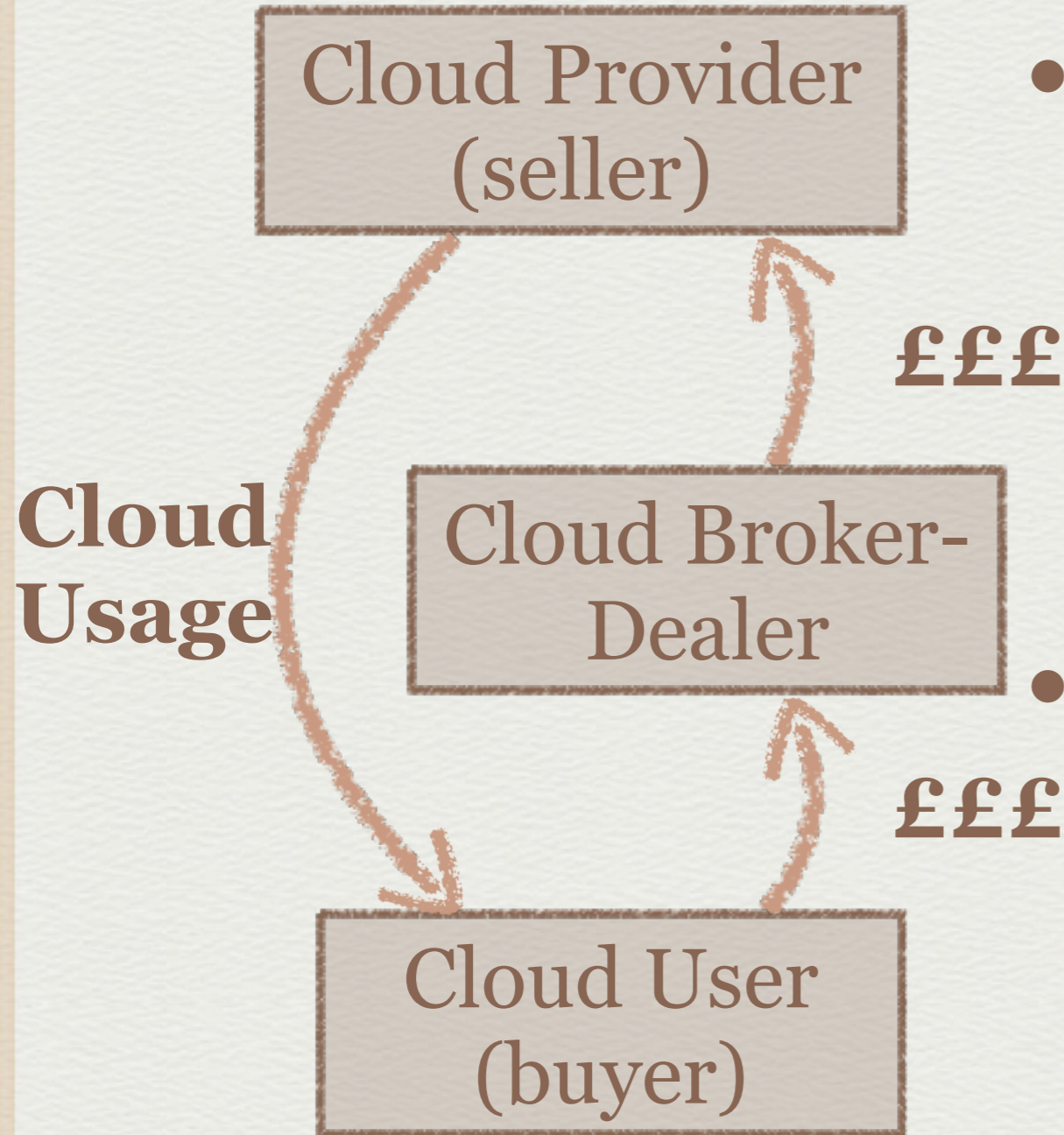
- $\text{Cost (£)} = \text{Price} / \text{Performance}$
- Very hard to do a fair COST comparison
- 20% variability in price is nothing compared to performance differences between clouds.
- Price varies by up to 45% depending on commitment.
- Price decreases with scale

Cloud Brokers



- Broker "arranges" a trade
- Buyer pays Seller directly
- Broker makes money via:
 - Referral fee from Seller
 - Software sale to Buyer
 - Consulting fee from Buyer

Cloud Broker-Dealers

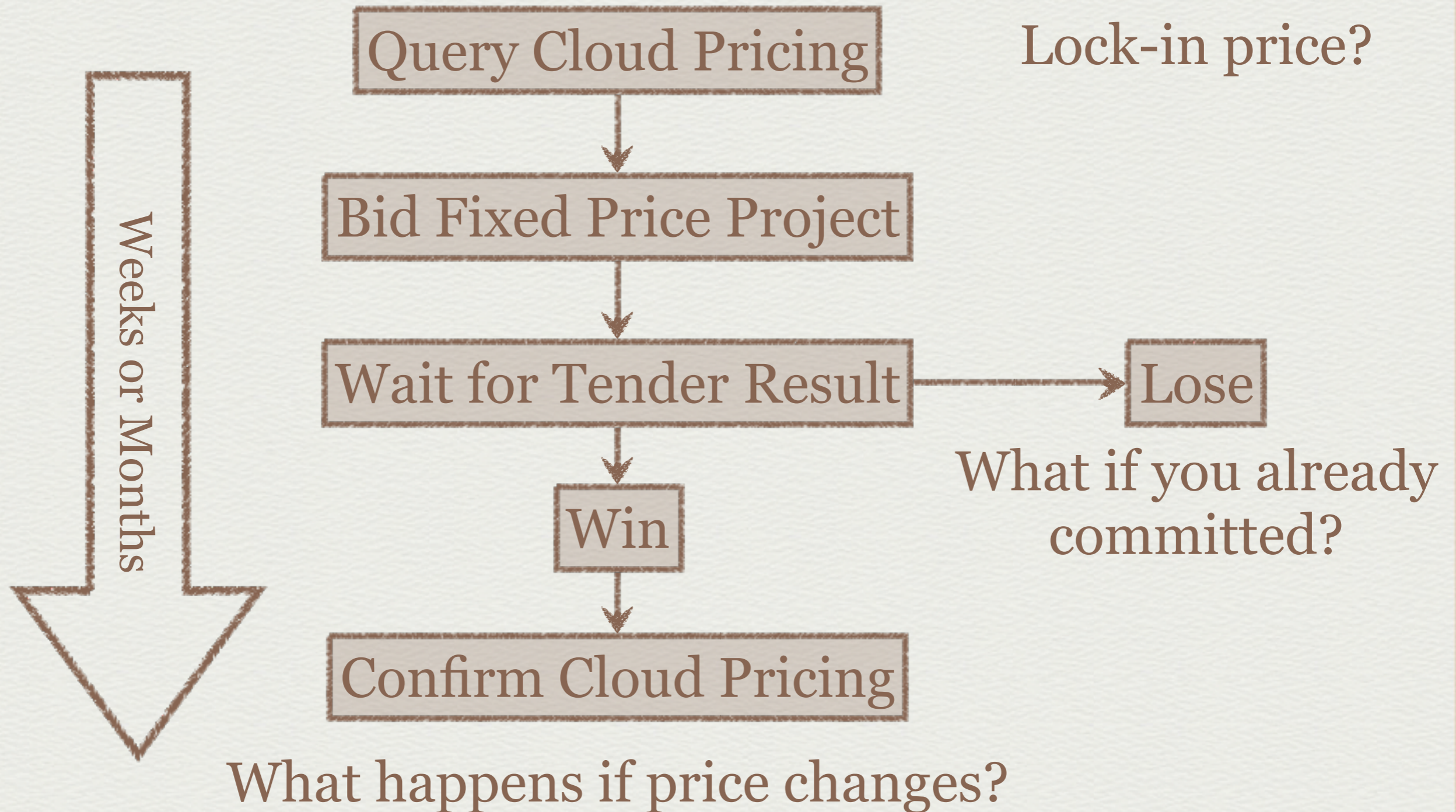


- Broker-Dealer acts as Principal
- Buyer pays Broker-Dealer
- Broker-Dealer pays Seller
- Broker-Dealer makes money by
 - Selling on terms to suit Buyer
 - Buying on terms to suit Seller

Cloud Broker-Dealer

Case Studies

Dilemma Options



Forward-starting Deals

- Confirmed Project
- Fixed Budget
- Doesn't start yet



What happens if price increases before project starts?

-
- Budget is in GB £
 - Cloud priced in US\$



What happens if exchange rate changes before project starts?

FX Risk for UK Cloud Users



In under 6 months, US\$ cloud computing costs increased by 42% for GB£ companies

Cashflow Management

- Prepayment commits usage in return for a discount
 - AWS reserved instances...up to 39% discount
 - CloudSigma subscriptions...up to 45% discount
- What if you can commit but don't want to prepay?
- Allow a broker-dealer to prepay because of your commitment, and share the discount.

Finance Team Says No

- Most cloud providers offer a finite set of ways to pay
- Corporates often have different requirements
 - If you are big, you can have a lengthy negotiation
 - If you are small, you can take it or leave it
- A cloud broker-dealer will pay the cloud provider on terms to suit the provider, and will invoice user cloud user on terms to suit the user.

Monetize your Optionality

Case Studies

Location Flexibility

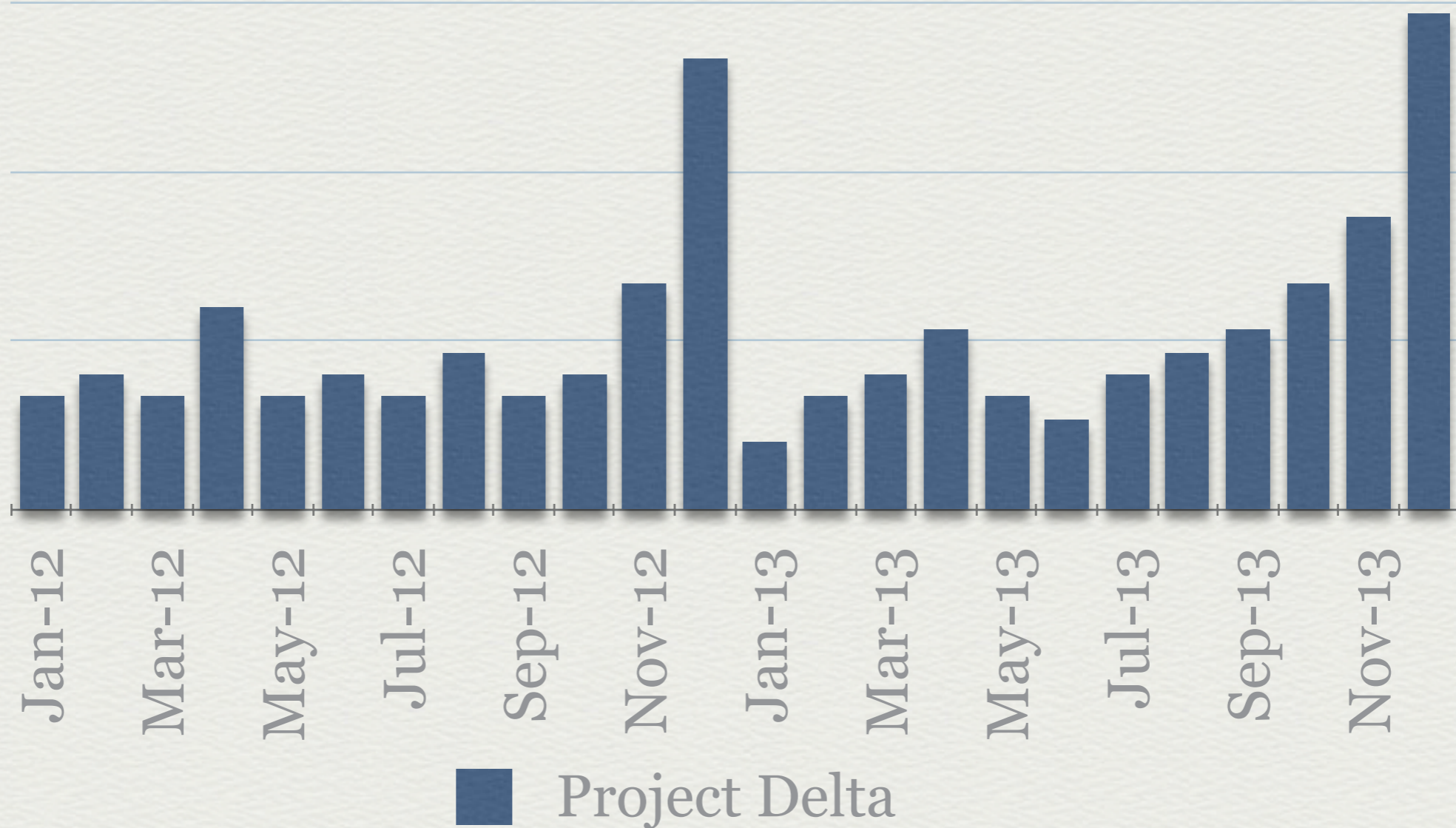
- Do you care which AWS availability zone you use?
- At what price would you move zone with 3 weeks notice?
- Can you switch cloud providers easily given enough notice?
 - This "Optionality" is all valuable to a cloud broker-dealer, as it can be monetized.
 - Ask them for a discount!

Forecasting

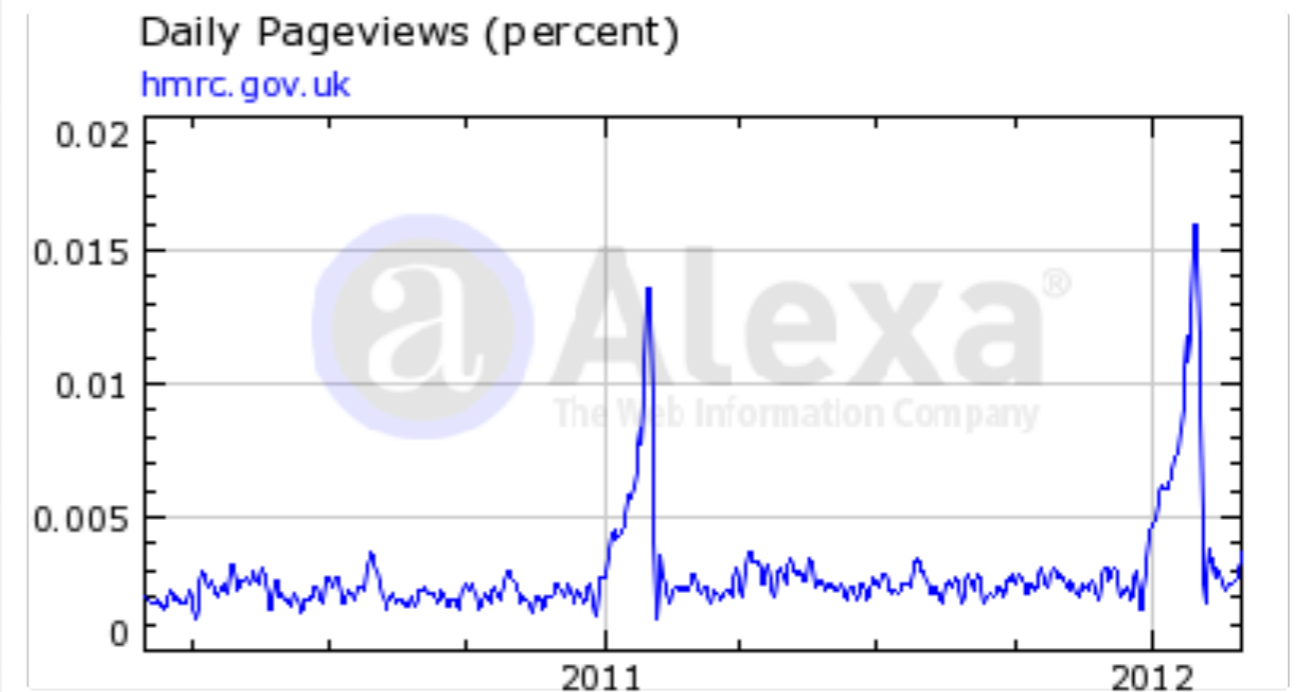
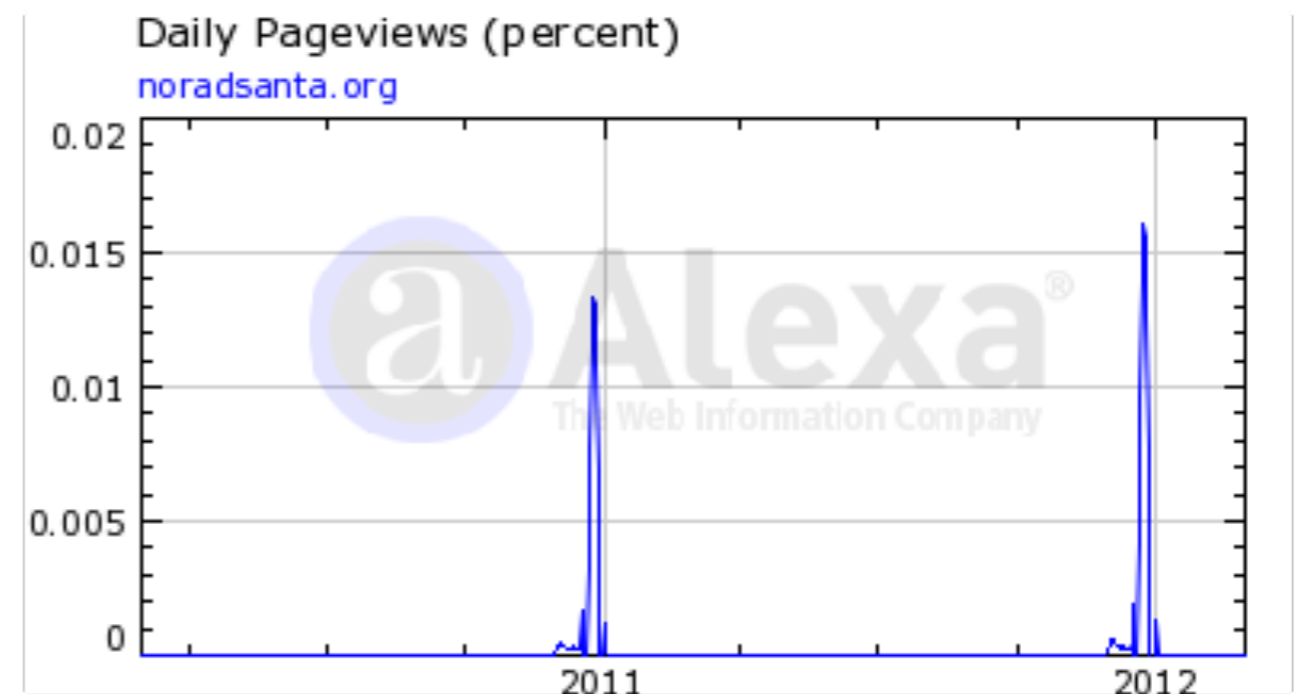
Certainty and Flexibility have a value

DIY or Public Cloud?

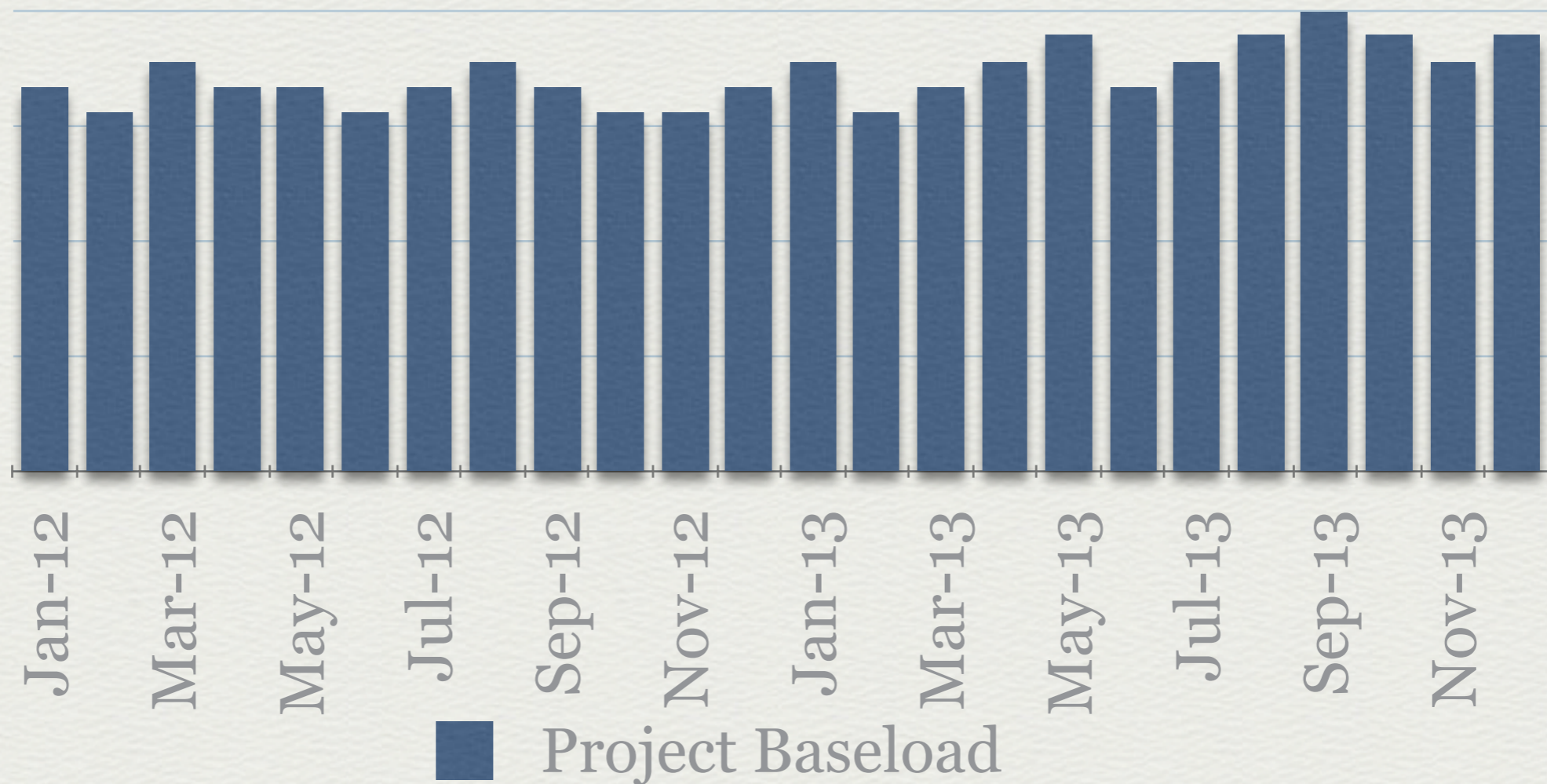
Public Cloud



Delta Function Workloads

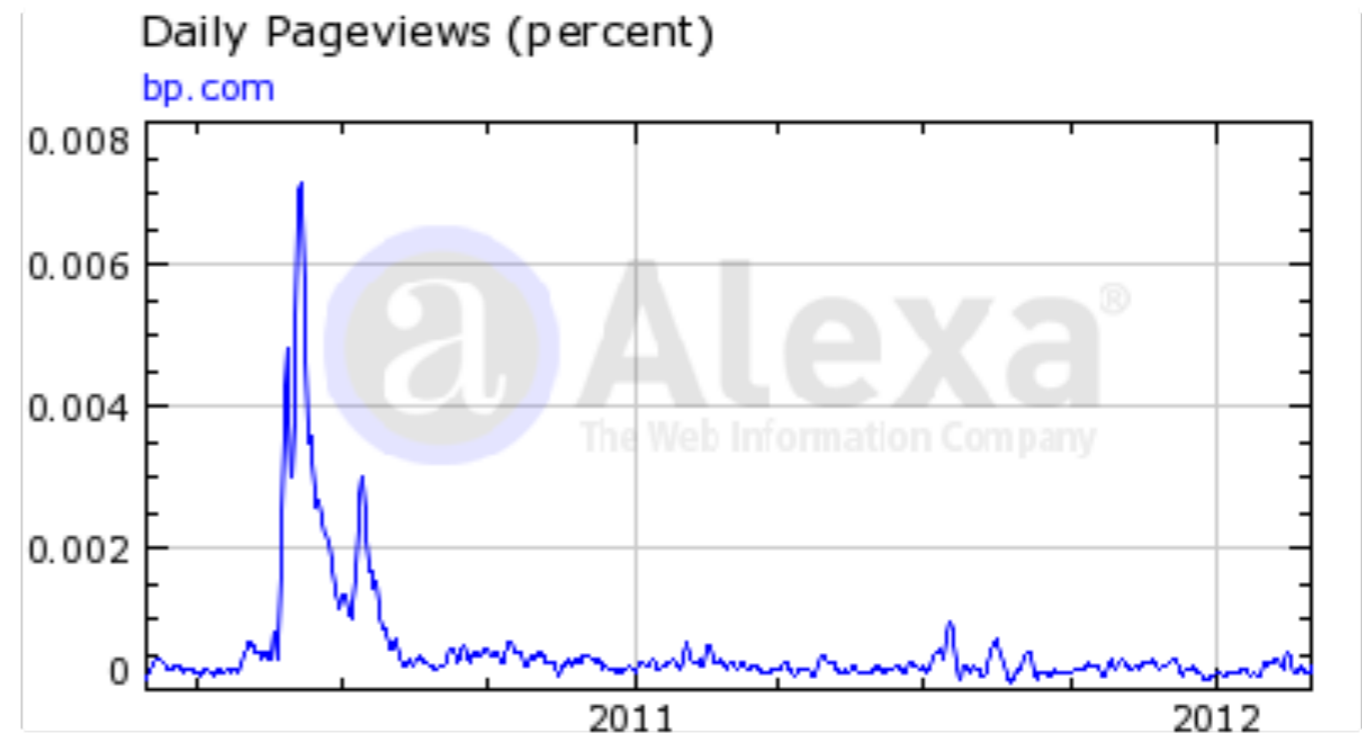


DIY or Public Cloud?



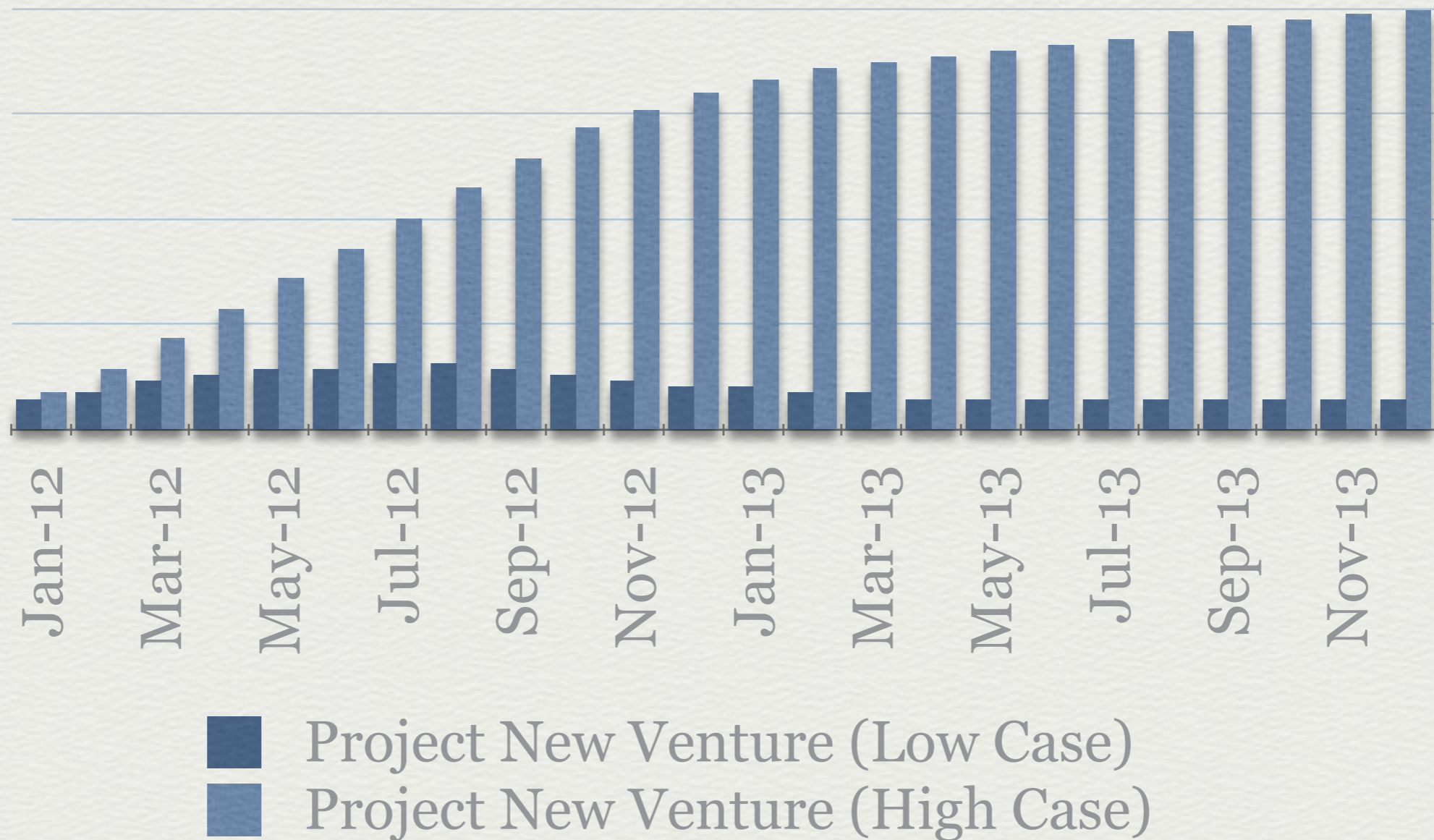
DIY for IT-focussed large enterprise
Public Cloud for nimble corporates

BP - Deepwater Horizon



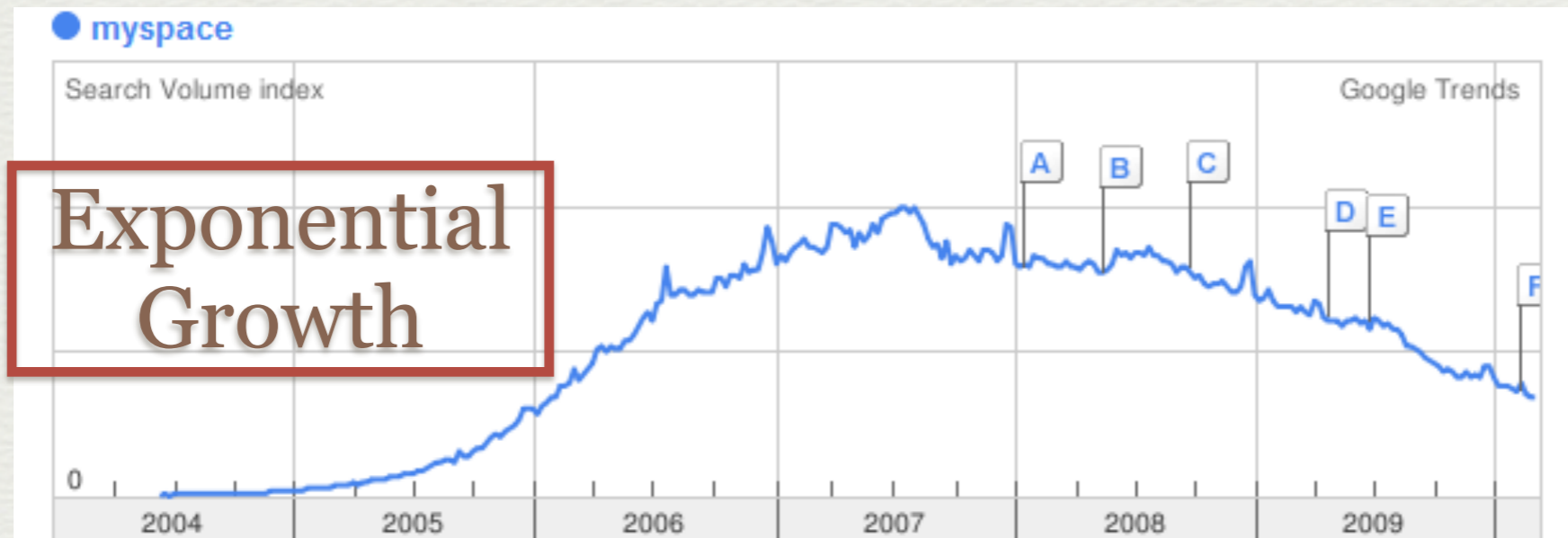
Even baseload applications can spike, so hybrid cloud capabilities are essential

DIY or Public Cloud?



Public Cloud is far less risky

MySpace or Facebook?



MySpace



Facebook

Forecasts are Valuable

- If you can commit to a minimum usage, you should ask for a discount.
- A broker-dealer may be able to offer a discount, even if the cloud provider does not offer one.

Thank You

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