

\* Indicates confirmed participants

## Business models

BUS.5 : Cloud computing  
Thursday, 08 October 2009, 16:30 - 18:00, Room G

Cloud computing has survived the transition from a research topic to commercial delivery of services, with one claim to be the first US\$ 1 billion cloud computing company. A range of services are available "in the cloud" but raise complex questions over the financial models, the reliability and the security of the stored data. There are also complex legal issues concerning jurisdiction and discovery.

**KEY QUESTIONS:** - What has made cloud computing more than hype? - When can enterprise users expect binding service level agreements? - Is cloud computing for everyone or just certain types of users and applications? - Who is making money?

### **Moderator**

\* Mr Tim Cowen, Barrister & Visiting Professor, City of London School of law, & Visiting Fellow, British Institute of International and Comparative Law, United Kingdom

### **Panellists**

\* Mr Jay Chaudhry, CEO and President, Zscaler, United States

\* Mr Michael G. Hill, Vice President, Enterprise Initiatives, Sales, Services, and Business Development, IBM, United States

\* Mr Vincent Franceschini, CTO Distributed Data Storage Solutions, Hitachi Data Systems Corporation, Japan

\* Mr Duncan Stewart, Director of Research, Technology, Media & Telecommunications, Deloitte Canada, Canada

\* Mr Panu Kause, Director, Partnerships and Innovation, Ixonos Plc, Finland

\* Ms Monique Morrow, CTO Asia Pacific, Cisco, Hong Kong, China

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