ITU TELECOM
WORLD 2009
Geneva
5-9 October

VIP PROGRAMME:
Thought Leadership / Meet a Leader "Cloud Computing and Innovative Business Models" IBM

Cloud Computing (CC) will be the next computing model

From left to right: Mike Hill, Vice – President of Enterprise Initiatives, IBM; and Bosco Fernandes

This "Meet a Leader" session within the VIP programme had as a leader Mike Hill, Vice-President of Enterprise Initiatives, IBM and as the moderator Oscar Fernandez, Chair of the ITU Forum Committee.

They started discussing the complex definitions of CC. Mike preferred to define the attributes from an end-user perspective - it is a new consumption and business model:

    (1)   The delivery of a standard service – the service needs to be standardized to achieve economies of scale (consumption model).

    (2)   Self-service, self-provision, mask the complexity for the user (consumption model);

    (3   Pay for what you use (business model).