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's opening comments

Discussions within this session focused on 3 core areas; Firstly, an examination of what cloud computing is. Secondly, discussions focused on the nature of cloud computing; is it an enormous technological change taking place, or are we even seeing a radical global shift?. Thirdly, what are the barriers?

Summary of debate

Panellists shared viewpoints on the precise nature of cloud computing. One panelist stated that cloud computing is an aggregation of a certain set of technologies that have matured enough to be visible. The key advantage is that with cloud computing you can do more with less. Cloud enables you to spend money in a better way with less complex planning cycles. The promise of the cloud is to be able to run ICT services in a more efficiently in a cost-effective fashion. Cloud computing is about offering a full range of computing services, from processing power, storage services, or memory to platform services and so on, whilst retaining a level of the cost savings, the scalability of services and the viability of "pay as you go" services.

Other panelists defined cloud computing as the equivalent of "water from tap"– ICTs services would, in effect, become a pay as you go utility.

One of the areas that debate focused on was the types of new services that cloud computing enable. A panelist said that they are looking into cloud computing private & hybrid cloud models and experimenting with novel applications enabling customers to integrate many different applications and solutions. Another panelist commented on their work in terms of experimenting with other