



Enterprise Cloud Computing: A Strategy Guide for Business and Technology Leaders

Andy Mulholland, Jon Pyke, Peter Fingar

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We are witnessing the third seismic shift in information technology over the past fifty years. In the beginning it was centralized computing where mainframe computers gave companies economies of scale in handling their data processing. Then it was client-server computing driven by networks and PCs that gave companies new sources of efficiency. Now we are witnessing the emergence of a third computing model and it will have a huge impact on business, -- especially in today's economy full of unexpected change. As with the first two computing models as they emerged, we may not be totally sure what it is or how it will change the rules of business and create new winners and losers in the marketplace. It's called Cloud Computing and the economic and innovation implications are game changing. No one needs to know more about the business implications of Cloud Computing than C-level executives responsible for the future of their organizations, for the wow isn't just about technology, it's about the promise of on-demand business innovation. But even more than understanding this new wave, they need to act, and act now. Written by industry veterans with a combined leadership experience of over 100 years at the intersection of business and technology, *Enterprise Cloud Computing* provides strategic insights, describes the breakout business models and offers the planning and implementation guidance business and technology leaders need to chart their course ahead. This is the companion book to "Dot.Cloud: The 21st Century Business Platform."

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