



Cloud Computing Predictions for 2011 from Cloud Vision

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All the signs are that Cloud Computing is going to be the [dominant trend in IT](#) in 2011 as many of the major IT vendors launch their Cloud stacks and Mobile Cloud is driven by the high uptake in smartphones and the emergence of Telecoms service providers as Cloud aggregators.

As Editor of [Cloud Vision](#), I have been fortunate to attend many of the Cloud Computing conferences in Europe and the US last year, meeting senior executives from the Cloud vendors and also hearing the experiences of those CIOs who have been successful early adopters of Cloud solutions. The stage is being set for Cloud Computing to be widely adopted by Enterprises, Telecoms service providers and Government bodies. The focus on “Open Cloud” standards avoiding vendor lock-in and resolving the security and compliance issues will be key enablers.

1. Major IT Vendors Flexing their Cloud Stacks

In 2011 all the major IT vendors will be deploying their Cloud stacks with varying degrees of vendor lock-in aiming to enable Enterprise and Government CIOs to deploy Private Cloud services as the next step up from their existing virtualized datacentre environments. These stacks will be based on [Infrastructure as a Service](#) (IaaS) platforms that support [Platform as a Service](#) (PaaS) with a complete set of tools for developers tools to create high availability [Software as a Service](#) (SaaS) applications.

Microsoft’s earlier announcement of their Windows Azure platform has been followed by HP’s Cloud Services Enablement offering combining their HP BladeSystem Matrix platform with their IT Service Management and “Communications as a Service” suite. Oracle have finalized their acquisition of Sun and announced the Oracle Exalogic Elastic Cloud and middleware vendors Tibco and Red Hat are offering Cloud platforms supporting the migration of legacy systems to the Cloud. IBM is also finalizing a Cloud stack apparently by partnering with Red Hat for a Communications Service Provider solution and leveraging recent acquisition Cast Iron to support integrations between the new Cloud applications and legacy systems.

2. Mobile Cloud set for Strong Growth in 2011 – One-API standard key to accessing network assets

[Juniper Research](#) last year released a report forecasting that the mobile cloud services market would be worth \$9.5 Billion globally by 2014 representing an annual growth rate of 88% with the majority (75%) of the revenue coming from business customers. Business users will increasingly opt for

smartphone and tablets to replace their PC and the Cloud applications will include support for these mobile devices.

Google have been promoting a form of Mobile Cloud Computing where applications running in the Cloud are accessed from a thin handset client or even a browser, providing virtually unlimited processing power, huge amounts of storage and the promise of cross-device platform compatibility. But as several speakers at the recent [Keynote](#) Mobile Cloud Forum conference pointed out, this definition is very limiting. It does not leverage the powerful assets of the mobile network itself to bring added value to the business customers.

Until recently these assets were difficult to access due to industry fragmentation and technical barriers. Now recent initiatives such as the [GSM Association's "OneAPI"](#) standard being adopted by the Wholesale Application Community (WAC) will make it possible for mobile network, billing and informational assets are packaged and marketed towards third parties such as Enterprises, systems integrators, software vendors and developers. The Mobile Network Operators (MNOs) will be able to collaborate to offer cross-network "Network as a Service" (NaaS) to their third party software partners. This will enable new services including Direct2Mobile, In-App Billing, network-derived location, click-to-call/conference seamlessly across multiple network operators. The first commercial OneAPI multi-network service has been launched in Canada linking TELUS, Bell Canada and Rogers mobile networks. The service is run by the GSMA on a platform provided by [Aepona](#).

3. The Rise of Cloud Storage Brokers

In 2011 there will be some significant announcements about mainstream organisations adopting new Infrastructure as a Service propositions as an alternative to the Amazon Elastic Cloud. Last October HP announced that it was partnering with French alternative telecom provider [SFR to offer competitive IaaS services](#) to its 1400 business customers. The new services will utilise SFR's datacentres and come with end to end Quality of Service guarantees and integrated billing.

The opening of the infrastructure market and the introduction of new standard APIs such as OpenStack will make it possible for Cloud "spot pricing" where businesses can trade their excess computing capacity aided by Cloud Storage Brokers. Enomaly has been pioneering a spot pricing service on its own [Elastic Cloud IaaS](#) platform in a similar way that surplus electricity capacity is traded today. This will be an interesting development for organisations like retailers and travel companies currently committing precious capital expenditure to IT infrastructure to handle their peak loads which only occur for a few weeks or months of the year.

4. Traditional Software Resellers Transform into Cloud Software Aggregators and Advisors

As more companies adopt SaaS applications which can be ordered online, the traditional software reseller channel will be forced to transform their business models to become aggregators of SaaS services. They will be able to work with their IT partners to create their own AppStores driven by service catalogues. They will need to strengthen their existing customer relationships and gain an in depth understanding of the business issues. As trusted advisors they will ensure that their customers gain the maximum value from their SaaS and help them integrate the new Cloud applications with the mission critical legacy systems which will be kept inhouse.

5. Telecoms Service Providers will Offer Differentiated Cloud Services

At the Keynote Cloud Mobile Cloud Forum conference several of the leading Telcos described their plans to launch Cloud services this year including Telefonica O2, Vodafone and Orange. The Telcos have been stung thin revenues gained from the “Over the Top” Cloud services such as Apples AppStore and want to leverage their assets to generate new revenue streams from business Cloud services. These assets include reliable communications (the fixed and mobile operators can provide 24/7 end-to-end service monitoring backed by SLAs), long term billing relationships enabling Cloud services to be bundled with other services onto a single bill and customer location intelligence.

The leading Telcos have been gradually assembling a team of IT specialists and are also establishing partnerships with the leading IT services companies. There have been several announcements about these partnerships with NEC has establishing a Centre of Excellence in Madrid to support the Telefonica O2 group, Colt Technologies is partnering with Unisys and SFR is partnering with HP in France.

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