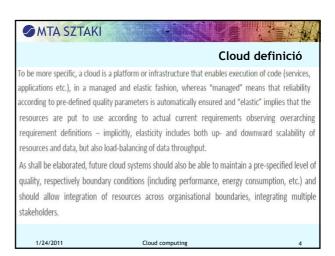
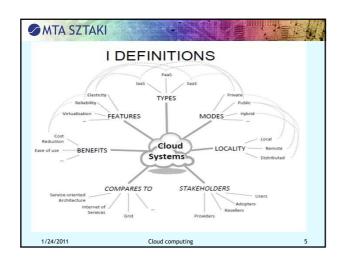
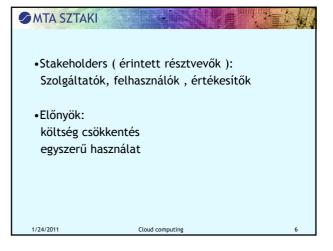


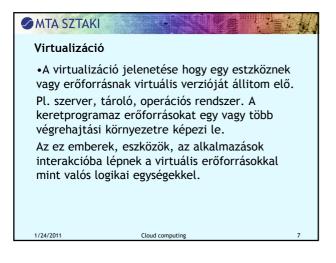
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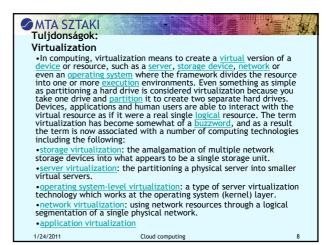




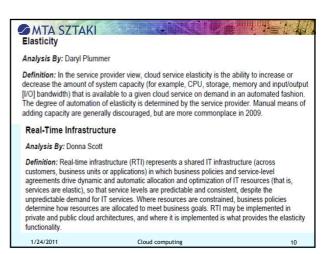


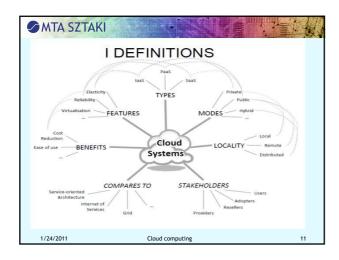








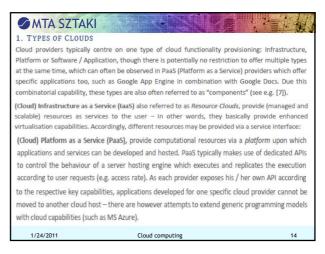




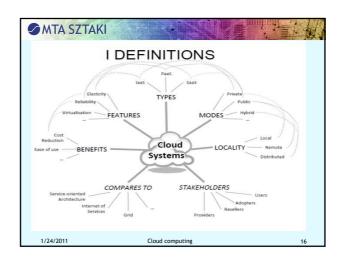




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(Clouds) Software as a Service (SaaS), also sometimes referred to as Service or Application Clouds are offering implementations of specific business functions and business processes that are provided with specific cloud capabilities, i.e. they provide applications / services using a cloud infrastructure or platform, rather than providing cloud features themselves. Often, kind of standard application software functionality is offered within a cloud. Overall, Cloud Computing is not restricted to Infrastructure / Platform / Software as a Service systems, even though it provides enhanced capabilities which act as (vertical) enablers to these systems. As such, I/P/SaaS can be considered specific "usage patterns" for cloud systems which relate to models already approached by Grid, Web Services etc. Cloud systems are a promising way to implement these models and extend them further.



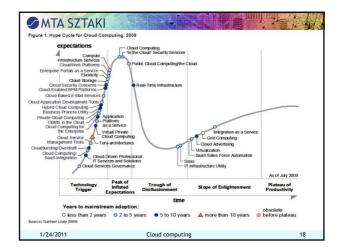


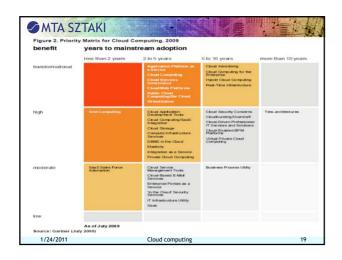
Hybrid clouds consist of a mixed employment of private and public cloud infrastructures so as to achieve a maximum of cost reduction through outsourcing whilst maintaining the desired degree of

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control over e.g. sensitive data by employing local private clouds.

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The first area includes all types of consulting, advisory, deployment and testing services provided to enterprises from professional IT service companies. IT service companies assist clients in understanding and navigating the various areas of cloud computing. This includes business advisory services to strategically help clients determine the potential impact on their business model, options for shifts in their technology architecture or future opportunities. The IT consulting,

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The second area of cloud-driven professional IT services and solutions includes all types of solutions that are developed, bundled, and packaged as outsourcing offerings, where the IT service provider leverages one or more cloud computing technologies within the solution's overall architecture. Gartner refers to these IT services as "cloud-leveraged outsourcing offerings" — for example, a platform business process outsourcing (BPO) offering, where the business process and application layers of the solution are indigenous to the IT service provider, and the infrastructure is delivered through the cloud. With so many elements to each outsourcing layer (BPO, application outsourcing and IT infrastructure), the combination of the different types of cloud-driven professional IT services and solutions is extensive.

Cloudbursting/Overdraft

Analysis By: Daryl Plummer

Definition: One of the key value propositions of cloud computing is the ability to increase or decrease service capacity on demand and to pay for only what you use. This is commonly referred to as "cloud service elasticity." Along with that idea is a complementary idea called "capacity overdrafting" or "cloudbursting" (we use the terms interchangeably). It is the ability to automatically get more capacity from a different cloud infrastructure when the primary cloud infrastructure is overloaded (see "Anatomy of a Cloud 'Service Overdraft': One Way Elasticity Happens").

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Cloud Service Management Tools

Analysis By: Cameron Haight; Milind Govekar

Definition: Cloud service management tools are products that provide visibility and control within external (public) cloud environments to enterprise consumers and IT operations teams. Included in this category are products that provision system images, monitor performance and availability, enable metering and billing, and integrate with enterprise management systems.

Virtual Private Cloud Computing

Analysis By: Lydia Leong; David Cearley

Definition: A virtual private cloud (VPC) refers to the partitioning of a portion of a public cloud computing service provider's environment into an isolated environment that is dedicated for use by a single entity or group of related entities (such as multiple departments within a company). In addition, a VPC may be isolated from the Internet, utilizing a private network (virtual private network [VPN] or private connectivity) and/or a virtual LAN for access to the services, to add an additional level of performance, security and control.

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Application Platform as a Service

Analysis By: Yefim Natis; Eric Knipp

Definition: Application platform as a service (APaaS) is a development and deployment environment for cloud-based applications, offered to IT organizations as a service. In other words, applications developed in and for an APaaS are software-as-a-service (SaaS) applications.

APaaS is, in principle, a specialized application server and application development toolset that is deployed "in the cloud" and offered as a service to its users. The technology behind the service is referred to as a SaaS-enabled application platform (SEAP). Some SEAPs are offered as general-purpose products, while others are used exclusively to power an APaaS and are not offered as products in their own right. The cloud specialty of such an application server makes it quite different from a regular application server. In addition to the underlying SEAP technology used to enable APaaS, some vendors also provide highly scalable, distributed data stores and other innovations that differ substantially from traditional on-premises alternatives.

DBMS in the Cloud

Analysis By: Donald Feinberg

Definition: Database management systems (DBMSs) in the cloud consist of any DBMS available on a cloud infrastructure. There are three distinct variations of DBMSs in the cloud:

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Private Cloud Computing

Analysis By: Thomas Bittman

Definition: The term "private cloud computing" describes a style of computing used by a modern internal IT provider to behave like an external, cloud-computing service provider (see "Private Cloud Computing: The Steppingstone to the Cloud"). Private cloud computing is a style of computing in which scalable and elastic IT-enabled capabilities are delivered as services to "internal" customers using Internet technologies.

Private cloud computing is the answer for larger enterprises interested in improving their economies of scale and efficiency, improving their flexibility and elasticity, and lowering their barrier to entry to IT customers, without necessarily relying on "public" cloud-computing services (because the services are not yet available, mature or secure, for example).

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Cloud Security Concerns

Analysis By: Jay Heiser; Arabella Hallawell; David Cearley

Definition: Today's cloud computing services are relatively nontransparent, making it extremely difficult for potential customers to assess the relative security and compliance risks. Best practices for the risk assessment and security control of cloud offerings have yet to be established or require nascent third-party security controls, leaving most organizations ignoring security requirements, avoiding cloud computing entirely or experimenting with unproven

Elasticity

Analysis By: Daryl Plummer

Definition: In the service provider view, cloud service elasticity is the ability to increase or decrease the amount of system capacity (for example, CPU, storage, memory and input/output [I/O] bandwidth) that is available to a given cloud service on demand in an automated fashion. The degree of automation of elasticity is determined by the service provider. Manual means of adding capacity are generally discouraged, but are more commonplace in 2009.

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Compute Infrastructure Services

Analysis By: Lydia Leong

Definition: Compute infrastructure services offer on-demand computing capacity from a service provider. Rather than buying servers and running them within its own data center, a business simply obtains the necessary infrastructure from a service provider in a shared, scalable, "elastic" way and accesses it via the public Internet or a private network.

'In the Cloud' Security Services

Analysis By: Kelly Kavanagh; Greg Young

Definition: "In the cloud" security services are Internet-fabric-based managed firewalls, intrusion detection systems, intrusion prevention systems, antivirus services, distributed denial-of-service protection services, messaging security and Web gateway security services.

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Cloud Computing

Analysis By: David Mitchell Smith

Definition: Gartner defines "cloud computing" as a style of computing where scalable and elastic IT-enabled capabilities are delivered as a service to external customers using Internet

Position and Adoption Speed Justification: Users are changing their buying behaviors. Although it is unlikely that they will completely abandon on-premises models, or that they will soon buy complex, mission-critical processes as services through the cloud, there will be a movement toward consuming services in a more cost-effective way. As expected of something at the Peak of Inflated Expectations, there is deafening hype around cloud computing. Every IT vendor has a cloud strategy, although many aren't cloud-centric. Variations, such as private cloud computing and hybrid approaches, compound the hype and demonstrate that one dot on a Hype Cycle cannot adequately represent all that is cloud computing.

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Public Cloud Computing/the Cloud

Analysis By: Daryl Plumme

Definition: Gartner's definition of cloud computing essentially describes public cloud computing as a style of computing where scalable and elastic IT-enabled capabilities are provided "as a service" to external customers using Internet technologies. Therefore, public cloud computing is the use of cloud-computing technologies to support customers that are external to the organization of the provider. It is through public consumption of cloud services that the types of economies of scale and the sharing of resources will be generated to reduce cost and to increase choices available to consumers.

Real-Time Infrastructure

Analysis By: Donna Scott

Definition: Real-time infrastructure (RTI) represents a shared IT infrastructure (across Definition: Real-time infrastructure (RTI) represents a shared IT infrastructure (across customers, business units or applications) in which business policies and service-level agreements drive dynamic and automatic allocation and optimization of IT resources (that is, services are elastic), so that service levels are predictable and consistent, despite the unpredictable demand for IT services. Where resources are constrained, business policies determine how resources are allocated to meet business goals. RTI may be implemented in private and public cloud architectures, and where it is implemented is what provides the elasticity functionality.

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SaaS

Analysis By: Robert DeSisto

Definition: Software as a service (SaaS) is software that is owned, delivered and managed remotely by one or more providers. If the vendor requires user organizations to install software on-premises using their infrastructures, then the application isn't SaaS. SaaS delivery requires a vendor to provide remote, outsourced access to the application, as well as maintenance and upgrade services for it. The infrastructure and IT operations supporting the applications must also be outsourced to the vendor or another provider

Virtualization

Analysis By: Thomas Bittman

Definition: IT virtualization is the abstraction of IT resources in a way that masks the physical nature and boundaries of those resources from resource users. An IT resource can be a server, a client, storage, networks, applications, operating systems or a search engine. Essentially, any IT building block can potentially be abstracted from resource users.

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MTA SZTAKI **Cloud Advertising**

Analysis By: Andrew Frank

Definition: Cloud advertising is a business process cloud service defined as the capability to deliver advertising where the content and the fee charged is determined at the time of end-user access, usually by an auction mechanism that matches bidders with "spots" as they become available. Search engine marketing (SEM) and various forms of online display advertising (e.g., banners) are the most-developed formats, but the concept is also evolving to other channels and platforms such as online video, mobile devices, addressable television, and out-of-home digital

Grid Computing

Analysis By: Carl Claunch; Andrew Butler

Definition: Grid computing refers to using computers managed by more than one organization, whether internal or external, to collectively accomplish large tasks, such as derivative risk analysis, candidate drug screening or complex simulations.

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Multitenancy

•Multitenancy refers to a principle in software architecture where a single instance of the software runs on a server, serving multiple client organizations (tenants). Multitenancy is contrasted with a multi-instance architecture where separate software instances (or hardware systems) are set up for different client organizations. With a multitenant architecture, a software application is designed to virtually partition its data and configuration so that each client organization works with a customized virtual application instance.

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Data management

- •The official definition provided by <u>DAMA</u> or Boucher: "Data Resource Management is the development and execution of architectures, policies, practices and procedures that properly manage the full data lifecycle needs of an enterprise." This definition is fairly broad and encompasses a number of professions which may not have direct technical contact with lower-level aspects of data management, such as <u>relational database</u> management.
- •Alternatively, the definition provided in the DAMA Data Management Body of Knowledge (DAMA-DMBOK) is: "Data management is the development, execution and supervision of plans, policies, programs and practices that control, protect, deliver and enhance the value of data and information assets.

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Analysis By: David Cearley

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Definition: For the near future, virtually all companies using public cloud-computing services will also have some form of internal IT systems. However, hybrid cloud computing does not refer to using internal systems and external cloud-based services in a disconnected or loosely connected fashion. Hybrid cloud computing refers to the combination of external public cloud-computing services and internal resources (either a private cloud or traditional infrastructure, operations and applications) in a coordinated fashion to assemble a particular solution. Hybrid cloud computing implies significant integration or coordination between the internal and external environments at the data, process, management or security layers.

Hybrid cloud computing can take a number of forms. These approaches can be used individually or in combination to support a hybrid cloud-computing approach:

- Joint security and management Security and/or management processes and tools are applied to the creation and operation of both internal systems and external cloud services.
- Cloudbursting Dynamically extending an application or a portion thereof from an
 internal private cloud platform to an external public cloud service based on the need for
 additional resources.
- Cloud service composition Creating a solution with a portion running on internal systems, and another portion delivered from the external cloud environment in which there is ongoing data exchanges and process coordination between the internal and external environments. Mashups are a form of integrated solutions where public cloud-

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Capabilities of Cloud

Non-functional aspects represent qualities or properties of a system, rather than specific technological requirements. Implicitly, they can be realized in multiple fashions and interpreted in different ways which typically leads to strong compatibility and interoperability issues between individual providers as they pursue their own approaches to realize their respective requirements, which strongly differ between providers. Non-functional aspects are one of the key reasons why "clouds" differ so strongly in their interpretation (see also II.B).

Economic considerations are one of the key reasons to introduce cloud systems in a business environment in the first instance. The particular interest typically lies in the reduction of cost and effort through outsourcing and / or automation of essential resource management. As has been noted in the first section, relevant aspects thereby to consider relate to the cut-off between loss of control and reduction of effort. With respect to hosting private clouds, the gain through cost reduction has to be carefully balanced with the increased effort to build and run such a system.

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Capabilities of Cloud Obviously, technological challenges implicitly arise from the non-functional and economical aspects, when trying to realize them. As opposed to these aspects, technological challenges typically imply a specific realization – even though there may be no standard approach as yet and deviations may hence arise. In addition to these implicit challenges, one can identify additional technological aspects to be addressed by cloud system, partially as a pre-condition to realize some of the high level features, but partially also as they directly relate to specific characteristics of cloud systems.

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