

## **Addressing obstacles to Cloud adoption in Asia**

Asia is a highly fragmented market with several significant obstacles to adoption of Cloud services, some related to technology and others related to market conditions and regulatory considerations. While several industry consortia have started to address the global need for common platforms no one organization has yet focused on the opportunities and issues most relevant to the actual market conditions in Asia, until now. The Asia Cloud Computing Association (Asia Cloud) is that organization. Asia Cloud brings key stakeholders together to collaborate on the requirements of the Asia market from within, with expertise born of local knowledge and a pro-active engagement model with key stakeholders in each market - especially policy makers and regulators. Organizations in Asia have voiced several concerns, particularly around security, service levels, and regulatory positions. There is a strong sense of urgency to have these concerns resolved by an open industry collaboration focused on the actual market realities and conditions in Asia. With Asia Cloud as a platform, key stakeholders can collaborate on issues specific to Asia, thereby enabling faster and more efficient adoption of cloud computing in the region as well as provide valuable input to global standardization efforts. To date Alcatel-Lucent, Cisco Systems, EMC Corporation, Microsoft, NetApp, Nokia Siemens Networks, PLDT/Smart, Rackspace, REACH, Telenor, and Verizon have joined Asia Cloud, with many others poised to contribute. The organization will evaluate global cloud standards produced by other industry associations and determine which can be adapted or advocated regionally. Initial working groups include those for public policy and regulatory issues, security, taxonomy, and carrier-grade applications. Anticipated deliverables for 2011 include best practices, a cloud-readiness index, development of a taxonomy, and the establishment of formal relationships with other organizations in cloud computing. The aim of this presentation is to clarify the position, value and deliverables of the association and how it can help accelerate adoption throughout the region, including Taiwan.

Primary authors : Mr. DAHLBERG, Per (Asia Cloud Computing Association)