Building the Cloud eco-system in Asia, resolving critical issues

International Symposium on Grids & Clouds 2011, Taiwan

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CEO
Asia Cloud Computing Association
Change is affecting how we live, work, and interact with people all around the world
Changes in use

INSIGHTS

USER INTERFACE

SOCIAL

CLOUD
CHANGES IN INTERFACE

DOS

GUI

INTERNET

CLIENT + CLOUD

NUI
CHANGES IN INSIGHTS

Changing the way we interpret and consume data

Create Compelling Experiences

Simplify Information Analysis

Share experiences / lessons
Changes in Scale

- 50 Trillion Gigabytes of Data
- 2 Trillion Financial Transactions
- 31 Billion Connected Devices
- 4 Billion Connected People
- 25 Million Applications

Source: IDC
IDC Directions 2010, ICT Outlook: Recovering Into a New World, Doc.# DR2010_GS2_JG, March 2010
*Forecast
CHANGES IN THE PLATFORM

AGILITY

ECONOMICS

INNOVATION

Significant Economic and Financial Differences

Changing the expectations for business agility

Removing barriers to focus on enterprise challenges
CHANGING WORLD FOR DATA

- Data new currency of the digital economy
- New environments for data:
  - Social
  - Economic
  - Geo-political
- Information flows non-linear - more ‘atomic’
- Analogue v digital policy frameworks
- Local priorities v global realities
- Data will go where is it safe, secure & valued
In a world that is increasingly complex and intertwined...

- Economic Crisis and Budget Constraints
- Growing Demand for Services
- Rising Constituent Expectations
- Constant Security Threats

...governments seek to make a greater positive impact for citizens
CHANGES IN POLICY

Technology issues?
- Infrastructure & access
- Security & cybercrime
- Privacy
- Intellectual property
- Accessibility
- Spectrum Allocation
- Free expression
- Net neutrality

Social & Economic issues?
- Healthcare
- Education
- Public Safety
- Banking & Finance
- National competitiveness
- E-government
- Environment
- Open Government
The opportunity is massive . . . Global market at $68.3bln in 2010*, expected to reach $148.8bln by 2012*. Asia outside of Japan will grow to $1.3bln this year, and continue to grow by 40% per year**. Japan will grow to $29bln by 2015***.

Significant market risks exists . . . Regulatory, confusion among the demand side, security and privacy concerns, data – location, compliance and integration, service levels, adaptation from legacy systems, suitable licensing models etc.,

Asia is a large and fragmented market. . . Multiple markets, multiple regulatory environments require specific focus, attention and understanding

Market risk is best addressed together. . . The blended and harmonious voice of the collective is more influential than the competing voices of many.

*Gartner, 2010
**IDC, 2010
***Japan Communications Ministry, 2010
FORMING AN INDUSTRY ASSOCIATION

Establish collaboration among Cloud stakeholders in Asia to accelerate the growth of the cloud market
Establish collaboration among Cloud stakeholders in Asia to accelerate adoption of cloud services
OTHER ASSOCIATIONS AND ORGANIZATIONS...

Create or use output that is required to accelerate cloud adoption in Asia through collaboration and innovation.
SIMILAR AGENDA BUT DIFFERENT FOCUS
COLLABORATION.....

Other alliances
• US / Europe base & focus
• Topic / standard focus
• Global standpoint
• Discrete issues
  • CSA – security
  • OMG – interoperability
  • etc

Asia Cloud
• Asia base & focus
• Applicability / market focus
• Regional standpoint
• All obstacles to adoption
  – Security concerns, taxonomy,
    regulatory concerns, privacy, lock-in,
    service levels etc., etc., etc.
WORKING GROUPS AND COMMITTEES

• **Public Policy and Regulatory Working Group** will facilitate a dialogue between policy makers, service providers, vendors, users and other stakeholders in Asia to produce a set of best practices, governance recommendations and policy considerations that will ensure wins for the entire value chain.

• **Security Working Group** will develop and promote cloud-friendly security governance and best practices to enterprises in Asia and policymakers.

• **Taxonomy Working Group** will support standardization by developing a cloud computing taxonomy framework.

• **Carrier-Grade Cloud Group** will identify and promote a set of requirements to provide a benchmark for cloud computing solutions targeting carrier-grade applications.

• **Alliances Committee** will establish and maintain collaboration with other associations in the Cloud market.

• **Marketing Committee** will facilitate communication between association and stakeholders in the market.
## PUBLIC POLICY & REGULATORY WG

### Plan

- **Q4 2010:** Identify key clusters / countries and start building relationships with top national public policy makers. Identify and engage other industry associations.

- **Q1 2011:** Start developing a Cloud Adoption Readiness Index - thereby establishing a benchmark for governments to measure themselves and their initiatives.

- **Q2 2011:** Publish 1st version of Index. Create stakeholder database.

- **Q3 2011:** Develop 2nd version of Index, expanding to more countries / clusters / more attributes. Organize roundtable discussion with regulators

### Status (Feb 2011)

- Initial market focus and regulatory bodies; Mature - HK/TWN/SING/JPN/AUS. Emerging – MAL/PHIL

- Consortia; TMF, SNIA, DMTF, OGF, NASSCOM, Japan Cloud Consortium, Taiwan Cloud Consortium

- In development – key areas identified. Soft launch of first release of Index in May (by invitation only / closed group).

- In process. Current database covers main countries / regulators
## SECURITY WG

### Plan

- **Q1 2011**: Map out and approach global security organizations, analyze output, adopt some as reference documents.

- **Q2 2011**: Provide initial security guidelines with reference to specific local regulations for service providers in Asia. Start formulating recommendation for Incident Response.

- **Q3 2011**: Formalize relationships with global organizations and integrate Asia Cloud into standardization community. Identify best practices with key SP’s.

- **Q4 2011**: Identify a set of best practices, provide first set of recommendations and establish a certification scheme.

### Status (Feb 2011)

- First release of guidelines published internally. In dialogue with 20+ organizations involved in standardization work, including security. Adopted CSA as reference.

- In development.

- In dialogue with several other influential member organizations about partnership. Drafting MoUs.
<table>
<thead>
<tr>
<th><strong>Plan</strong></th>
<th><strong>Status (Feb 2011)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 2011: Define criterion and taxonomy. Produce a first draft description of capabilities and levels of compliance against which cloud offerings can be measured. Present first findings in June.</td>
<td>Working on initial set of use cases based on existing RFQ/RFI’s and service offerings by members. Investigating TMF, SCOPE and ITU-T output</td>
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<tr>
<td>Q3 2011: Compare various implementation strategies. Identify possible needs for standardization.</td>
<td>In development.</td>
</tr>
<tr>
<td>Q4 2011: Based on the taxonomy, capabilities, and options defined, create a final report on what is or what is not a CGC and how that should be understood by SaaS vendors and end customers</td>
<td>Discussing role for association at event with organizer (chair and present at conference)</td>
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**TAXONOMY WG**

**Plan**

- **Q4 2010:** Review existing taxonomies and adopt one that meets our initial criteria. Publish result along with proposed investigation.

- **Q1 2011:** Gather input on a monthly basis for review and refinement of the model.

- **Q2 & Q3 2011:** Publish new revisions on a bi-annual basis.

**Status (Feb 2011)**

- Adopted NIST definition

- In process
### ALLIANCES COMMITTEE

<table>
<thead>
<tr>
<th>Plan for 2010-11</th>
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<tbody>
<tr>
<td>Q4 2010: Identify and prioritize target associations. Initial engagement with</td>
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<td>top 5 regional and top 5 global associations. Propose cooperation model with</td>
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<td>top 1-3 associations.</td>
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<td>Q1/2 2011: Formalize agreements (MoU’s) with 1-3 key organizations. Publish</td>
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<td>engagement model.</td>
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<td>Q3 2011: Formalize agreements (MoU’s) with additional 1-3 key organizations.</td>
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<tr>
<td>Basic liaison with 20 SDO’s. Focus (global org’s) =&gt; TMF, CSA, DMTF,</td>
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<td>OGF, ITU-T. Focus (regional) =&gt; GICTF, NASSCOM (India), Taiwan Cloud</td>
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<td>Consortium</td>
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<td>MoU’s with 2-3 SDO’s currently being drafted.</td>
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THANK YOU

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Please visit; www.asiacloud.org

To join: www.asiacloud.org/membership or send an email to membership@asiacloud.org