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Nota di contenuto	Cloudonomics: The Business Value of Cloud Computing; Contents; Preface; Acknowledgments; Chapter 1: A Cloudy Forecast; Clouds Everywhere; Cashing In on the Cloud; Beyond Business; Clarifying the Cloud; Farther On; Summary; Notes; Chapter 2: Does the Cloud Matter?; Productivity Paradox; Competitiveness Confrontation; Summary; Notes; Chapter 3: Cloud Strategy; Insanity or Inevitability?; Democratization of IT; Industrialization of IT; Strategy; The Cloud: More than IT; The Networked Organization; Form Follows Function, IT Follows Form; Aligning Cloud with Strategy; Everywhere, Anywhere; Summary NotesChapter 4: Challenging Convention; What Is the Cloud?; Economies of Scale; Competitive Advantage and Customer Value; Cloud Ecosystem Dynamics; IT Spend; Issues with the Cloud; Summary; Notes; Chapter 5: What Is a Cloud?; Defining the Cloud; On-Demand Resources; Utility Pricing; Common Infrastructure; Location Independence; Online Accessibility; Difference from Traditional Purchase and Ownership; Cloud Criteria and Implications; Is the Cloud New or a New Buzzword?; Summary; Notes; Chapter 6: Strategy and

Value; Access to Competencies; Availability; Capacity
 Comparative Advantage and Core versus ContextUnit Cost; Delivered
 Cost; Total Solution Cost; Opportunity Cost and Cost Avoidance;
 Agility; Time Compression; Margin Expansion; Customer and User
 Experience and Loyalty; Employee Satisfaction; Revenue Growth;
 Community and Sustainability; Risk Reduction; Competitive Vitality and
 Survival; Summary; Notes; Chapter 7: When-and When Not-to Use the
 Cloud; Use Cases for the Cloud; Complementary Capabilities and
 Competencies; Communications; Conversations, Connections, and
 Communities; Congregations, Commons, and Collections;
 Consolidation
 Collaboration, Competition, and CrowdsourcingCommerce and
 Clearing; Collaborative Consumption; Coordination, Currency,
 Consistency, and Control; Cross-Device Access and Synchronization;
 Cash Flow; Capacity; Continuity; Checkpoints; Chokepoints; Context;
 Celerity; Customer Experience; Combinations of the Above;
 Inappropriate Cloud Use Cases; Constant; Custom; Classic; Close
 Coupling; Content Capture, Creation, and Consumption; Cryptography;
 Compression; Caching; Covert; Continuity; Summary; Notes; Chapter 8:
 Demand Dilemma; A Diversity of Demands; Examples of Variability
 Chase Demand or Shape It?Summary; Notes; Chapter 9: Capacity
 Conundrum; Service Quality Impacts; Fixed Capacity versus Variable
 Demand; Splitting the Difference; Better Safe than Sorry; Capacity
 Inertia; Summary; Notes; Chapter 10: Significance of Scale; Is the Cloud
 Like Electricity?; Distributed Power Generation; Is the Cloud Like Rental
 Cars?; Capital Expenditures versus Operating Expenses; Benchmark
 Data; Cost Factors; Benchmarking the Leaders; Size Matters; Summary;
 Notes; Chapter 11: More Is Less; Is the Cloud Less Expensive?;
 Characterizing Relative Costs and Workload Variability
 When Clouds Cost Less or the Same

Sommario/riassunto

"The ultimate guide to assessing and exploiting the customer value and revenue potential of the CloudA new business model is sweeping the world--the Cloud. And, as with any new technology, there is a great deal of fear, uncertainty, and doubt surrounding cloud computing. Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value--whether you are a customer, a provider, a strategist, or an investor. Cloudonomics covers everything you need to consider for the delivery of business solutions, opportunities, and customer satisfaction through the Cloud, so you can understand it--and put it to work for your business. Cloudonomics also delivers insight into when to avoid the cloud, and why. Quantifies how customers, users, and cloud providers can collaborate to create win-wins Reveals how to use the Laws of Cloudonomics to define strategy and guide implementation Explains the probable evolution of cloud businesses and ecosystemsDemolishes the conventional wisdom on cloud usage, IT spend, community clouds, and the enterprise-provider cloud balance Whether you're ready for it or not, Cloud computing is here to stay. Cloudonomics shows how the business model of the Cloud offers insights to executives, practitioners, and strategists in virtually any industry--not just technology executives but also those in the marketing, operations, economics, venture capital, and financial fields"

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