



ندوة حول :الطريق لإدارة الأعمال السحابية ، تصميمها وحكومتها

SEMINAR ON: CLOUD BUSINESS ROADMAPS, ARCHITECTURE AND GOVERNANCE

on 4 – 6 November 2014 - JW Marriott Hotel, Dubai-UAE

www.isharaonline.com/cloudcomputing

Cloud Computing is a new service delivery model that leads the way for IT consumers and IT providers alike. It carries potential for great benefit, as well as important new risks.

Are you aware of these facts?

- Throughout the next five years, a 44% annual growth in workloads for the public cloud versus an 8.9% growth for "on-premise" computing workloads is expected
- More than 60% of businesses utilize cloud for performing IT-related operations
- 82% of companies reportedly saved money by moving to the cloud
- 14% of companies downsized their IT after cloud adoption
- 80% of cloud adopters saw improvements within 6 months of moving to the cloud
- More than half of survey respondents say their organization currently transfers sensitive or confidential data to the cloud
- 56% of survey respondents trust the ability of cloud providers to protect the sensitive and confidential data entrusted to them
- Clients make informed decisions on which cloud providers they trust. Do you know on what basis?
- Cost is not the only reason for moving to the cloud. Can you identify a few more?
- Just putting an application on a cloud service does not in itself bring a business advantage for the users. What else does it take?

(source: <http://siliconangle.com/blog/2014/01/27/20-cloud-computing-statistics-tc0114/>)



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**Your Expert International
Course Director**



Peter HJ van Eijk
ClubCloudComputing.com

Who Should Attend ?

The audience will be experienced staff of IT departments of medium to large organizations, as well as service providers to these. More specifically this includes IT managers, CIOs, service managers, IT architects, auditors, solution consultants and risk managers.

Organised by

ClubCloudComputing

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What you will learn

A clear, vendor-independent understanding of Cloud Computing

- A well-delineated conception of the strengths and weaknesses of Cloud's three service models: Software-as-a-Service, Platform-as-a-Service, and Infrastructure-as-a-Service, as well as Cloud's four deployment models: public, private, community, and hybrid.
- The tools and expertise necessary to put together a Cloud roadmap and migration plan for your organization.
- Practical intelligence and advice on securing the Cloud and putting together a robust Cloud governance framework.
- A detailed look at the key players in the Cloud Computing marketplace, including SaaS application providers, Cloud service providers, and hardware and software vendors.
- Includes real-world case studies on organizations who have achieved success with their Cloud-based initiatives.

Join the course and become capable of drastically improving your capability to deliver IT solutions. This has the potential to totally transform your IT service.

What you will receive

- 3 days of training
- All handouts
- Practical workbook
- Lunch & Refreshments
- Attendance certificate
- After the course support

Meet Your Expert Course Leader



Peter HJ van Eijk develops and delivers cloud training programs for individuals and organizations who want to be more successful with cloud computing.

His programs result in enhanced value as well as reduced risk for cloud propositions and projects.

He has delivered these programs dozens of times in the US, Europe, Middle-East and Asia to a wide variety of participants.

He has worked for Deloitte Consulting, IT supplier EDS, internet providers, and at the University of Twente, where he received his PhD in 1988. He is also a regular columnist in Computable magazine and writes for CircleID.

He is a board member of the Dutch Cloud Security Alliance Chapter, chairman of the Dutch Computer Measurement Group, a non-profit professional society, and a past member of the Dutch IPv6 taskforce. In the past he has been part of various national and international standardization committees.

Cloud training credentials

Peter is a certified trainer for CSA Certificate of Cloud Security Knowledge (CCSK), CompTIA Cloud Essentials, and Virtualization Essentials. He was the single author of the ITpreneurs Cloud Essentials course, and a contributor to the Virtualization Essentials course. He continues to develop training and course material for enhanced cloud value and reduced risk. For more information go to [ClubCloudComputing](#)

Course Objective

The primary learning outcome is to be able to understand and articulate the strategic choices that an organization can make as it adopts cloud computing. This implies choices for business cases and risk tolerance, cloud models, skill sets and organizational culture, technical architecture, governance, risk management and security considerations.

COURSE TIMINGS

Course sessions will start each day promptly at 08:30am and end at 16:00pm.

There will be short breaks for refreshments and lunch will be served.

Day One : 04-11-2014

Session 1. Cloud characteristics, value and risk.

What is cloud computing and how does it change value and risk propositions? How does that lead to business value for cloud consumers and how can it impact risk profiles? We will use extensive examples, including those that are developed or considered by delegates.

Our cloud definitions are based on NIST's, which are widely recognized worldwide. The technical perspective is already briefly touched upon in this session, with some small examples of Amazon and Cloud Stack.

After this session the attendant will have a clear overview of what cloud computing is.

Learning objectives.

- Recognize essential characteristics of cloud computing
- Recognize service models (SaaS, PaaS, IaaS), deployment models (public, private, etc.)
- Articulate business value of these
- Articulate business risks of these
- Understand that cloud computing is a new service and delivery model.

Session 2. Roadmap overview

Every business, IT department, cloud provider or software company adopting cloud will go through a number of steps in its optimal adoption of cloud computing. Along that roadmap a number of strategic decisions are made, for example on the cloud ambition level. Each of these decisions will have an impact on the steps that follow.

The roadmap starts by identifying the expected cloud benefits and adoption obstacles, through selection of an appropriate process, definition of services, selection of business partners and adaptations that have to be made in the own organization, up to consolidation of the results.

After this session the attendant will have an overview of the cloud adoption process.

Learning objectives

- recognize 8 steps in a roadmap towards cloud positioning and their dependencies
- understand the relation between business value, risk and the selection of service and deployment models
- identify the big strategic decisions in the various roadmap steps

Day Two : 05-11-2014

Session 3. Technology architecture

The cloud landscape consists of a substantial number of (technical) components. This session explores these, and deepens the understanding that was started in session 1. Part of technology architecture is also a description of the way in which the responsibility of the components is allocated over consumer and provider. This implies responsibility for the security of these components.

This session expands on the earlier demos and practical examples of Amazon and CloudStack.

After this session the attendant will have an overview of the technical components that are intrinsic in any cloud deployment, whether they are managed by the consumer or by the provider.

Learning objectives

- recognize the major technical components at cloud consumers and providers; including security architecture components and development, virtualization, automation, identity management, and self service.
- understanding the implication of strategic choices on the technology architecture, skill sets, and organization of development and support.

Session 4. Service Engineering

In session 4 the focus is turned to selecting and engineering services so that these services will provide maximum value and minimal risk for the cloud consumer (and provider as well). In this session we will use a framework for service definition based on multiple levels of transactions. By applying the cloud characteristics, we can clearly articulate the value and risk of the service, and give tools for re-engineering a service to improve its value and reduce its risk.

Depending on the strategic choices made earlier this process will have different outcomes. For example, SaaS consumers will define services differently from IaaS/PaaS providers. Common to all service models is a move towards a culture of service delivery as opposed to silo based asset management.

Of course, this session too will have a number of practical exercises to reinforce the learning objectives. After this session the attendant will be able to assess service value/risk perception by the consumers as well as understand the changing competencies necessary for their delivery.

Learning objectives

- understand service definitions in terms of transactions.
- evaluate service definitions in relation to the value they bring

Day Three : 06-11-2014

Session 5. The Risk path

Risk management is not an afterthought, but an essential element of the transition to cloud, both for internal IT department as well as external cloud providers. This module slices through the roadmap in the light of risk management. This starts with the risks that are inherent in the cloud model. Then we have a look at the sources of obstacles that your company might encounter, and the types of risk management processes that may be appropriate. We will revisit your service definitions in the light of the risks that they bring (or mitigate), and finally discuss how an appropriate governance, risk management and compliance organization might be developed.

After this session the attendant will be able to align risk management over the full adoption roadmap.

Learning objectives

- understand risk sources and risk management
- understand the dependencies between risk and steps in the roadmap
- identify key requirements on a risk management system

Session 6. Running the transition: putting the pieces together.

In the final session, we will return to the roadmap. Now that the cloud transition has been viewed from multiple perspectives (characteristics, sequence, technology, service, culture and risk), we will have a more detailed view of the various steps and the way they are interdependent.

After this session the attendants will be able to identify the steps, and their sequence, to optimally adopt the cloud delivery model in their own organization.

Learning objectives

- being able to apply the roadmap on an organization that is adopting cloud computing
- articulate necessary steps for successful cloud adoption.

The journey

The journey of a company towards adopting the cloud model of IT delivery progresses along a number of steps.

The 'big picture items' are:

- The path that an organization takes as it matures in cloud adopting.
- The technical architecture framework for selecting and integrating components.
- The structure of the governance and risk management process.

Pain points: does this sound familiar to your company?

- We host servers and applications, but our customers want more assurance and more flexibility. How should we tackle that?
- What kind of audit or assurance do my cloud customers want? How do I prove it to them?
- Our customers ask for more and more assurance. We think we can offer those, but how do we convince our customers that we do?
- We sell software to customers, but what they really want is the software as a service. Are we ready for that? What should we do?
- What kind of contracts and legal protection is necessary for my cloud offering?

What happens to your business if these questions remain unanswered? Will your growth stagnate? Will your costs increase? Will you stay in business?

Cloud Computing brings a new delivery model for IT, which brings new risks but also new opportunities for suppliers and providers. Your customers want the benefits but at the same time they want to see that you keep the risks under control for them.

Testimonials

Shanthi Vijay, Information Technology Agency, government of Oman. "I have attended several of Peter's trainings. They are always very good with practical knowledge on cloud computing, and this is helping us very much in our development of the Oman government cloud services."

Bert Keegstra, QS Solutions: "Peter and Michiel presented lots of useful information in a captivating way. This is 'must-have' for everybody who wants to be a cloud provider."

Ashraf Jubara Sr. Sys. Analyst GNPOC: [I can] conduct risk analysis for my company to get ready for adopting cloud

Rami Sukkar IT Compliance Manager Averda: It was a highly interactive and beneficial workshop with a top-notch trainer

IT Risk manager: this course helps us talk to the business on their level.

Defense security consultant: Course is good general knowledge. I am now more comfortable discussing cloud.

Employee of big computer manufacturer: Excellent training that also gives insight in business models of cloud computing.

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Registration Form

Registration fee : 3 days per participant US \$ 1800/-

Note: Course Materials, Certificate , Refreshments & Lunch are included.

Registration Information	Personal Details		
	Delegates Full Name		Designation
	E mail		
	1st		
	2nd		
3rd			
4th			

Authorisation Manager Details:

Authorisation	Contact Person Name:	Designation:		
	Organisation Name:			
	Address:			
	PO Box:	Zip Code:	City:	Country:
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	Authorised Signature:	Email:		
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Training Venue

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Cancellation Policy

If you are unable to attend this event, you may send a substitute delegate in your place at no additional cost. Please advise us of any substitutions as soon as possible. If this is not suitable 20% service charge will be payable. Alternatively, you may transfer your registration to another event. A 10% service fee may apply. Should you wish to cancel your registration, please notify us in writing as soon as possible and a credit note will be issued valid for use towards any future events. A 10% service fee may apply and does not provide refunds for cancellation