Using technology to build successful and resilient SMES
cloud computing (n):

Internet-based computing, using shared resources provided to devices on-demand, like a public utility.
Hardware Utilization

10–20%
Hardware Utilization

50–60%
private-cloud

Networking  Power
Hardware  Cooling
facilities  Physical security
Connectivity  Real estate
Backup generators  Software security
Fire suppression
Users want to access their data anywhere, anytime

- 60% of corporate data resides unprotected on PC desktops and laptops
- 1-out-of-10 laptop computers will be stolen within 12 months of purchase
- 66% of USB thumb drive owners report losing them, over 60% with private corporate data on them
Reliability starts with scale

hundreds of thousands of servers
dozens of data centers
Key to resiliency

In at least two different “shared-fate” zones
Don’t forget equipment
Security, resilience and more
Digitally enabled SMES are:

10% increase in productivity for small and medium businesses from Internet usage

Small and medium businesses heavily using Web technologies grow and export 2x as much as others

McKinsey
Internet Matters
The real security issue with cloud computing

Assessing the security of a cloud vendor

• Different vendors use different technologies
• No standard cloud certification
• Many are not audited
Trust but verify
Right choice, but changes is hard.
No one is busier than a small business owner
Encourage, don’t force
Regulation: good intentions, bad results
Thank you