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CLOUD COMPUTING & MOBILE DEVICES

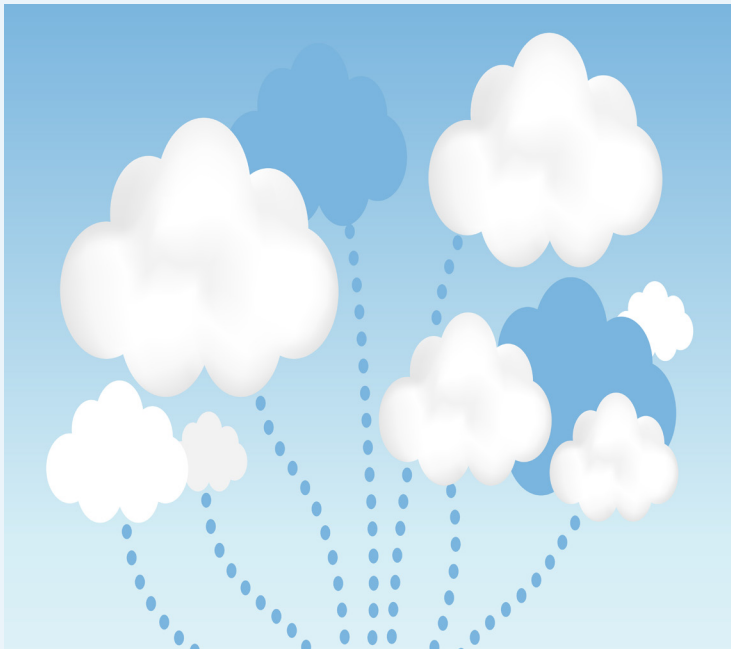
Social Networks



ENTERPRISE OPPORTUNITIES

In the Cloud, Mobile, and Social Computing

February 10, 2011 • San Francisco, CA



Acknowledgements

The CTO Forum thanks the following people, who generously gave the CTO Forum their time, insight, and leadership. Their input forms the basis of this report.

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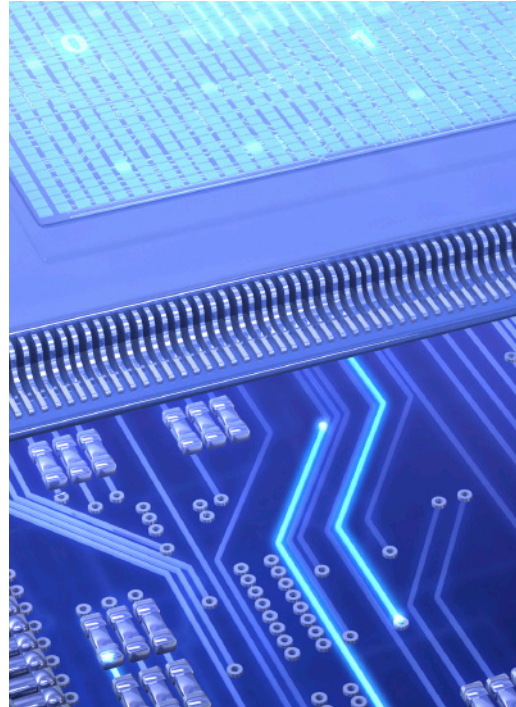
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Fundamental changes in the IT landscape are irrevocably changing the way we work and live:

- Cloud computing. Some businesses are moving their entire business to the public cloud, while others are adopting a hybrid cloud model.
- Mobile computing. We can interact from anywhere. We're accessing information, collecting information as part of crowdsourcing, and reporting our location. Projections are for 120 billion smartphones and 60 billion tablet devices by 2015.
- Social computing. The number of social networking users has surpassed email users. Social networking sites, wikis, and microblogging sites have huge implications, ranging from flattening organizational hierarchies to empowering consumers.

These are exciting opportunities for IT, and they usher in new types of challenges. Some of these are policy related. What are the security implications of cloud computing? What effect does location-awareness have on personal privacy? What are the risks and rewards of allowing employees to use their personal mobile devices for business?

Cloud computing and mobility also introduce larger social issues. How can we not leave behind the billions of people who are not



computer-literate? What role does cloud computing have in carbon emissions? And what effect will it have on IT jobs?

CIO offices have an opportunity to play a pivotal role in organizational transformation. Their contribution is not only technology, but also the vision to spearhead process and cultural change needed to harness the power of cloud, mobility, and social computing. The value that the IT department delivers is no longer measured exclusively by productivity and cost reduction, but by business agility and speed to value.

In February 2010, the CTO Forum's CIO Council gathered a group of distinguished Chief Information Officers, Chief Technology Officers, Chief Enterprise Architects, academicians, and business strategists from Fortune 500 firms. Through keynotes and panel discussions, participants shared their experiences and insights about the barriers and opportunities associated with cloud computing, mobility, and social media.

This white paper summarizes the comments of the council. It is our hope that the paper give you new ideas for applying cloud, mobile, and social computing innovations to benefit your organization, employees, customers, and the global community at large.

Sincerely,



Basheer Janjua
Founding Chair and President,
CTO Forum

Conclusion

Cloud services, social computing, and mobility create exciting opportunities for companies of all types. Technology companies can innovate to deliver new types of applications, services, and mobile devices. Enterprises can harness capabilities like social computing and mobility to move faster and make better decisions. Companies can plan more useful products and services when they know what their constituents are saying and doing. And consumers who are empowered with information can influence their product and service providers.

The promise of the cloud is scale, elasticity, and speed to market. The promise of mobility is to empower the workforce, customers, vendors, and partners with ubiquitous information and services. And the promise of social computing is differentiated customer services, stronger workforce engagement, and new revenue sources.

IT leaders will play a central role in realizing the vision of these technologies, both by providing the tools and guiding the cultural transformation. Ultimately, transformation is as much about selling the value of IT as a Service into the organization as it is about technology.

The CTO Forum

2011 Event Calendar

Jan	Feb 10 (Thurs) CIO Council	Mar	Apr 14 (Thurs) CTO Forum
May	Jun 15–18 (Wed–Sat)	Jul	Aug 11 (Thurs) Energy Council
Sept	Oct 13 (Thurs) CIO Council	Nov	Dec 8 (Thurs) CTO Forum

This calendar repeats annually, with events falling on the second Thursday of the month (the CTO Institute excepted).

For further event information, please visit www.thectoforum.net.

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