

# Powering Your Business with Cloud Computing

Web seminar, Tuesday October 14<sup>th</sup> 2008, 1.30pm

Cloud computing services provide computing power as a service. Instead of managing all your own IT and provisioning for peak loads, you can purchase the power you need, when you need it. The cloud service can grow as demand grows, without requiring a continuing outlay between peaks. Many smaller companies are already taking advantage of cloud computing to deliver more profitable business models.

The two speakers in this webinar will show how to exploit cloud computing to improve business performance. Ross Cooney uses cloud in his business and will explain the opportunities that cloud provides. Alan Williamson will give an overview of the different types of services available and how to avoid being locked-in to a single supplier.

As always, there will be opportunities to ask questions of both speakers.

Register for this webinar via the Grid Computing Now! web site – [www.gridcomputingnow.org](http://www.gridcomputingnow.org)

## Agenda

### 1:30 Introduction & Welcome

Dave Berry, *Grid Computing Now!*

### 1.35 Powering your Business with Cloud Computing

Ross Cooney, *Rozmic Wireless Ltd.*

Ross Cooney delivers a fast track account of powering your business with cloud computing technology, and its effect on real life business, from the entrepreneur's point of view. Tackling barriers to technology and operations, Ross weighs up the instant benefits and long term impact of cloud computing to the development, competitiveness and scalability of your application.

What you'll learn:

- o Real life solutions to incorporating cloud computing into your business
- o Lower your need for investment
- o Instantly improve the competitiveness of your application
- o R&D scalability
- o Impact on your clients

### 1.55 Flying through the clouds

Alan Williamson, *Consultant*

With all this talk of clouds and computing you can sometimes be forgiven for getting lost, afraid to ask the way, since really, people are looking to you for the answers. But fear not, cloud computing is nothing more than a different model to outsource your computing hosting requirements and in this talk we'll briefly go over the different types, illustrating just how much similarity there is between them all, even if their marketing hype seems to tell you different.

We'll also look at the techniques you can do to future proof your applications so they can easily be moved from cloud to cloud without having to go back to your developers and ask them to invent the wheel again but this time only a little more rounder.

### 2.15 Discussion and Q&A

### 2.30 Close

## Speaker Information



**Ross Cooney** is a North East entrepreneur and founder of Rozmic, a UK software developer and consultancy which pioneers service through cloud computing.

Originally founding an ISP in Ireland, Ross worked at the forefront of spam and anti virus technology to create solutions for Ireland's largest financial and security organisations. Moving to England, Ross set up Rozmic, specialising in instant messaging, Voip and spam software. The advent of cloud computing has enabled these services, in particular emailcloud spam filtration, to develop superior features and launch to the worldwide market with instant success.

Ross is also an open source advocate, leading the North East Amazon Web Services User Group and organising quarterly open source events for the region's businesses.

Ross is passionate about the future of cloud computing, aiming to break barriers to interoperability between cloud providers and make SAAS truly available to all.



**Alan Williamson** was the UK's first Java Champion, a programme from Sun Microsystems to recognize the top100 people that have contributed the most to Java. With his deep roots in high performance server side processing, he is responsible for creating the BlueDragon Java CFML runtime engine that is powering MySpace.com. With many books, articles and speaking engagements under his belt, Alan likes to talk passionately about what can be done TODAY and not get caught up in the marketing hype of TOMORROW. Follow his blog output @ <http://alan.blog-city.com/>