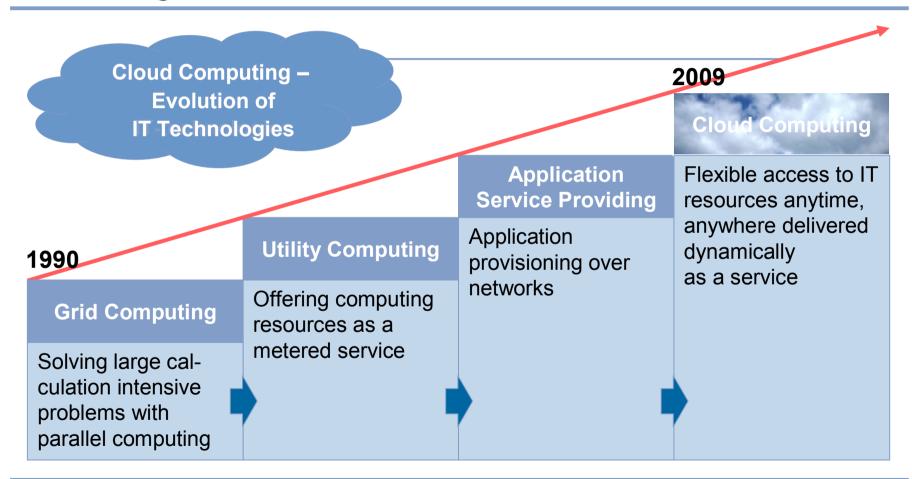




Cloud Computing is an evolution of technologies





... nevertheless Cloud Computing is a Paradigm Change

New Operational Models

- Automated IT Services
- Highly standardized, little room for customization
- Available upon ordering

New Value Chain Dynamics

- New IT market players disrupt traditional value chains
- Role of IT Outsourcing provider changes significantly (high pre-invest, new skill sets)

Paradigm Change

New Cost Models

- Pay-as-you-go billing model
- No customer pre-invest required
- Shift from capital expenditures to operational expenditures

New Sourcing Models

- Customers choose hybrid mix of cloud services: in-house hosting, private cloud from service provider, or public cloud
- Distinction by critical and uncritical applications

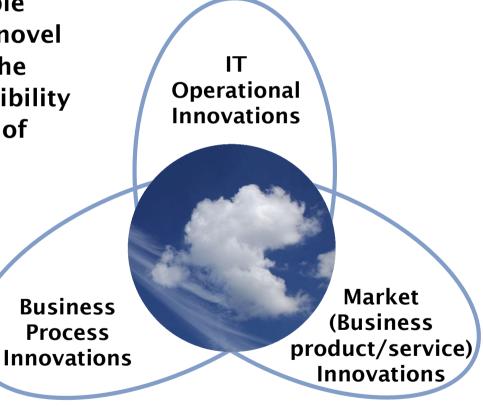
Cloud Computing changes the business models for buyers and suppliers



Cloud isn't only about saving money, it's also about increasing the speed of innovation through integration

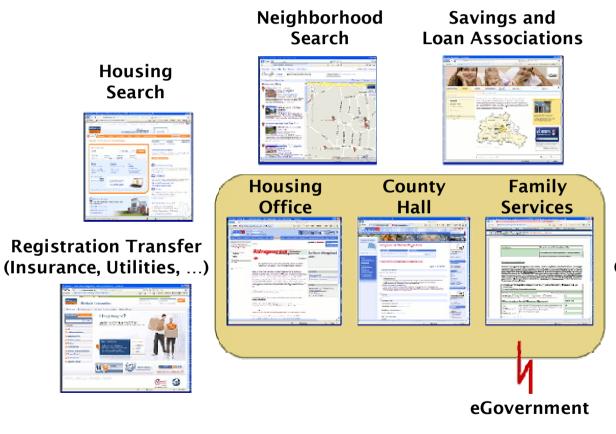
Two critical cloud streams - flexible infrastructure and service - offer novel opportunities for innovation. ... The service based, infrastructural flexibility of cloud promotes the possibility of "seed and grow" type activities.

Willcocks, Venters, and Whitley London School of Economics 2011





A Citizen's View of Moving Homes Many steps with no integration



Tradesman Marketplace



Post Office -**Change of Address**



Housing

Search

Why not use cloud computing for securely integrating services from both private and public sector?





GoBerlin - Services Ecosystem in the Cloud

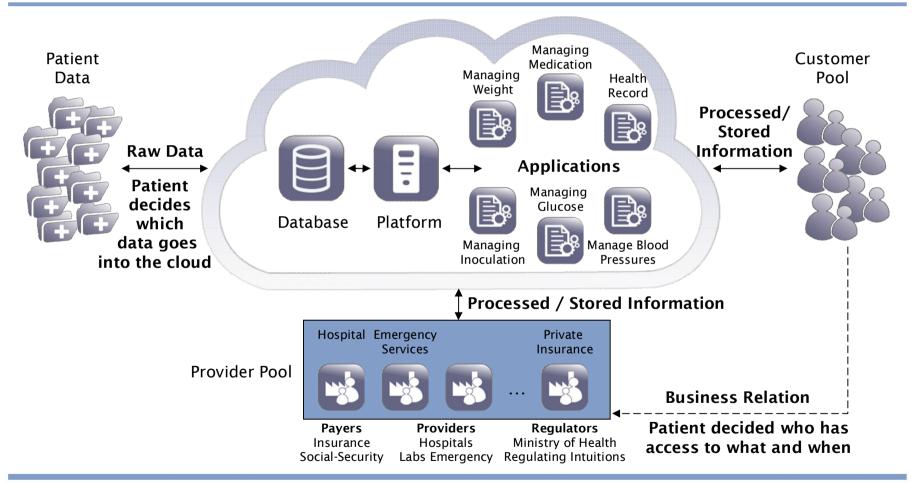
Holistic process integrating eGovernment and private sector





Another Community Cloud Example:

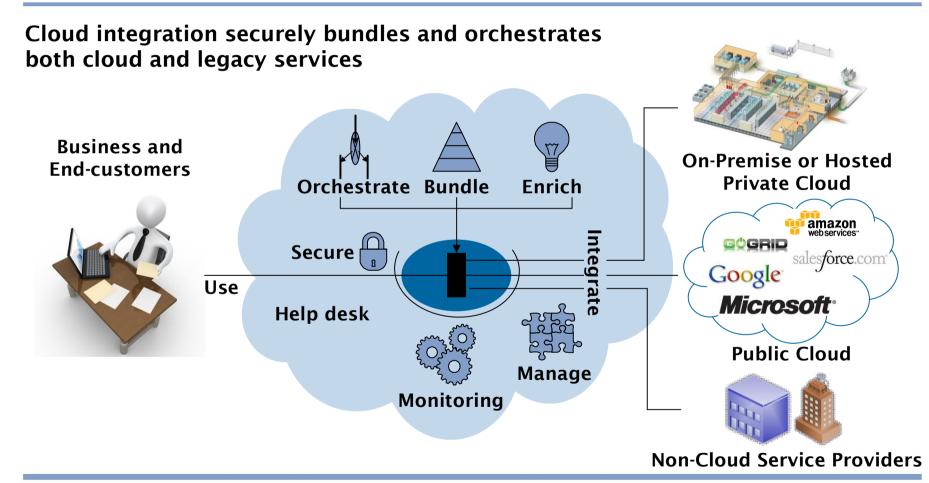
Assignio in Germany for Healthcare Sector





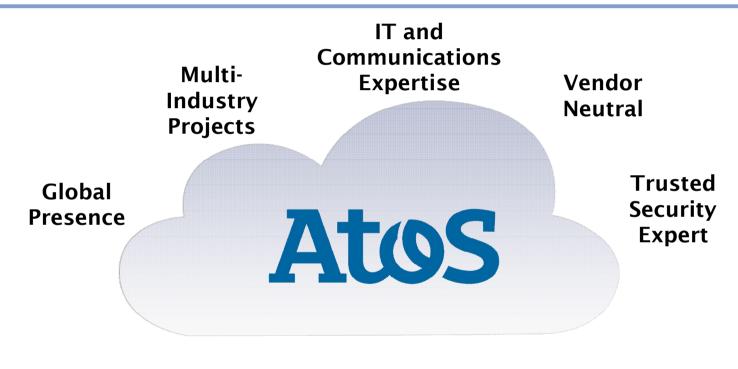
The Community Cloud Backend:

Simplify interfaces using Hybrid Clouds





Your partner to manage the evolution and integration of IT services as they dynamically migrate into the cloud



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