

CMA Forum Meeting – ‘Software as a Service

Is this the right time to move services into or from the cloud?

**Wednesday 17<sup>th</sup> March 2010**

**BCS – 1<sup>st</sup> Floor, The Davidson Building, 5 Southampton Street, London WC2E 7HA**

Pressures on businesses to manage TCO and produce greater returns from existing ICT assets continue to be challenges for the ICT professional. The cloud offers a widening variety of options for businesses. These include services such as Productivity and Revenue Generating applications; Conferencing, Video and Voice, Collaborative working, Business Assurance; storage and disaster recovery, Customer Management: Virtual Call Centres. Assessing the impact in taking on these services will inevitably bring up compromises in requirements and trade offs in business benefits. SLAs, security, personal data protection, network availability and bandwidth, location, accessibility, application depth, deployment scope, fit to organisation size and the reality of financial impact are some of the factors that must be assessed. This CMA event looks into the opportunities and pitfalls of investing in software as a service and virtualisation.

Join us, at our Central London venue, to discover how you can take some good news back to your management team for the benefit of your organisation.

08:30hrs	<b>Registration and Refreshments</b>	
09:00hrs	<b>Welcome and Introduction</b>	Julian Harriott, CMA Business Manager BCS
09:05hrs	<b>Future directions in Cloud Computing</b> <ul style="list-style-type: none"> <li>• The impact of economic realities</li> <li>• Is cloud different from existing computing?</li> <li>• Challenges to consider in moving to cloud models?</li> </ul>	Nick Coleman IBM UK
09:45hrs	<b>Finally delivering to customer expectations</b> <ul style="list-style-type: none"> <li>• Being truly customer focused</li> <li>• Legal who?</li> <li>• The benefits of upsetting people</li> <li>• No longer be scared of the future</li> </ul>	Tim Martin, OS OpenSpace Geotechnologist Ian Holt, Senior Technical Product Manager Ordnance Survey
10:20hrs	<b>Government plans for the G-Cloud – how does this fit with the enterprise sector experience?</b> <ul style="list-style-type: none"> <li>• What is its purpose?</li> <li>• What are the objectives?</li> <li>• What are its proposed benefits?</li> <li>•</li> </ul>	Rahoul Bhansali, Public Sector Lead Hudson & Yorke
10:40hrs	Tea/Coffee networking break	
11:00hrs	<b>Is there a difference between cloud services and outsourcing?</b> <ul style="list-style-type: none"> <li>• The differences between cloud contracts and outsourcing</li> <li>• Requirements for data protection and privacy and expected changes</li> <li>• What happens if it all goes wrong – typical remedies</li> </ul>	Richard Kemp, Kemp Little
11:40 hrs	<b>A Golden Age for SMEs? Myths and realities of Cloud Computing</b>	Martin Rice, CEO, Erudine

12.10hrs	<b>2010, The Year of the Cloud?</b> <ul style="list-style-type: none"> <li>• The role of networks in delivering applications</li> <li>• What is typically expected from a network operator and where next</li> <li>• What the customer doesn't ask for</li> </ul>	Richard Britton, IT Director, EasyNet Connect
12.40hrs	<b>Cloud Computing – Look out for the Bear Traps</b>	Jon Neville, EVUA (Enterprise VPN Users Association)
13.10hrs	Refreshments and Close	

Register on-line at [CMA Forum Event](#). For further information please contact Debbie Townsend at [cmaevents@thecma.com](mailto:cmaevents@thecma.com) or telephone 01793 417737.