Cloud Positioning Workshop

A Door Opener Workshop

- Designed as half day interactive workshop

- Target audience
  - IT strategy decision makers
  - C-level and IT managers
  - IT Enterprise Architects and IT Architects

Outcome of the workshop

- Positioning of the Cloud delivery model embedded in the customer IT strategy

- Which are the key benefits the customer can achieve with a cloud delivery model

- What is the best Cloud model for the customer
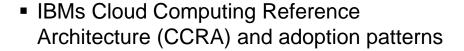
- Where to start with the Cloud

Cloud Positioning Workshop

Agenda of the workshop consists of the following main topics

- Motivation for the workshop from a customer perspective

- Cloud Computing fundamentals

- Cloud Computing adoption and a resulting heatmap
  (interactive part)

- IBMs Cloud Computing Reference
  Architecture (CCRA) and adoption patterns

- Next main steps and
  a customized roadmap