What is Cloud Computing?

- Overview
- Public vs. Private
- Key Drivers
- Concerns
Trends driving IT pressures and opportunities

**Mobile**
Enable digital work from anywhere

**Apps**
Evolve business apps to meet new needs

**Big data**
Help employees make faster decisions

**Cloud**
Ensure infrastructure scales to meet demand

---

Devices: "Info Workers Will Erase Boundary Between Enterprise And Consumer Technologies." Forrester Research, August 10, 2012
Big data: Paraphrased from "The Impact of the Internet of Things on Data Centers." Gartner Research, Feb 27, 2014

*Microsoft: Cyberspace 2025: Today’s Decisions, Tomorrow’s Terrain*
Key Customer Concerns When Choosing a Cloud Provider

- Ownership & use of data
- Privacy & security controls
- Compliance
- Location of data
- Access to data
- What happens if data is compromised
- Transparency
Microsoft’s Approach to the Cloud

Cybersecurity
Data Privacy
Compliance
Transparency
Find out more!

- CSA Cloud Control Matrix: https://cloudsecurityalliance.org/research/ccm/
- Microsoft Trust Centers
  - Azure
  - Dynamics CRM
  - Office 365
  - Windows Intune
- Microsoft Law Enforcement Transparency Report
- Microsoft “On the Issues” blog