



Introducing Wolters Kluwer & the Cloud

- Market-leading global information services company focused on professionals
- The *Professional's First Choice*
- Leading positions in core markets: legal, business, tax, accounting, finance, audit, risk, compliance, and healthcare
- 2009 Revenues of €3.4 billion, with approximately 19,300 employees and operations in over 40 countries across 5 continents
- Strategic focus 2010-2012 on *Maximizing Value for Customers*, produce results through superior information and intelligent solutions
- The Global Platform Organization (GPO) serves as an innovation transfer agent within Wolters Kluwer

Wolters Kluwer

TIAG Conference - Greg Tatham May 12, 2010 - Amsterdam 2

Taking advantage of the Cloud - agenda

- What is Cloud Computing?
- The Evolution of Cloud Computing
- Comparison: Cloud vs. Non-Cloud
- Benefits & Barriers to Adopting Cloud Computing
- Assessing & Planning

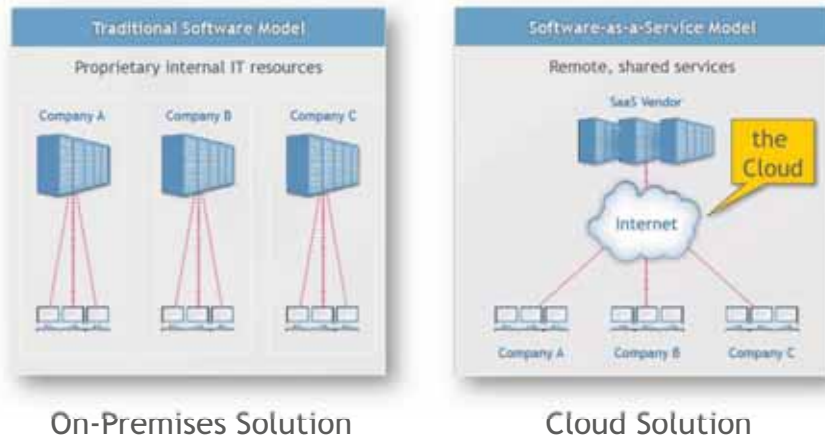
If you're a bit hazy on "Cloud Computing",
you're in good company ...

A recent study found:

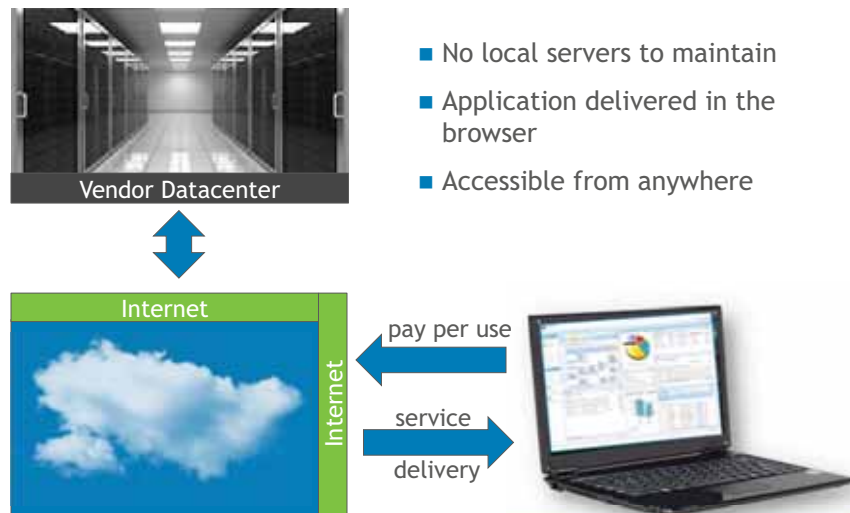
- 41% of senior IT professionals surveyed admit they "don't know" what "cloud computing" is
- Two-thirds of senior finance professionals surveyed were confused about "cloud computing"

* Version One, UK, June 2009

Cloud Computing involves provisioning your information technology from the Internet



Cloud Computing delivers on-demand capability from a vendor's remote data center



Cloud Computing is generally defined by five main characteristics ...

Characteristic	What does that mean?
Services oriented	You purchase a solution which is delivered to you, abstracting how the vendor has implemented or hosted that solution.
Internet technologies	Services are standards-based, and can be accessed from anywhere using a web browser.
Self-service, on-demand elasticity	As your usage grows (or shrinks), you can easily adjust - whether that's adding additional users, or capacity.
Shared infrastructure	Vendors see economies of scale and the ability to maximize utilization and efficiency, allowing lower costs than on-premise hosting.
Costs based on usage	Your investment corresponds to your actual usage.



Example: Wolters Kluwer AppOne



Example: CCH ProSystem fx Suite



Cloud Computing isn't such a stranger ... you probably use it today

Consumer Cloud Services	Example
File Sharing	Flickr
Social Networking	Facebook, LinkedIn
Instant Messaging	Live Messenger, Yahoo! Messenger
Email	GMail, HotMail
Microblogging	Twitter
Banking	Bank of America
Storefront	eBay



Cloud Computing hearkens back to the time-sharing model of the mainframe



Cloud adoption driven by ...

- Innovations in virtualization and distributed computing
- High-speed Internet
- Weak economy
- Diminishing strategic value of IT

Cloud Computing applies to three tiers in service delivery: applications, platforms and infrastructure



Software as a Service (SaaS)

Example: [CCH ProSystem fx Suite](#)

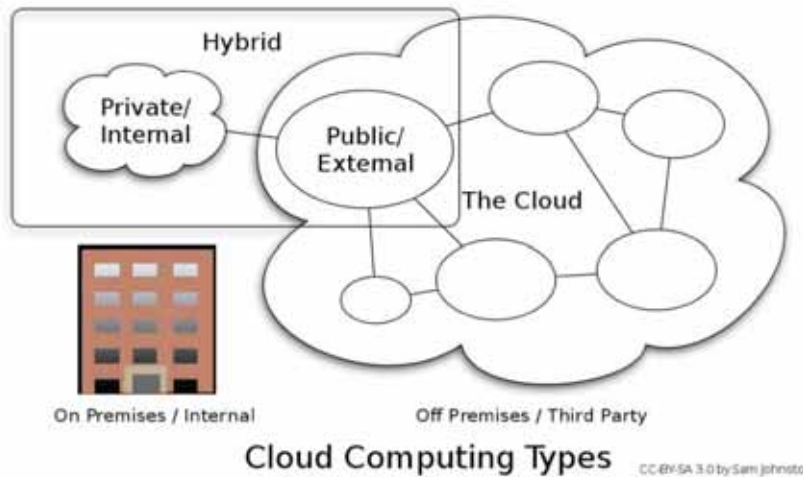
Platform as a Service (PaaS)

Example: [Force.com](#)

Infrastructure as a Service (IaaS)

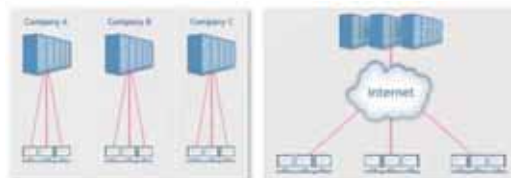
Example: [Amazon EC2/S3](#)

The Cloud can be public, private or hybrid to match the needs and capabilities of your business



Comparing on-premises computing to Cloud Computing ...

	On-Premises	Cloud
What investment is required?	Up-front investment in hardware and licenses	Vendors amortize investment across multiple tenants
Where are the systems?	On-site or managed hosting	Offsite or in private cloud
How much hardware and software do I need?	Sized to support peak demand	Sized to meet current demand
What about usage fluctuations?	Forecast through service management	Bursts addressed through automated scaling
Can I mis-size my infrastructure?	Possible to over- or under-size	Provisioning risk shifted to vendor
How straightforward is change?	Change requires investment/divestment	Infrastructure and operations masked from consumer



Cloud solutions reduce initial investment and time to deploy

Application delivered
directly over Internet



- No up-front investment in servers or licensing
- Rapid implementation
- Low implementation costs (testing, training, customization)

Cloud solutions reduce operational costs and risk



Vendor Datacenter

Hardware and licenses are
someone else's problem

- On-premise cost avoidance
- Avoid costs of over-provisioning or under-provisioning
- Metered and predictable costs
- Elastic capacity
- Flexibility
- Reduced maintenance
- Vendor optimizes utilization

The Cloud is a connector



- Real-time client collaboration
- Any time, anywhere access
- Business continuity
- Frequently, superior security

Concerns about Cloud adoption are generally manageable with careful vendor selection

- Service availability guarantees
- Security
- Data migration
- Smaller functional footprint
- Evolving standards
- Vendor stability
- Regulatory impact on data storage

Is the Cloud right for my practice?

What Types of Applications?

- Business Applications
- Practice Management
- Portal & Client Services
- Tax & Write-up
- Audit & Engagement
- Backup
- Document Management
- Workflow
- Research
- ...!

General Considerations

- Change management and culture
- Current application and infrastructure mix
- Shift from capex to opex

Solo & SME

- Leverage technology otherwise out of reach
- Fill unmet needs
- Replace expensive on-premise alternatives

Large Firms

- Extend capabilities
- Rationalize infrastructure through private cloud
- Exploit cloud platforms (PaaS) and cloud infrastructure (IaaS)

If you're considering digging deeper into "Cloud Computing", you're in good company ...

- 30% of high-performing accounting firms have adopted SaaS; 25% plan to adopt within the next three years
- 56% of CFOs at US technology companies are using the cloud in some way, and 90% will maintain or increase usage
- Addressing a \$75bn annual IT spend, the US government has launched cloud services clearinghouse Apps.gov to improve efficiency
- The EC recommends: "The EC together with Member States should set up the right regulatory framework to facilitate the uptake of Cloud computing."



Thank you!

The Professional's First Choice

Provide information, tools, and solutions to help professionals deliver quality results more efficiently



TIAG Conference - Greg Tatham

May 12, 2010 - Amsterdam

21