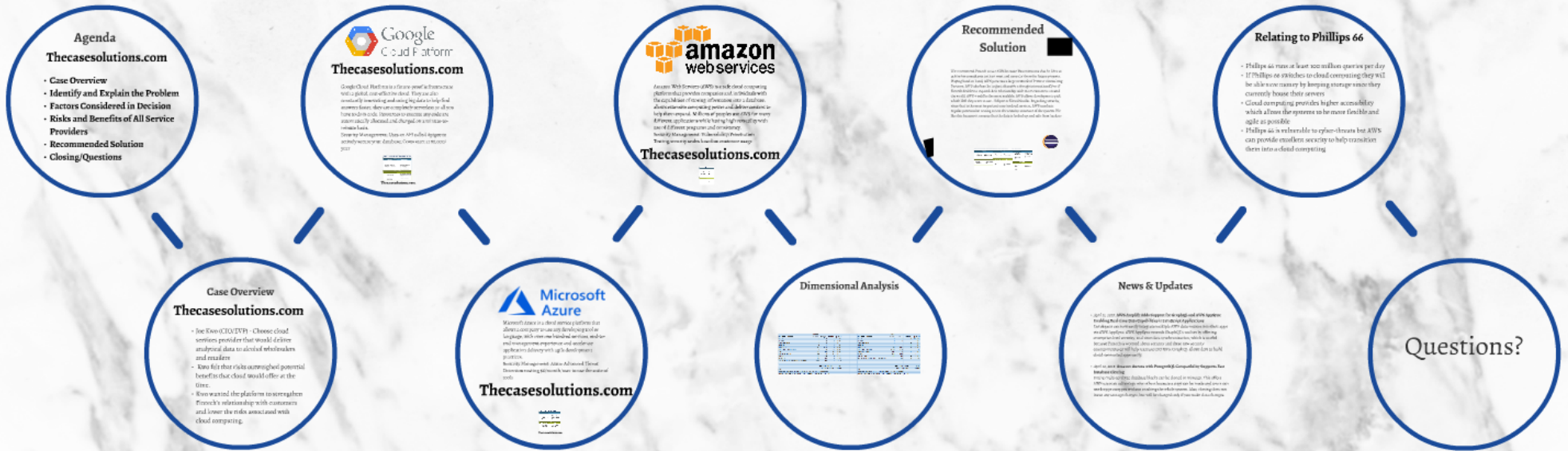




The Allergan Board Under Fire (B)



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Agenda

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- **Case Overview**
- **Identify and Explain the Problem**
- **Factors Considered in Decision**
- **Risks and Benefits of All Service Providers**
- **Recommended Solution**
- **Closing/Questions**

Case Overview

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- Joe Kwo (CIO/EVP) - Choose cloud services provider that would deliver analytical data to alcohol wholesalers and retailers
- Kwo felt that risks outweighed potential benefits that cloud would offer at the time.
- Kwo wanted the platform to strengthen Fintech's relationship with customers and lower the risks associated with cloud computing.



Google
Cloud Platform

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Google Cloud Platform is a future-proof infrastructure with a global, cost-effective cloud. They are also constantly innovating and using big data to help find answers faster, they are completely serverless so all you have to do is code. Resources to execute any code are automatically allocated and charged on a minute-to-minute basis.

Security Management: Uses an API called Apigee to actively secure your database; Costs start at \$5,000/year

GOOGLE CLOUD PLATFORM - SWOT MATRIX

INTERNAL FACTORS	
STRENGTHS (S)	WEAKNESSES (W)
<ul style="list-style-type: none">• Flexible pricing and discounts• Cheapest database costs• Designed for cloud based native applications	<ul style="list-style-type: none">• High Overhead in \$1.83 per hour• Most expensive support cost• Largest amount of DMS• Low volume in high initial• Security Costs \$5,000/year
EXTERNAL FACTORS	
OPPORTUNITIES (O)	THREATS (T)
<ul style="list-style-type: none">• Increase number of worldwide data centers• Increase users• Offer new services	<ul style="list-style-type: none">• AWS and Azure offer 20% to 30% cheaper Cloud Warehouse costs per hour• AWS has the better options

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GOOGLE CLOUD PLATFORM - SWOT MATRIX

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none">• Flexible pricing and discounts• Cheapest database costs• Designed for cloud-based native applications	<ul style="list-style-type: none">• Data Warehouse is \$2.01 per hour• Most expensive support cost• Least amount of RAM• Late entrant to IaaS market• Security Costs \$5,000/year
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none">• Increase number of worldwide data centers• Decrease costs• Offer more value	<ul style="list-style-type: none">• AWS and Microsoft Azure have cheaper Data Warehouse costs per hour• AWS has the better uptime

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Microsoft Azure is a cloud service platform that allows a company to use any developing tool or language, with over one hundred services, end-to-end management experience and accelerate application delivery with agile development practices.

Security Management: Azure Advanced Threat Detection costing \$6/month/user to use the suite of tools

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MICROSOFT AZURE - SWOT MATRIX

STRENGTHS		WEAKNESSES	
• Scalable platform	• Low latency	• Limited control over infrastructure	• Limited support for open source
• High availability	• Global reach	• Limited support for legacy applications	• Limited support for legacy applications
• Easy to use	• Integration with other Microsoft services	• Limited support for legacy applications	• Limited support for legacy applications

OPPORTUNITIES		THREATS	
• Growing market	• Integration with other Microsoft services	• Limited support for legacy applications	• Limited support for legacy applications
• Growing market	• Integration with other Microsoft services	• Limited support for legacy applications	• Limited support for legacy applications
• Growing market	• Integration with other Microsoft services	• Limited support for legacy applications	• Limited support for legacy applications

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MICROSOFT AZURE - SWOT MATRIX

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none">• Strongest performance level• Integration with Microsoft tools and software	<ul style="list-style-type: none">• Data Warehouse is 80 cents per hour• Most expensive database cost• Lower uptime
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none">• Invest and refine more resources into hybrid cloud applications (Azure Stack)	<ul style="list-style-type: none">• AWS has the cheaper data warehouse cost• AWS has the better uptime• AWS has more extensive coverage

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Amazon Web Services (AWS) is a safe cloud computing platform that provides companies and individuals with the capabilities of storing information into a database, allows extensive computing power and deliver content to help them expand. Millions of peoples use AWS for many different applications while having high versatility with use of different programs and consistency.

Security Management: Vulnerability/Penetration Testing, security scales based on customer usage

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