

# Royal Group Technologies



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## Ca Technologies?

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- Headquartered in Islandia N.Y
- "CA" is short for Computer ASSociate's.
- BuSineSS to BuSineSS "B2B"
- Founded in 1976 by Charles Wang and Russell Artzt.
- Mathematics Graduates
- 2012 Revenue 4.7 bn., 55% U.S.
- 3 segments; 1. Mainframe 54%
  2. Enterprise Solutions 38%
  3. Services 8%

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## ViSion:

We combine the power of great people and innovative technology to make a difference in the lives of our employees, customers, partners and communities.

## Core Values:

Respect for People, Consistently innovate and advanced, Create amazing team spirit, and InSpire customer loyalty.

# Intro to Cloud Computing

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Three main methods of accessing cloud computing based services

### SaaS

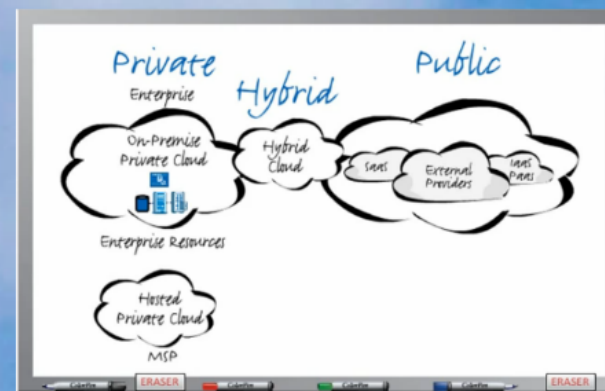
- Software as a service
- Operating environment largely irrelevant, fully functional applications provided, e.g. CRM, ERP, email

### PaaS

- Platform as a service
- Operating environment included, e.g. Windows/.NET, Linux/J2EE, applications of choice deployed

### IaaS

- Infrastructure as a service
- Virtual platform on which required operating environment and application are deployed
- Includes storage as a service offerings



Question?

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- Give an example IaaS?
- Give an example of SaaS
- Give an example of PaaS?
- what is a Public Cloud?
- what is a Private Cloud?
- what is a Hybrid Cloud?

## Case Problems

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- 1. IS the cloud evolutionary, revolutionary or disruptive to the industry?
- 2. How can CA get ahead of the shift to cloud computing?
- 3. How can CA include the cloud business, while driving scale and profitability?
- 4 Company growing at 3-4%, Industry at 7-8%

# Early Strategies

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70's - Product Development, Competitive Culture.

80's - Aggressive growths strategy based on internal development and acquisitions.  
(mainframe)

90's - Acquisitions of client server and distributed computing companies and global expansion.

2000's - Manger led business solutions to align software solutions to customer needs.

2008 - Global Branding to overcome accounting scandal.



## Previous Company Environment

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- Global Company providing IT management in both mainframe and distributed environments.
- Acquired many different companies
- Products sold vertically and installed horizontally.
- non packaged products
- Needed a complete package, across segments, presenting all of the complimentary products.