

# What Every CEO Needs to Know About Nonmarket Strategy

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# What every CEO needs to know about Cloud?

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Facilitator: Rebecca  
Ahmed

The background features a faint illustration of a server rack on the right side and a stylized human head with a brain on the left side. A semi-transparent grey box is overlaid on the center of the image, containing text. There are also some decorative elements at the bottom, including blue and black curved shapes and a grey arrow pointing downwards.

# OBJECTIVE

Today's discussion is based on  
“concerns” about moving into  
Cloud Computing

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## Research Conducted

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- 37% of large companies were not interested
- 39% were interested but explore later
- 29% had analyzed what impact cloud will have
- Cloud spending will be less than 5% from the total spending

MY REPORT COMES TO THE  
CONCLUSION THAT CLOUD TECHNOLOGY  
IS OF NO USE TO THIS COMPANY.  
I'LL UPLOAD IT TO DROP BOX SO  
YOU CAN TAKE A LOOK AT IT.



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# Why so slow?

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- Tough decision to be made
- Who will do all consolidation and standardization?
- Too many complexities surrounding current infrastructure

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# How to make a start to move into the cloud?

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- Identify Restrictions and Grey Areas
- Start experimenting with software as a service e.g google apps, Office 365
- Next project in the cloud
- Talk with vendors re cloud