

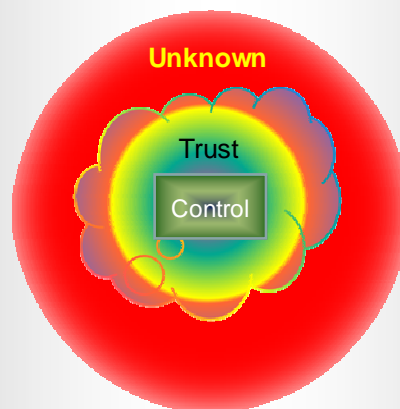
~~Control~~ Confidence & The Cloud

Toronto CobiT User Group
Panel Discussion
Tuesday, April 14, 2009

Alex Todd
AlexTodd@TrustEnablement.com

Trust Enabling Strategies

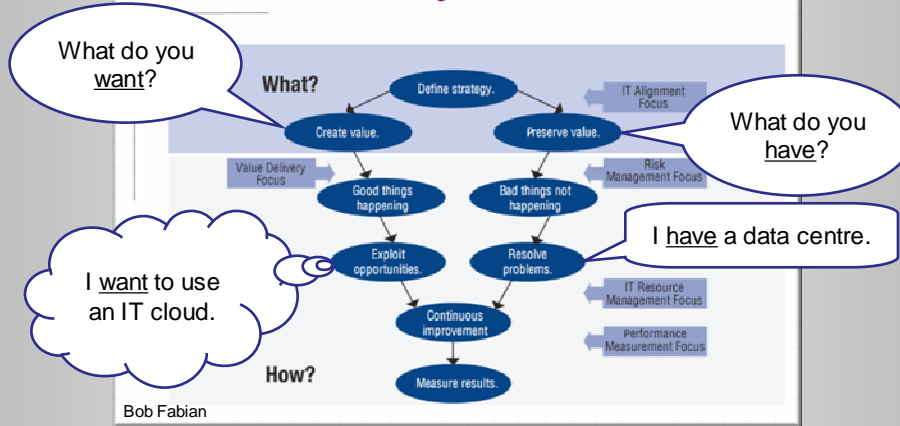
Can't control a cloud.



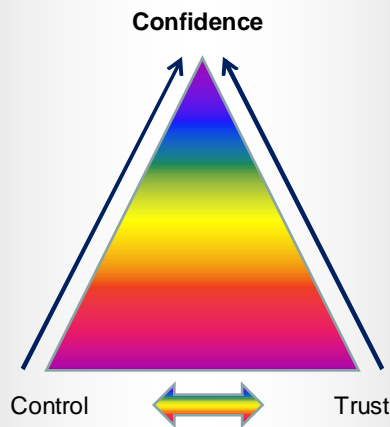
Trust Enabling Strategies

Control possessions. Trust aspirations.

Should Go Beyond Control

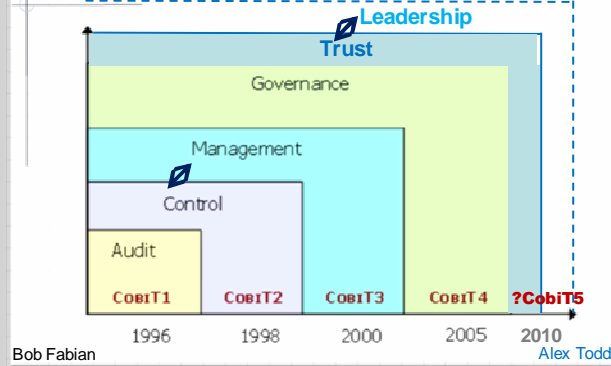


Two paths to confidence.



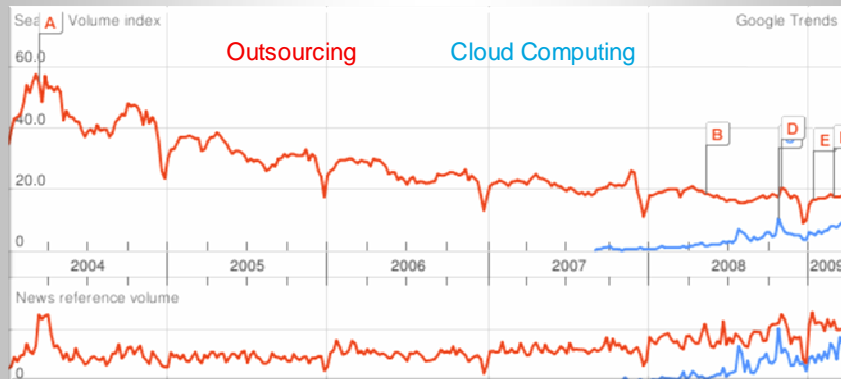
COBIT → Confidence Objectives for Information and related Technology

Control Objectives for Information and related Technology – COBIT



Trust Enabling Strategies

IT Outsourcing → Cloud Computing



Trust Enabling Strategies



Eqentia is a powerful Software-as-a-Service platform delivering tailored, semantic-based knowledge portals.

e.Outsourcing

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Search for 'satyam trust'

Indian police charge Satyam founder with fraud

MUMBAI (AFP) -- India's police investigating a massive false accounting scam at IT giant Satyam Computer on Tuesday charged its founder chairman B. Ramalinga Raju with fraud, they said. The Central Bureau of Investigation has been conducting joint probes with India's market regulator into the billion-dollar scandal...

Connections: Satyam B. Ramalinga Raju India

Sony Software appoints Ram Subramanya as Head - SAP Business

India (Reuters) -- Sony Software today announced the appointment of Mr. Ramabhadra Subramanya as head of its SAP business. In this position, Ram will oversee SAP-enabled business transformation programs for Sony's retail customers. Ram started his career with Infosys (Infosys) and over the course of his 15-year-long career...

Connections: Satyam SAP Nasscom India Middle East United States Continental Europe Consulting ITIS ITIS BPO

Satyam scandal will change global outsourcing roles

Companies may find it difficult to trust the Indian outsourcing community as the allegations of accounting fraud at Satyam Computer Services have raised serious concerns about its operations and financials, according to a new report. But a company's report indicated that firms working with it (Middle East)

Connections: Satyam India Middle East

India's Spice puts bid for fraud hit Satyam on hold: report

NEW DELHI (AFP) -- India's Spice Group announced Friday it was temporarily withdrawing from the race for scandal-tainted Satyam Computer Services, complicating the bidding process for the company's a report said. Satyam's government-appointed board is looking for a buyer for Satyam to infuse funds into the company...

Connections: Satyam Tech Mahindra Telecommunications B. Ramalinga Raju India United States RSO

Caplives May Not Always Be What They Seem

By Brian Smith, Partner & Managing Director, FSO Services North America, TPI Global organizations typically offshore a broad range of business processes. To optimize these resources, early adopters, particularly those in the financial services industry (Citibank and Standard Chartered Bank, as examples), establish...

Connections: Satyam Banking & Financial Services Business Services Caplives India United States TPI

CSI wants Raju to undergo a lie detector test

The Central Bureau of Investigation (CBI) officials want B. Ramalinga Raju, the Satyam founder, his brother B. Rama Raju and former chief financial officer of Satyam Group, Vallabh Venkatesh to undergo the lie detector test, for the simple reason that the CBI believes that the former high official of Satyam are...

Connections: Satyam B. Ramalinga Raju India

Trust Enabling Strategies

Banks: Offshoring, Not Outsourcing

Disappointed with outsourcing firms and concerned about data security, some big banks now favor setting up their own offshore operations. Banks are turning away from outsourcing companies in favor of setting up their own offshore operations, according to two of Europe's biggest banks. Increased regulatory scrutiny...

Connections: Satyam ACS Banking & Financial Services Caplives M&A B. Ramalinga Raju Germany India BPO

Banks ditch offshore for own techies abroad

Banks are turning away from outsourcing companies in favour of setting up their own offshore operations, according to two of Europe's biggest banks. Increased regulatory scrutiny, failure of offshore to deliver and the recent revelations of a £1bn fraud at Indian outsourcing Satyam are making banks wary about outsourcing...

Connections: Satyam Banking & Financial Services India

Silence fuels unease over IT offshoring

M&A Keynote: Military Computing, Thursday 5 March 2009 at 03:45:00 Key issues affecting Indian outsourcing were off the agenda at the country's big trade show Evers February, the year and good of the Indian technology industry meet in Mumbai to discuss and plan the year ahead. The annual Nasscom India Leadership...

Connections: I&T Infosys Satyam Cisco Manufacturing & Logistics Technology Industry Nasscom M&A M&A-UK B. Ramalinga Raju India UK

Trusted Sourcing - in search of perfect solutions.

IT's been one of the most subdued New Year celebrations in recent time - the clouds of economic uncertainty would have been bad enough to quench the spirit of the new year but in many places in Western India the dark shadow of the terrorism attack in Mumbai continued to darken corners of organizations, communities...

Connections: Satyam India

Satyam's Meltdown

Pretty alarming news not long ago about the meltdown at Satyam. In case you missed it, Satyam has become the Enron of India. Former Chairman B. Ramalinga Raju had been reporting for years more than \$2B in phony revenues, and when that caught up to him, it caught up fast. When the news broke on Jan 7, Satyam's mask...

Connections: Satyam B. Ramalinga Raju India Garbur

Jim Wallis: The Bipartisan Poverty Forum

Through the partisan firelight of the general election, in the midst of political posturing during the Inauguration, there has been a glimmer of hope in the spirit of a Congress poised to address issues that have found common ground in one thing -- our concern for the poor. Four months ago, and well before the...

Connections: Satyam India RSO

Delivery ratio shows lack of genuine buying in IT biggies

Post Satyam fiasco, investors are taking cautious view even on the most trusted IT cos. Gainers: BSE (A, B, J) | NSE | Lovers: BSE (A, B, J) | NSE | 52 Wk. High: Low

Connections: Satyam India

Market action a logical step

Market action seems to separate the bands of the Market Index. Market Infrastructure and Market Projects, and appoint its own directors is a logical step after the takeover of Satyam after ending its original directors. In fact one wonders why the government took this decision to take over the Market Index...

Connections: Satyam Banking & Financial Services M&A B. Ramalinga Raju India ITIS



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Trust

"In Cloud We Trust?" ReadWriteWeb Asks & Ny 2 Cents

Today, Sarah Perez of ReadWriteWeb posted the question, "Do you trust the cloud?" to FriendFeed and wrote about her findings in the article...

In Cloud We Trust?

Cloud computing may have been one of the biggest "buzzwords" (buzz phrases?) of the past year, from webmail to storage sites to web-based apps...

Engine Yard powers SOA for the cloud

Engine Yard, which has specialized in Ruby on Rails application hosting, is introducing Wednesday a platform to extend SOA to the cloud. The company...

Cloud Computing Predictions for 2009

On 31st December, 2008, I looked back at the year and offered my take on two of the most important events in the year that just ended. In this post...

Can we really, really, trust the cloud?

Trust in the reliability, availability, and security of services is the glue that holds SOA and web-oriented architecture together

Will Capgemini convince enterprises to trust the cloud?

Large tech vendors such as Sun Microsystems and Red Hat, small ones like Extera and Rightplace, and even consultancy Capgemini are all dancing to...

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How Enterprise IT Gets On Top of the Cloud

Listen to my interview with web services middleware veteran Chat Kapoor, CEO of Sonata Systems, which provides high-volume monitoring and m...

In Depth: Do you trust the cloud with your data?

Cloud computing sounds like a good idea on the surface. You store your data and run both your email and web applications on someone else's server...

IBM launches a Resilient Cloud Validation program

IBM calls it the Resilient Cloud Validation program, Big Blue hopes to work with cloud providers to offer a program that reassures businesses that...

IBM Gives Cloud Computing a Seal of Approval

IBM wants to cement the market on cloud computing, from providing the physical servers that make up a cloud to offering remote facilities unwillin...

ERP Says "The Cloud is Not That Insecure" & Induces Security Concerns Are Trivial...

IBM calls it the Resilient Cloud Validation program, Big Blue hopes to work with cloud providers to offer a program that reassures businesses that...

Google, Microsoft: Beware The Blind Spots in The Corporate Cloud

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Cloud Computing and Beyond: The Web Gets up (Finally)

I recently attended a conference titled "Cloud Computing and Beyond: The Web Gets up (Finally)" hosted by IBM in Santa Clara. It was a...

Evaluating a Generic (Internal) Cloud Architecture

I've been taken aback lately by the vast assumption that doublets (SaaS and IaaS) services have to be provided by folks like Amazon, Terremark a...

embrates: Confidence on the Cloud (Plus: \$100 off Under The Radar VIP Tickets)

Cloud security talks to George Reese, CTO of startup eTrustus about building confidence in the Cloud.

HP service aims to strengthen trust in the cloud

Cloud Assurance has been launched in an effort to increase trust in cloud security, availability and application performance, the company says

SaaS Application Architecture is a good fit for Enterprises

When applications are designed (On-Premise or On-SaaS), they are typically architected based on the number of users they are intended to serve a...

Cloud Computing not Ready for Critical Apps

Educational Testing Service (ETS), developer of the SAT and other tests, runs applications on jobwar as a service platforms such as Salesforce...

Cloud Jockin, Hacking the Cloud

Often when those who say the cloud is too early or not ready for wide scale enterprise usage they point to "security" as being a key concern. Jh...

Cloud computing is still vulnerable to the perfect storm

Two hours without Google Mail was stark reminder that you trust the cloud at your peril. Cloud computing was brought back to earth recently when t...

Cloud Can't Sell Itself

True Cloud Provider is Blundering? The irony of cloud computing is that the premise of providing simplified and cost-effective IT services is p...

The Case Against Commodity Cloud Exchanges

The concept of a commodity cloud exchange is something that I've been talking about for several years. Notably Sun Microsystems also proposed it b...

Asking "Should we trust the cloud?" is like asking "Should we trust horses?"

Sarah Perez over on ReadWriteWeb has a blog post entitled "In Cloud We Trust?" where she states Cloud computing may have been one of the bigg...

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Trust Enabling Strategies

Building Confidence

What		Can Control		Need to Trust	
Data	Service	Yes	No	Monitors	Authorities
Ownership		?	√		
	Manageability	?	√		
Access		?	√		
Confidentiality		?	√		
	Reliability	?	√		
Availability	Availability	?	√		
Privacy		?	√		

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Bottom Line

“Trust is extremely subjective – people felt the same way about eCommerce and online banking - that trust level seems to have increased over time through mainstream adoption; the same will happen with Cloud Computing”



Trust Enabling Strategies