

# Alles aus der Cloud?!

Wo sich Marketing mit Machbarkeit und Mehrwert trifft...

Henning von Kiepinski

# Wer wir sind ...



# Wer wir sind ...



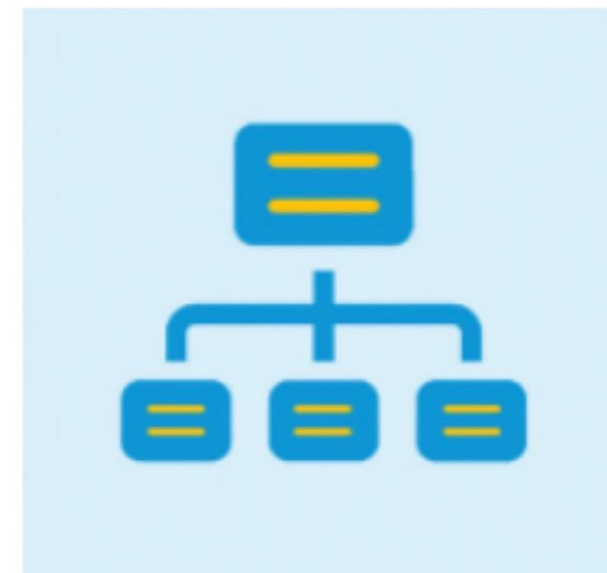
## ConSol CM



IT Consulting



Individualsoftware



IT Operations

# Ein Blick hinter den Titel



NETFLIX



████████ ██████████ ██████████ Cloud?!



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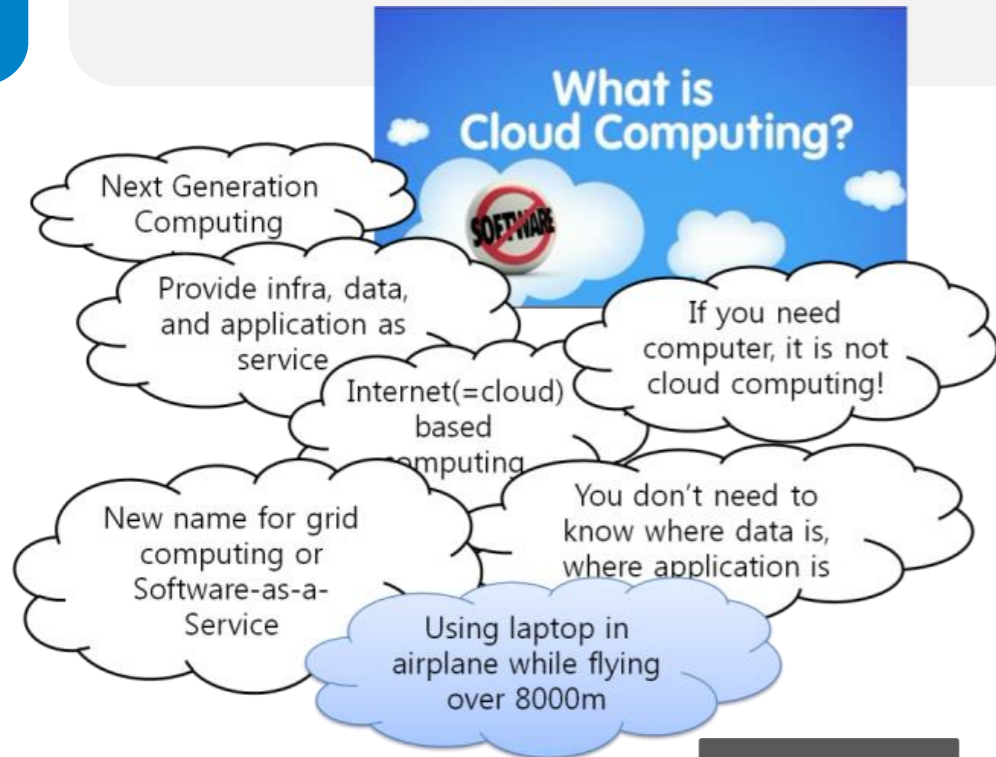
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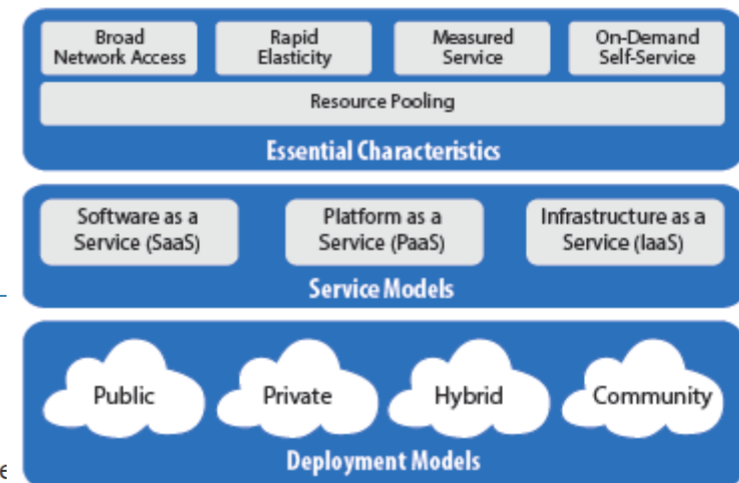
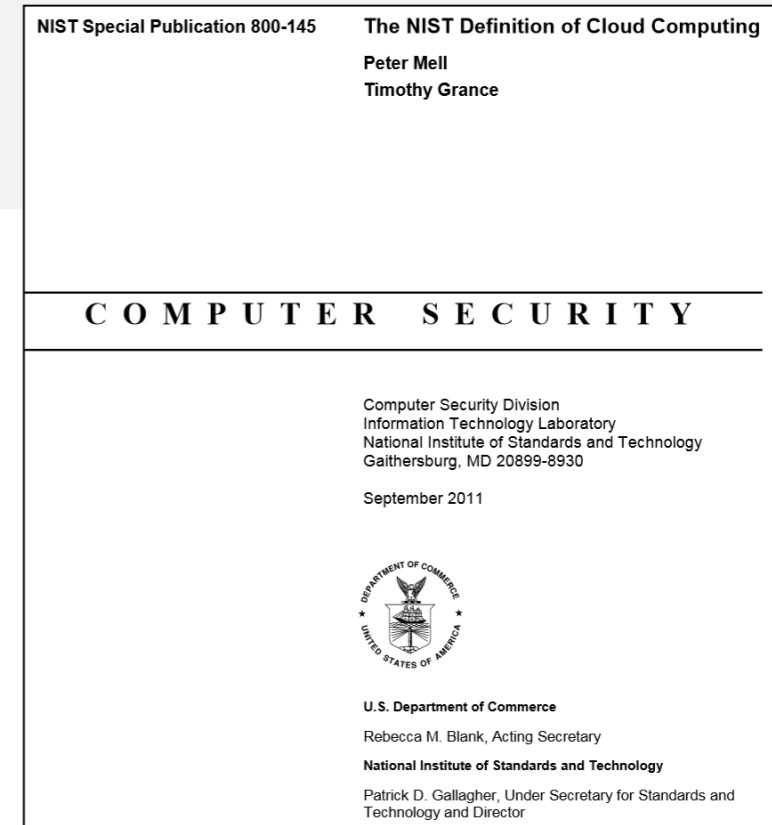
██████████ ██████████ ██████████ Cloud?!



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Cloud?!



## Announcing Amazon Elastic Compute Cloud (Amazon EC2) - beta

Posted On: Aug 24, 2006

Amazon Elastic Compute Cloud ([Amazon EC2](#)) is a web service that provides resizable compute capacity in the cloud. It is designed to make web-scale computing easier for developers. Just as Amazon Simple Storage Service (Amazon S3) enables storage in the cloud, Amazon EC2 enables “compute” in the cloud. Amazon EC2’s simple web service interface allows you to obtain and configure capacity

Figure 1 – NIST visual model of cloud computing definition

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Just 16% gave the correct response, which according to Citrix's definition is "a computer network to store, access, and share data from internet connected devices."

 **Cloud?!**

Strangely, and slightly disturbingly, 40% of respondents said these benefits include being able to work from home in the nude while 25% said keeping embarrassing videos off their own computer was another benefit.



**LOST**

**CONFUSED**

**UNSURE**

**UNCLEAR**

**PERPLEXED**

**DISORIENTED**

**BEWILDERED**



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■ ■ ■ Cloud?!

In 1997, Professor Ramnath Chellapa of Emory University and the University of South California defined cloud computing as the new “computing paradigm where the boundaries of computing will be determined by economic rationale rather than technical limits alone.”



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Alles *ist die* Cloud!



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Alles [redacted] [redacted] [redacted]!

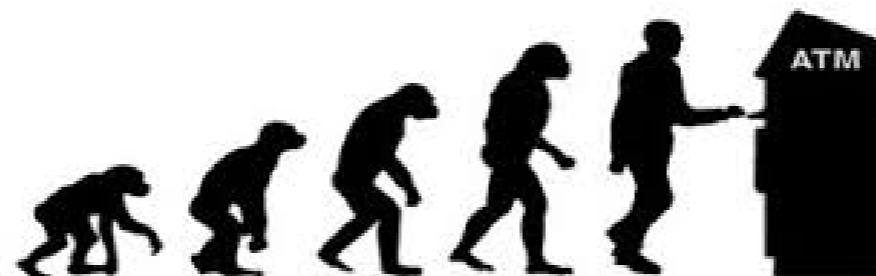
§ 203 StGB: „...in irgendeiner Weise an einen anderen gelangt“



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Alles   !



# Ein Blick hinter den Titel

**Alles aus der Cloud?  
Alles aus der Cloud !**