

Hey Martin, do you have time to talk about "The Cloud?"



Spring 2012



Sure Rob, how about now?



CLOUDY WITH A CHANCE OF COMPUTING

PART 1



Martin Miller Talks About the Cloud
with Rob Argento

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Cloudy with a Chance of Computing—Part 1

Hey Martin, just what *is* "the Cloud?"



Rob Argento, Technical Communications

Essentially, anything you do outside your corporate IT firewall is in the cloud. Nothing "cloudy" about it :)



Martin Miller - CTO, M-Vision

Bleh, ha. So...you mean ever since the Net we've all had something or other up in the cloud?



Pretty much, you just didn't know it. The use of "Cloud" as we now use it originated inside Telecom.



Okay, can you give me an idea of what the cloud looks like today?

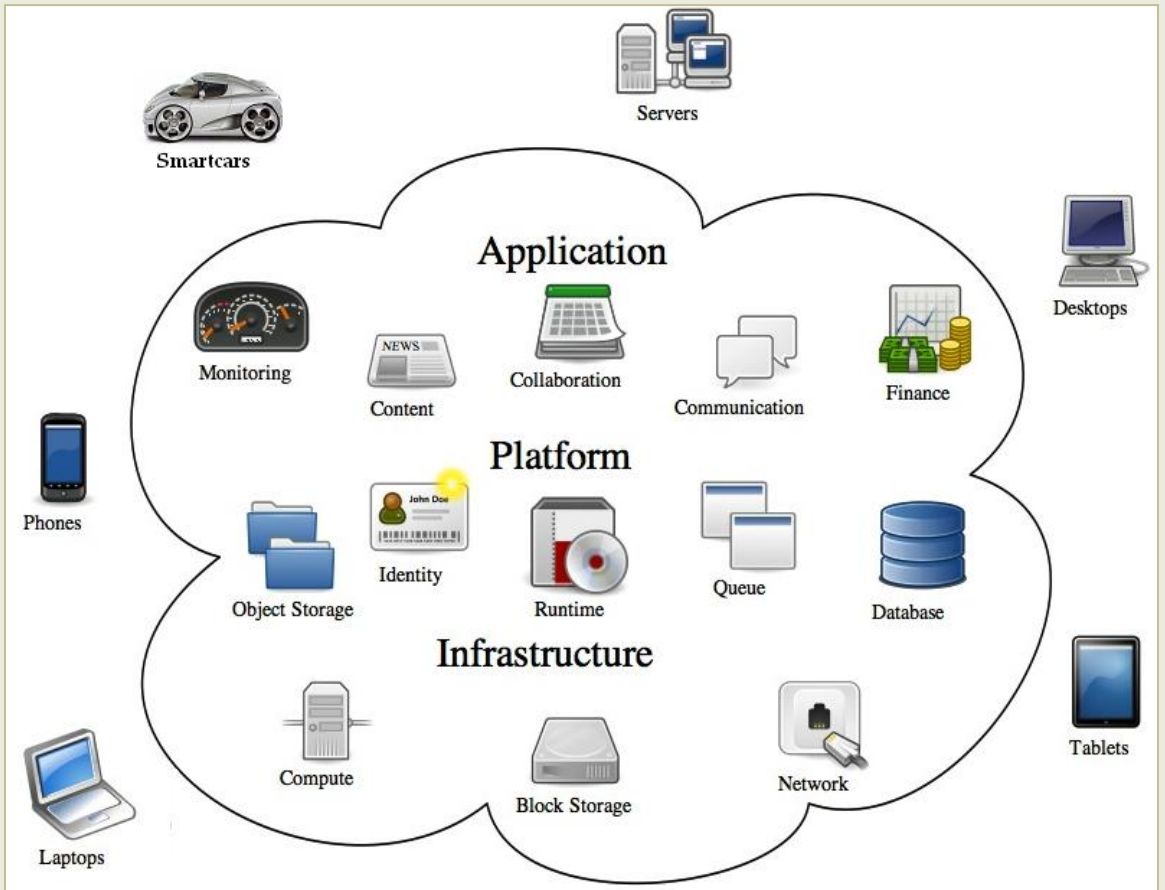


Sure, how about this picture of the cloud today... Check out some real life cloud members, surprised ?



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Smartcars? So, even cars can connect to the cloud...



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Cars, home appliances, even light bulbs will all eventually connect to the cloud. "The Internet of Things" is where it's all headed. Smart Appliances will be a savior to our power grid. And just imagine what will happen when everyone plugs in their Electric Vehicle some day 😊



Okay, so from light bulbs to cars, all will be connected. But, getting back to that IT firewall...



It's like this. The cloud is not inside the firewall. Information Technologists will still perform due diligence on cloud solutions. But real implementation will be outside their view—"up in the cloud somewhere."



How about things like my personal contacts in my cell phone?



Yes, you can have your personal data in the cloud, but we don't think about your phone data being "in the cloud." However, it could be 😊.



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I keep hearing things like, "Oh, cloud computing, that's really nothing new. That's like grid computing, right?"



Sorry, grid computing is really a separate discussion altogether. The Grid was a technology trying to find a market solution, rather than a solution finding a market.



LOL :) Okay, now let's take Big Pharma as an example vertical. How would they use the cloud?



Yes, Big Pharmaceutical companies can use the cloud, too. There are large "private clouds," in both the public and private sectors. These private clouds are formations of trusted communities for managing processes, such as Protocols, Certification, Compliance, and various Work Flows . Private clouds allow community members to securely share and manage information while allowing critical transparency.



Yeah, but how would that work out for government regulatory agencies and other agencies—Congress, the Pentagon. Would they get into the cloud too?



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Our government entities are already in the cloud. DOD, DOT, DOJ, etc.... The question is "At what level are they a participant in the cloud and for what kind of activity?"



For example?



Think about getting your driver's license online. They've come a long way taking the paper out of the middle, so that you don't stand on line for hours only to end up with a person who doesn't understand the process, and then getting stuck in yet another line. Obviously it takes an economy of scale to "go cloud." But what you are seeing, for instance, is your registration process...for classes with a prerequisite.



You mean like for school registration?



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Yes...Think of registering for a class. Can the Registrar validate that you have all the prerequisites? Within that school they should be able to validate against themselves. Now, imagine there's an aggregator service that does this for them. The service might see that your transcript came from another institution and validate that institution, your transcript, and all the prerequisites to a standard for classes.



What about more complex scenarios. Like health care, which straddles Medicare, employers, insurance, and providers. Would a cloud solution inevitably move toward some kind of grand unification?



Any time there is a workflow, a protocol, or compliance requirement, a cloud solution can service these challenges and scale to large communities. We already know about Social Commerce Networks, thanks to Facebook and it's Infrastructure as a Service (IaaS).



Sounds like Social Commerce in the cloud is a natural fit for a complex problem on the ground!



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Martin is Software Technology Leader with over 20 years of practical operational and management skills. He is able to create and drive a technical vision as well as contribute to the business strategy as part of an executive team. Martin has provided interim and retained CTO and CIO services with focus on professional software development, creating solutions and service scaling of turnkey solutions, analysis, and due diligence; devices through service integration (e.g. iPhone to CRM, Business Intelligence, Media delivery).

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Rob is a technical communications specialist, having logged more than 20 years with industries ranging from NASA launch vehicles to "Web-TV." Sometimes as consultant, other times as staff writer, Rob has researched, developed, and edited innumerable documents and whitepapers elucidating bleeding-edge technologies for M-Vision, General Dynamics, Sperry Systems, Oracle, Xerox, Sony, VeriSign, and others.

Rob holds degrees in Physics and Theological Studies, with continuing education in operating systems, computer languages, systems integration, molecular biology, cloud computing, and more.

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