2014 Executive Cloud Forum Event Report:

This was the 3rd Executive Cloud Forum organized by CCSIG, being held in Cyberport, the Arcade, Ocean View Court. The Forum consists of two sessions (morning & afternoon), being separated by the Executive luncheon held in the Le-Meridien Hotel for about 70 VIP guests. The forum was kick-started by the Chairman of Cloud Computing SIG – Mr. Dennis Lee and the co-organizer Mr. Herman Lam (CEO of Cyberport) welcomed the audience and honorable guests & speakers. Mr. Lee began with an explanation about the theme – *Value Creation & Business Transformation*, and elaborated many companies nowadays after migrating the core-systems onto the Cloud, chained-up the partners to provide IT Services on the Cloud, gradually becoming an IT Vendor, and making business values to their own organization. It was expanded or transformed to other kinds of businesses. One example is the Amazon originated from online bookstore & now the Cloud Service Provider; whose Head of AsiaPac Operations has also come to be a panelist in the forum. On the other hand, Mr. Lam claimed that Cyberport is the first one to build a community Cloud platform to support all the tenants of Cyberport to work closely with CSPs such as AWS & MS Azure. He added some incubates of Cyberport like GogoVAN & EventXtra – who have adopted the SaaS solution, also expanding business to Asia as well. Because of the Cloud solutions, most start-ups could have leveraged themselves to create disruptive ideas in the market.

Followed the welcome speeches, the honorable guests Hon. Charles Mok (Member of LegCo – IT), JP. Daniel Lai, BBS (GCIO HKSAR), Mr. Michael Leung (President of HKCS) and Mr. Huang Hai (Rep. of Guangdong Cloud Computing Alliance), presented their opening speeches respectively. Hon. Mok indicated that nowadays the growth of Data is going much faster than what we expected with the Cloud, and suggested that HKSAR may need to put more initiatives & leaderships to grow the Smart-City strategy for future IT &Cloud Development. Mr. Lai commented that HKSAR also launch the Infocloud website to promote the Cloud technology to the public. Early this year, OGCIO has also released a practice guideline for SME on Cloud adoption. More recently, OGCIO & Guangdong Province have jointly launched the Cloud Technology procurement guidebook. Mr. Michael Leung mentioned that the theme this year was very well fit to the enterprises nowadays, claimed that Gartner earlier predicted that many non-IT Global 500 enterprises might be interjecting themselves into value-chain next year, 20% of them would probably become the Cloud Service Providers; he believed many more to come. He claimed in the financial industry that many customers like to use online services, too. While the regulator HKMA also released a consulting document to the industry to ensure – there is no sensitive customer data would expose to the cloud and remind the bankers to know where these data are stored if running on the cloud. On behalf of the GD Cloud Computing Alliance, Mr. Huang reviewed that lots of activities between HK & GD have been held since 2012, which could stimulate the Cloud adoption mutually. Many vertical industries are actively adopting different XaaS, more & more integration among both sides could be seen & developed.

In the morning session, there are four keynote speeches delivered by Mr. Leo Yeung (Assistant Vice President – AsiaPac of Opentext), Mr. Mark Mok (Director – Cloud & Software of CISCO Systems, Greater China), Mr. Andy Bien (CIO of Airport Authority HK), and Dr. David Chung (CTO of HK Cyberport Management Ltd.).

Mr. Yeung's topic is "Putting B2B e-Commerce onto the Cloud". After briefing about the background of OpenText including the acquisition of GXS recently, he explained how e-Commerce could leverage the

Cloud technology for the Business-to-Business transaction. And he further elaborated the main benefits of integrating an ERP and B2B system is to establish what can best be described as a firewall around a company's ERP system. The aim of this is to protect the ERP system and ensure that incorrect data does not enter the ERP environment, integrating to a B2B system can provide a higher level of security around your ERP applications and downstream business processes.

Representing CISCO, Mr. Mok – another platinum sponsor shared the topic "CISCO InterCloud" – the concept for enterprise customers. Nowadays, the "Intercloud" concept would allow the CSPs connect each other through open APIs to provide better cloud resources availability. Whether the use of Hybrid Cloud is user friendly or not may affect the choices of enterprise to use. Consistent policy will be applied across all different types of cloud resources no matter it is private, public or hybrid. By the end of 2020, there would be more than 50billion intelligent things will be connected through the Internet of Things "IoT" initiative. The InterCloud Global Marketplace concept will allow enterprises leveraging this new business model for better cloud technology uses. Everyone will gain benefits through this Ecosystem and may improve a better user experience when deploying cloud.

Mr. Andy Bien shared the Cloud adoption journey for HK Airport Authority. Due to the rapid growth of the HKIA, Cloud technology may be one of the options to help solving ad hoc resources capacity. There are five key considerations: Efficiency, intelligence, mobility, collaboration and expansion when AAIT considers the technology adoption. TOC, speed of deployment and security policy also need to be considered before deployment. Both Private and Public Clouds also would be considered, and different types of applications also would be put on the public cloud with compliance of security policy.

Dr. David Chung has another understanding on the forum theme: Value Creation & Business Transformation is equivalent to Smartcomputing to a certain extent. He gave an illustration: In one minute, how many photos could be uploaded, or how many facebook, linkedin accounts could be opened? And how many videos could be uploaded and shared in the internet? Wearable IT, Open data movement are hot technology nowadays. BI and data-warehousing are the old terms of technology, but nowadays, the data may need to be correlated and made to be more intelligent as to provide a better customer insight, running as Big-Data, Data-analytics platforms to provide better result for accurate decision, using Hadoop on the Cloud..

The morning "CXO panel" was moderated by Mr. Peter Yan (CEO of SUNeVision). Different panelists had made a lot of comments towards the Cloud adoption: Gains & Pains. Daniel from OGCIO told that government already setup the strategy four years ago and has the public cloud service to allow different departments and also data.one service available for public use. And Jean from MTRC mentioned that Cloud service is not highly adopted in MTRC internally yet. Andy of HKAA emphasized those CSP should preach the right angle, like how to solve those enterprise pains. Mr. Micky Lo (Bank of New York Mellon Corporation) said that most of the enterprises love to use Cloud, because there is no need to own any IT assets. However, regulators in the financial industry may not encourage and put lots of barriers to let those bankers hard to consider to deploy cloud such as recently data leakage case SONY pictures and recommend those consideration need to be solved before accept to use cloud. Another expert Mr. Tom O'Reilly from AWS, one of the biggest Cloud providers in the world indicated Cloud users should control what types of information could be put in the cloud, and determine who can access to what, too. And different connectivity options also allow users to improve the security protection such as encrypted line or private line. Leo of Opentext mentioned that customers might get different expectations about SLA and requirements to use

Cloud. CSPs may not easily replicate the same configuration for any customers. Garrick of Cisco reminded that it was easy to sign up for cloud use but might not be easy to leave and confirmed those data get totally erased from previous subscribed work-load. And, CSPs can join the InterCloud program liked the alliance program at airline industry, which no need to build everything themselves but still can have a better end to end services partnering with other ecosystem partners to fulfill customer requirement. Dr. Chung mentioned that most of the start-ups could leverage the Cloud technology to minimize initial setup cost & to minimize most of the financial risk.

Around 2:15pm, the afternoon session (the main language medium is Mandarin) was kick-started by the Vice-Chairman of CCSIG – Dr. Victor Ng who was also one of the Keynote speakers representing HKPC. There were four keynote speeches, presented by Ms Susanna Shen, head of Corporate Information Technology – The HK & China Gas Company Ltd., Dr. Victor Ng – Senior Consultant of HKPC, Mr. Huang Hai – General Manager of BingoSoft, and Professor Eric Tsui, Dept of Industrial & Systems Engineering – HKPolyU.

Susanne explained how the in-house Towngas Customer Information System provides services for "CRM+Billing" system for the mainland gas-provider industry and how they could serve the group business development in the mainland China. Towngas considered it difficult to find right IT-talents in the mainland China because those JVs were not in the major cities. Towngas also builds some Private Cloud (TGIS) in Sichuan with SaaS "TCIS" for those JV to use without any initial investment and use PAYG model. This model has made huge savings from RMB6.1M to Zero investment to start up the business.

Dr. Victor Ng from HKPC mentioned that the mentality is quite different between SME and Big Enterprises. Those SME boss did use the Cloud personally and replicate the user behavior in their companies as well. And mobility also allow those SMEs have flexibility to use those data in cloud for their business usage and low entry level for most of the SMEs to consider Cloud.

Bingo Cloud Huang Hai explained the offer from Bingo Cloud, and has long history based on Openstack cloud standard. Bingo also pass Intel certification to offer HPC cloud. Guangzhou Metro is one of the customer for Bingo Cloud for its IT Cloud platform, and all related IT operation. Another customer is the Guangzhou government which the operation is big which is around 200 racks, and use Bingo Cloud to minimize the IT load from traditional IDC operation. Also, no other city government will use a 3rd party Cloud Service Provider except Bingo Cloud. He indicated BingoLink (PaaS) is another product from BingoCloud, which could solve mobility consideration for those application running on the mobile tablet environment. Different apps riding on the top of BingoLink could offer different vertical solutions to fulfill different customer needs. Gameco is also one of the BIngoLink customers to provide connectivity between China Telcom and Bingo Cloud. Because of that, Gameco could use BingoLink for better communication among each parties.

Professor Eric Tsui explained key concepts in Service Innovation, and use Dell as the example, company use the website for business, but have many of choices allowing customer pick-up their preferred configuration. Also, he also mentioned about M2M, P2M, P2P, 3 types of connections on the cloud. In July 2012, there are about 955 million users on Facebook. In the cloud, there are not only machines, contents, but also lots of human interactions in-between. He considered the Human-machine cooperative problem solving would be the next wave of technology ride on the Cloud technology.

The afternoon session panel discussion 「云计算时代」对各界的冲击 (中英并用) was hosted by Dr. CK Wong who started it with question: Why to use Cloud? Rocky from BOC (HK) said that Cloud is some

kind of technology outsourcing.   Customer would know the need of outsourcing, then understand to know why to use Cloud.   Huang have explained Private Cloud may not a good solution to consider for 3 reasons: 1) Compliance consideration 2) Service required 3) Public Cloud availability in China may not 100% up. That's why lots of Hybrid Cloud model happens in China too. And David from Cyberport mentioned community cloud objective is to provide IaaS to those new start-ups. Eric from Poly University did ask to think about how to collect those analysis data to support the business model. And Victor from HKPC alerted that 320K SMEs cannot be ignored for cloud uses.   HKPC help lots of SMEs to transform, not only the company itself, but also the bosses from those SMEs. SMEs may need more fundamental education and more down to earth success stories to let them understand more how Cloud can help those specific industries to improve productivity and better usability especially logistic and retail industry. Subsequent trainings are required for those SMEs and provided by HKPC.

The event was well attended by over 150 professionals & executives, and it was successfully adjourned around 5pm right after the climax – luck draw for all attendants. This event has obtained a lot of positive feedback from the audience.

Website link for the Event & Rundown: http://www.hkcs.org.hk/edm/20141127/CCSIG/index.asp