

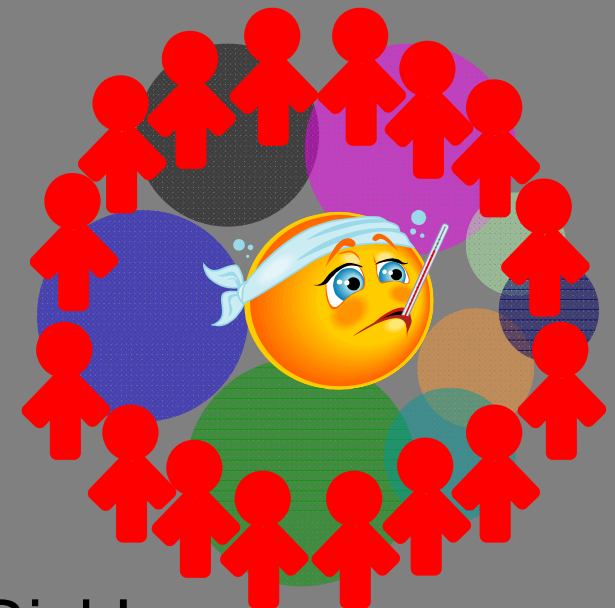
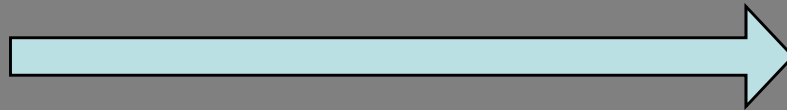
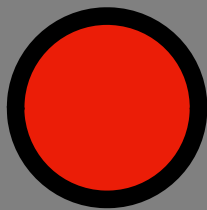
Clouds a Prosumer Perspective



Jericho Forum

The Lilly Frame...

- We **are** changing from a FIPCo to a FIPNet.
 - Fully Integrated **P**harmaceutical **C**ompany
 - Fully Integrated **P**harmaceutical **N**etwork
- **Collaboration** with Professionals will be a core capability.



The moral: “Virtual Size” does matter!

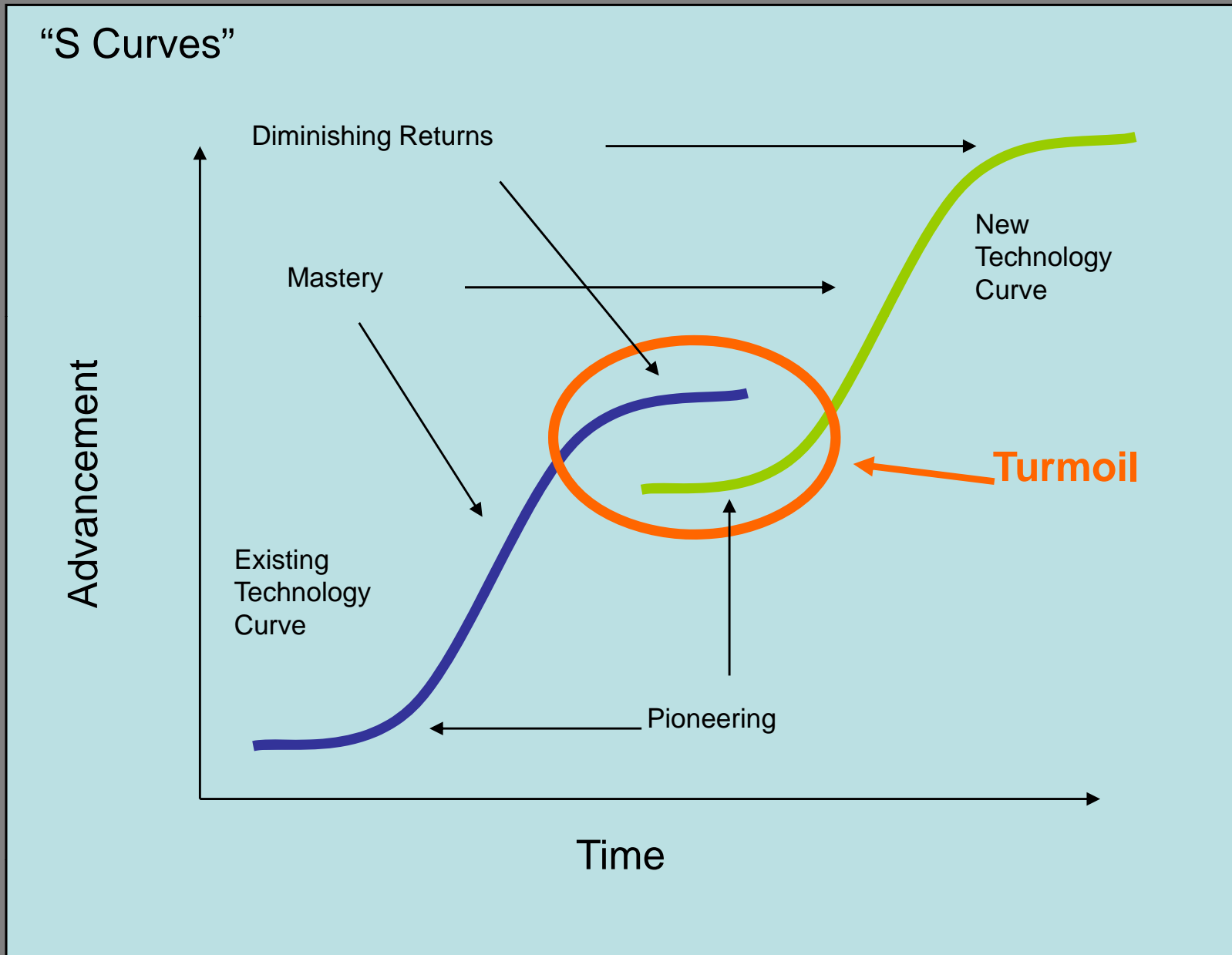
Goals: Lower Cost, More Flexibility, Lower Risk!

Pro-sumer

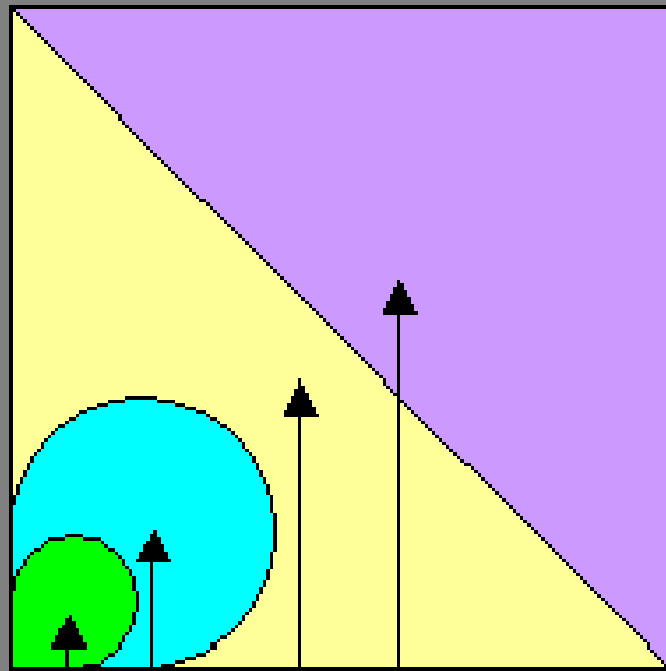
- The Professional Consumer

The first breed of individuals that will take benefit from the Clouds and be valuable to enterprises that explore the Clouds.

The Journey to the Clouds

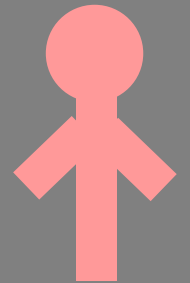
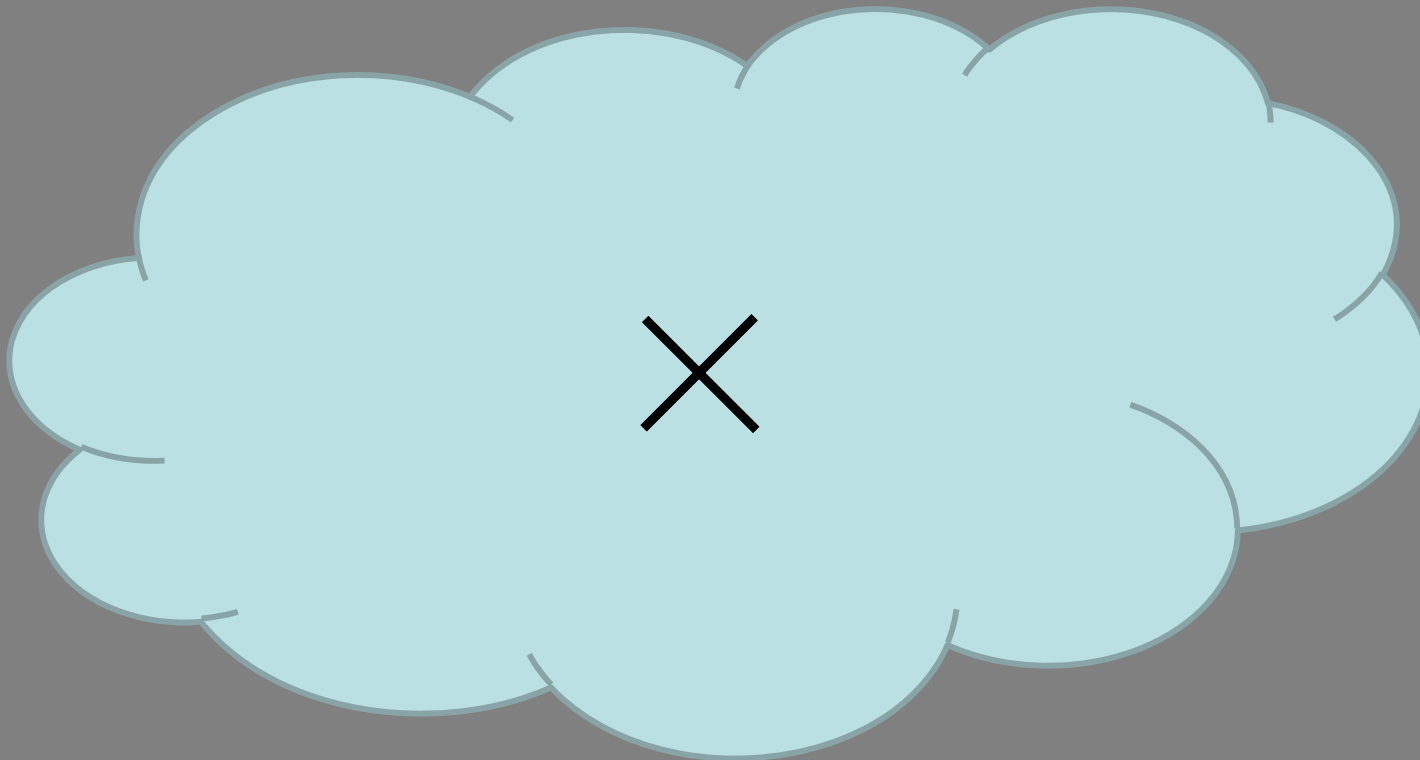
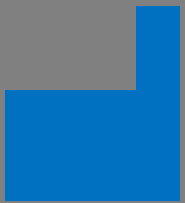


Initial Jericho Forum Thinking around Clouds

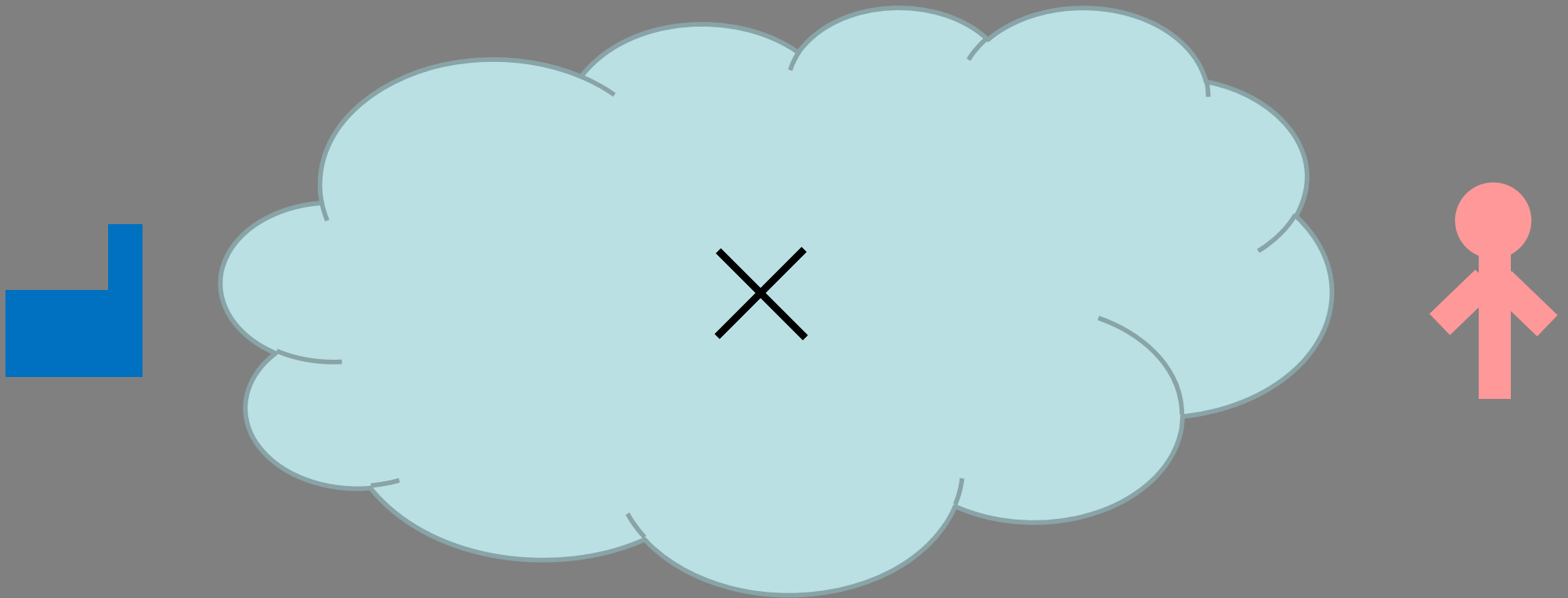


- 4) Individual to Individual Information Transactions
- 3) Business to Consumer Information Transactions
- 2) Business to Business Information Transactions
- 1) Internal Business Information Transactions

The Cloud Sweet Spot

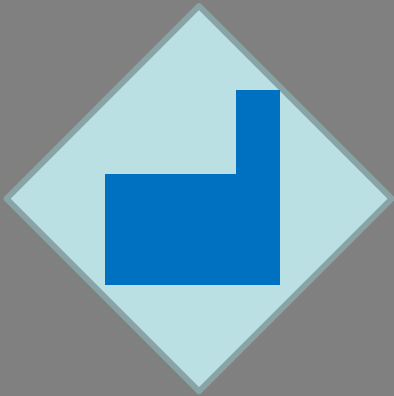


The Cloud Sweet Spot



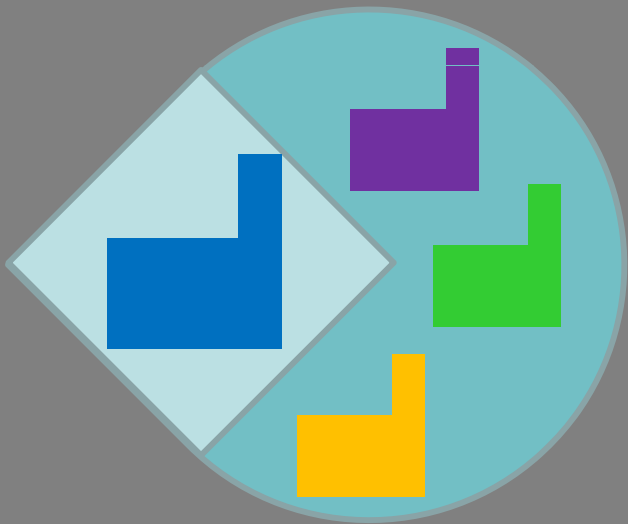
Connecting Enterprises and their Customers

Company Perspective



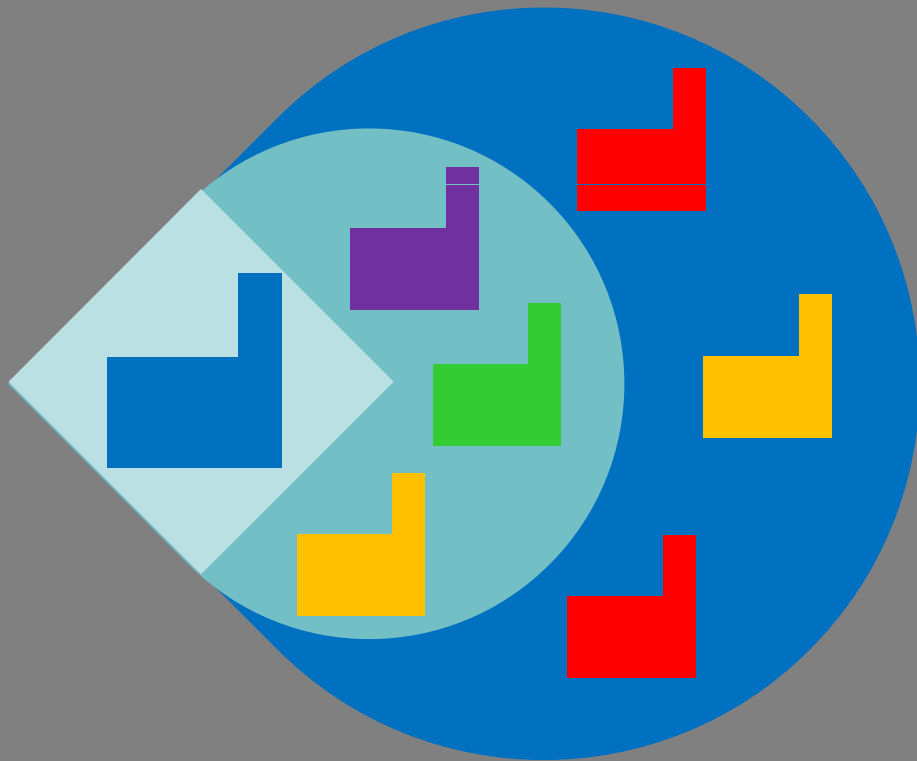
Once upon a time there was an Enterprise...

Company Perspective



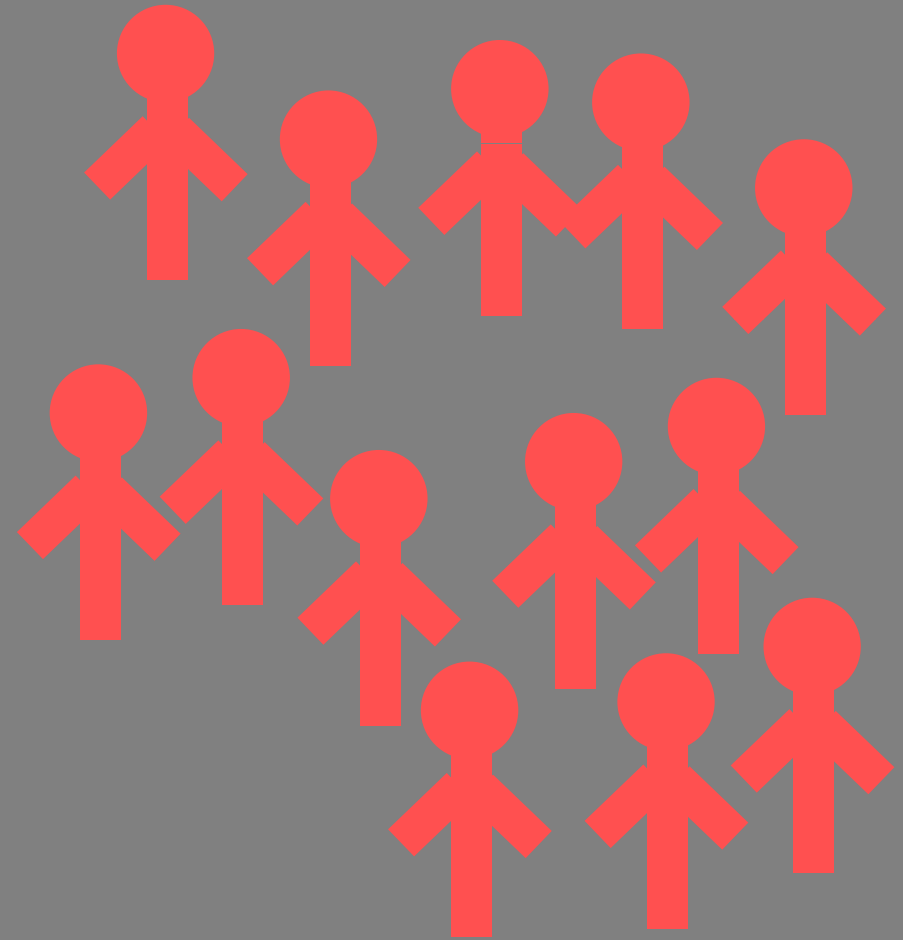
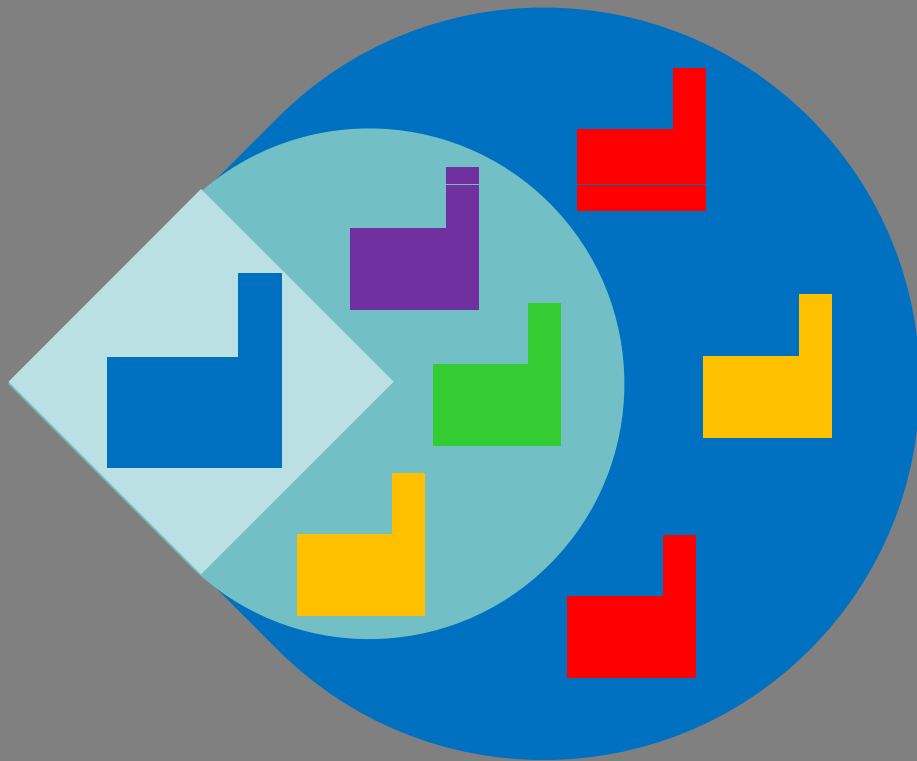
...it wanted to partner with other Enterprises

Company Perspective



...while competing with its competitors...

Company Perspective



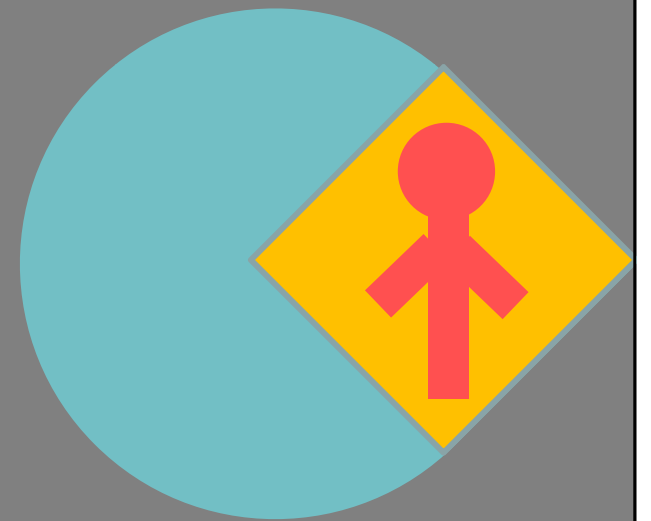
...to connect to their Customers...

Person Perspective



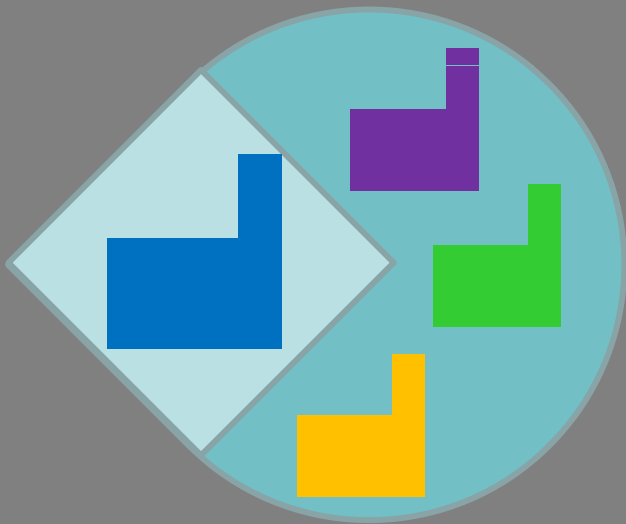
Once upon a time there was a Person...

Person Perspective



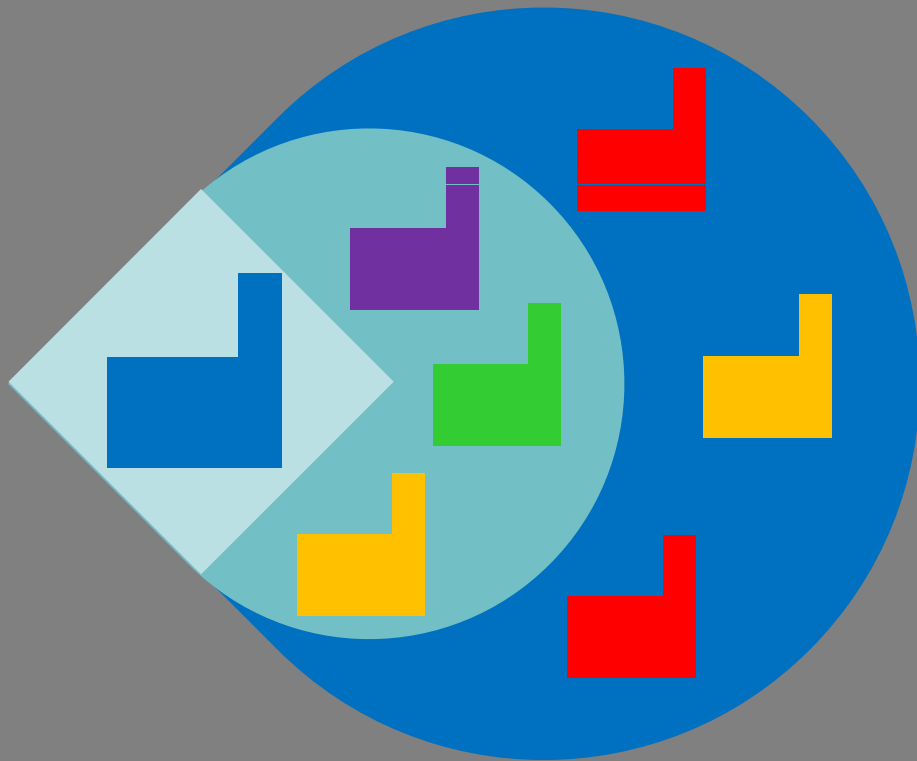
... and they wanted socialise and consume...

Company Perspective



...it wanted to partner with other Enterprises

Company Perspective



...while competing with its competitors...

Web 2.0 Enabling Capabilities

- **Search**
Professionals, Partners and Customers easily find valuable and reliable information to impact individual buying behaviours
- **Links**
Valuable and reliable information is available from trusted sources
- **Authorship**
Valuable Information flows both ways, data captured at source: the individual
- **Tags**
Valuable Information is readily labelled, and accessed via such shareable labels
- **Extensions**
Relevant information is made available to individuals by the effective use of data-mining: Individuals like you also purchased *this*
- **Signalling**
Changes in the status of customer types or their behaviours are made available to individuals

A Private Story...

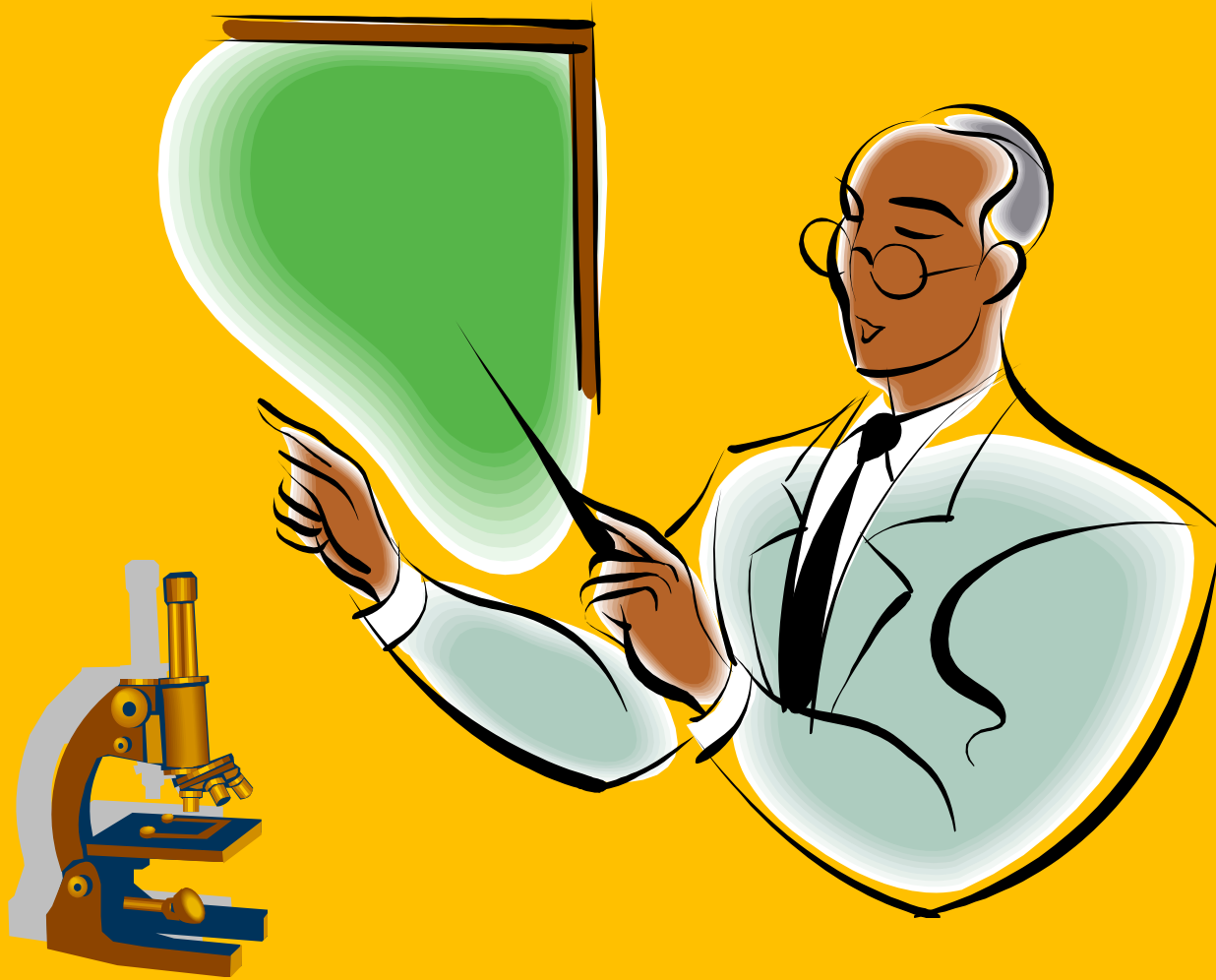
Cost of time in Pharma Research and Discovery



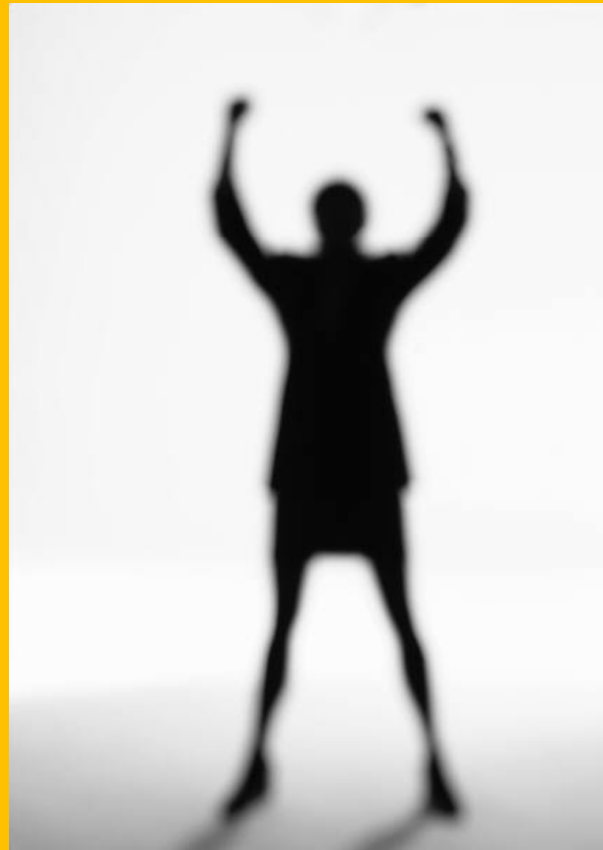
\$150/Sec

For a Block Buster Project

Imagine a Scientist...



Who wants 25 servers...



Now!!!

To crunch some numbers!

IT Dept....



“You want to maintain it?”

Who's being playing in the Clouds!



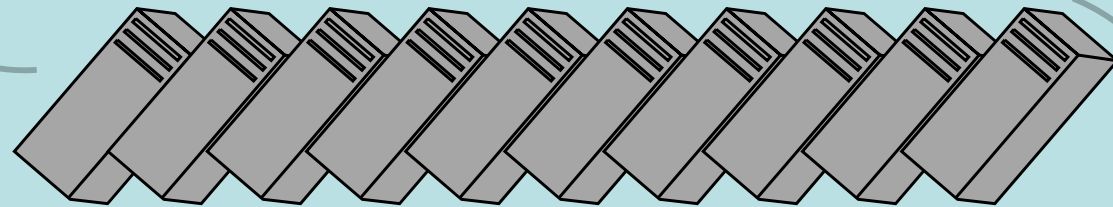
So he built 25 virtual servers ...



...in about an hour

But he built them wrong!

amazon.com.



He built them faster next time!

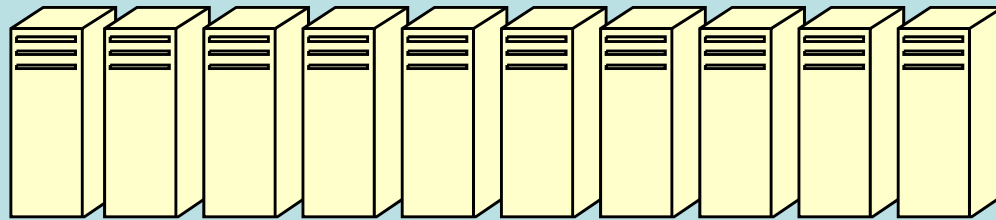


amazon.com.



He built them faster next time!

amazon.com.



He loaded up the data!



amazon.com.

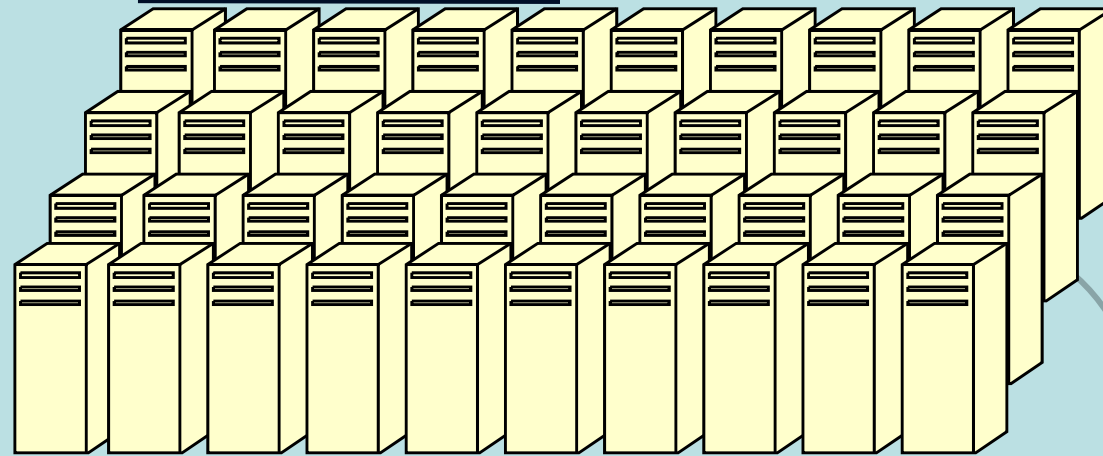


And started the crunching

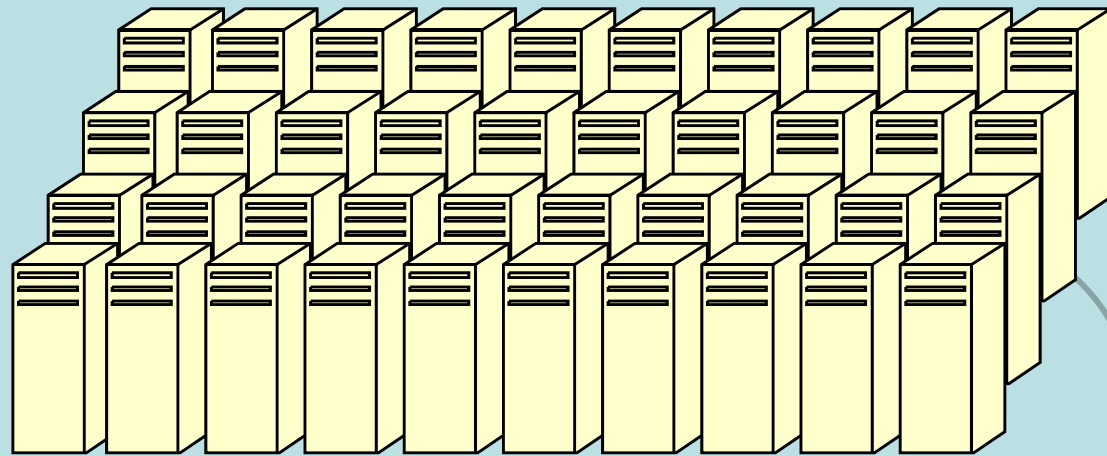
Drat it won't finish today!



So they built 250 virtual servers!



And the scientist was happy!
The processing completed...



The Cost?



FIRST CLASSIFY YOUR DATA !!!

Determine what rules MUST apply to it.

Must it only exist at specific trust levels?

For example can it leave Europe?

Does it have to stay in Safe Harbours?

Must it stay in Europe?

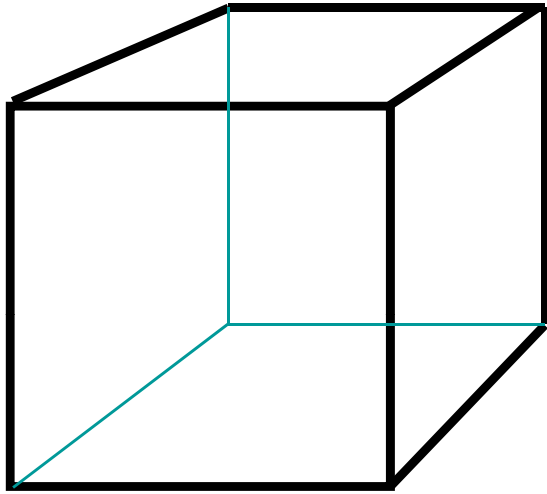
We need a universal data classification model that is simple (cf G8 TLP)

We need a recognised trust level standard for all aspects of computing

We need standardised meta data that signals to “cloud security” the data’s security needs

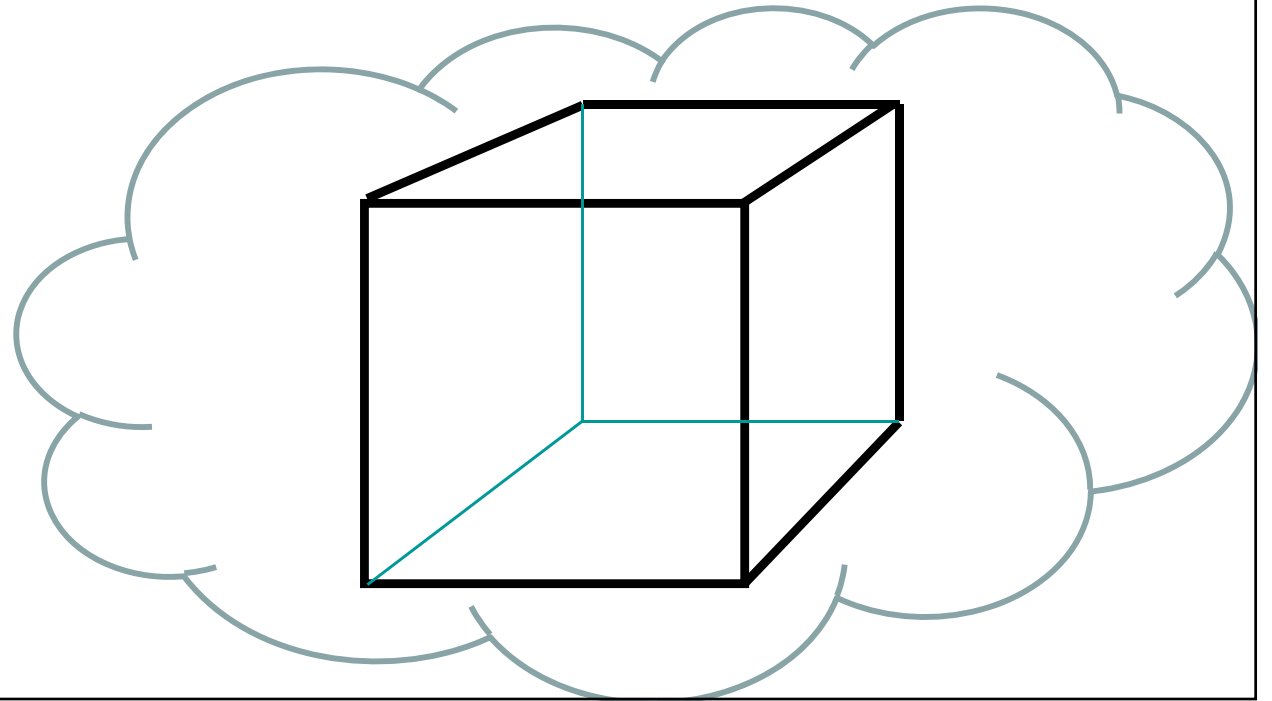
Then decide do you want to
move to the Clouds

To Cloud or Not to Cloud?



Traditional

Clouds



With what degree
of translucency

For all Clouds are not equal...

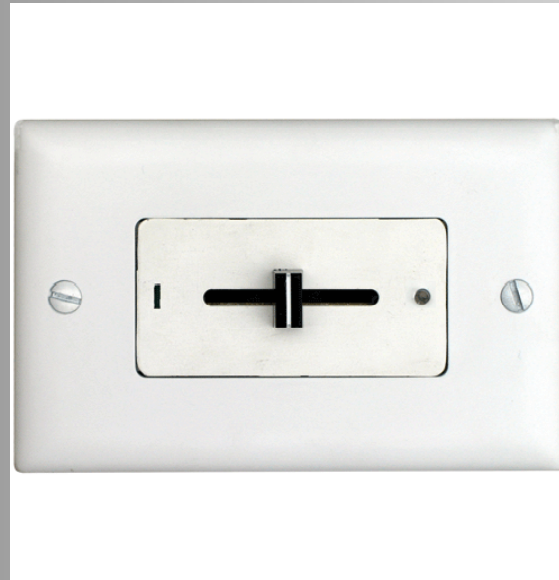
<<<< Same old Traditional Approach

Manual
System Recovery

Tapes sent by Truck
Data Backup and
Recovery variable risk

Self owned Disk Storage
Data Redundancy ...sometimes

Warmish Back up Data Centre
For Disaster Recovery
Significant switching impact
And testing costs



Massive Scalability

Fully automated
Redundancy

Fully automated
Data / Process
Backup and
Recovery

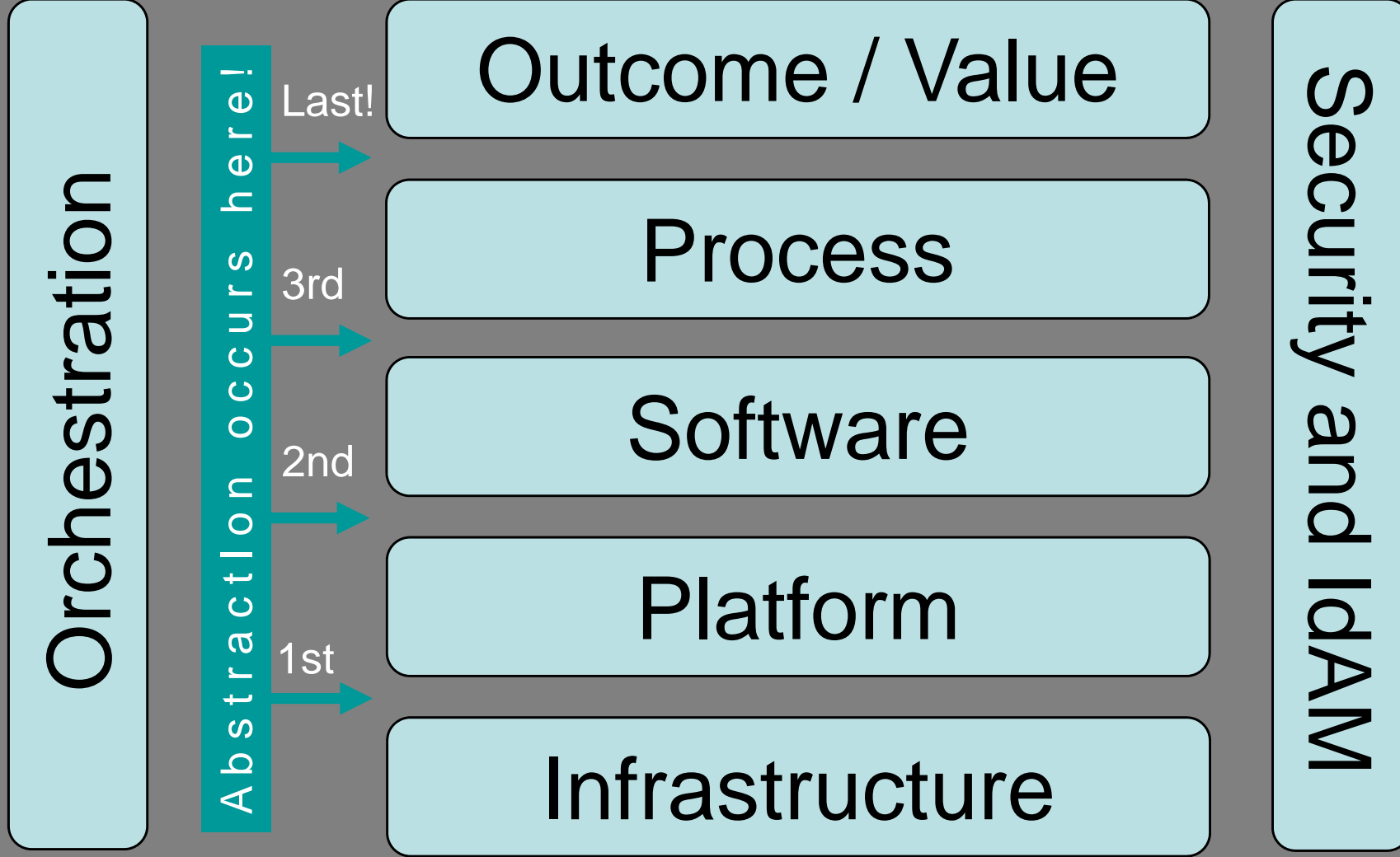
Fully automated
Data / Process
Redundancy

Fully automated
Disaster Recovery

Full on Clouds this way >>>>

Then decide what level you
want to operate in the Clouds

Cloud Layers

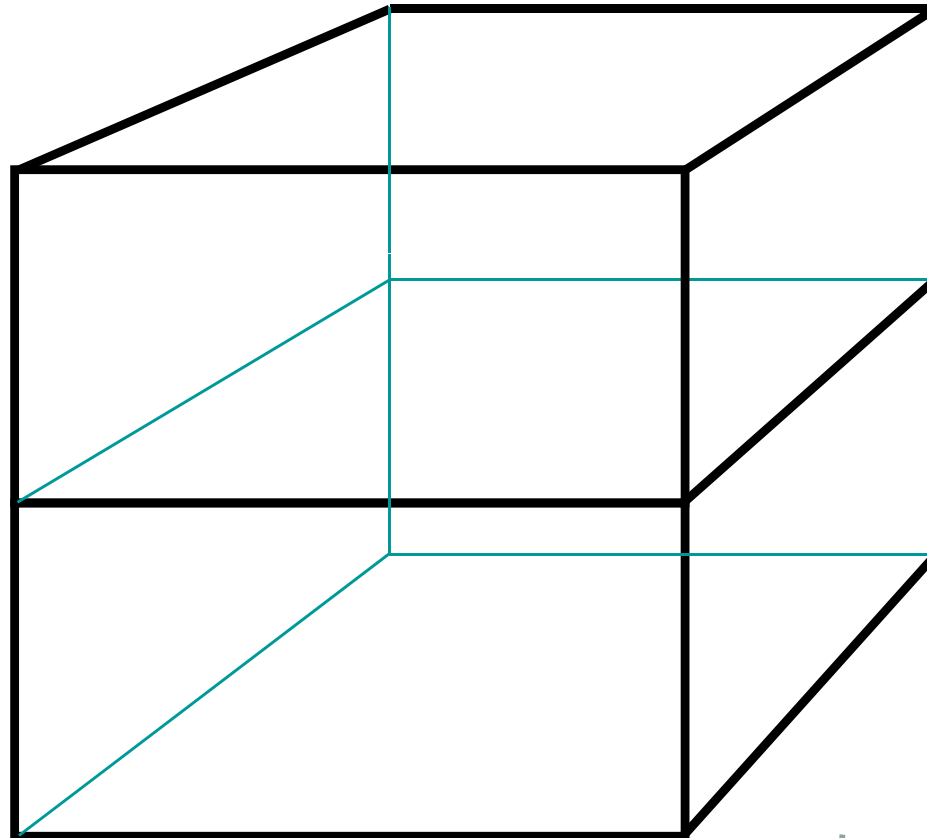


Then decide what data and processes you want to allow in which Cloud Formations

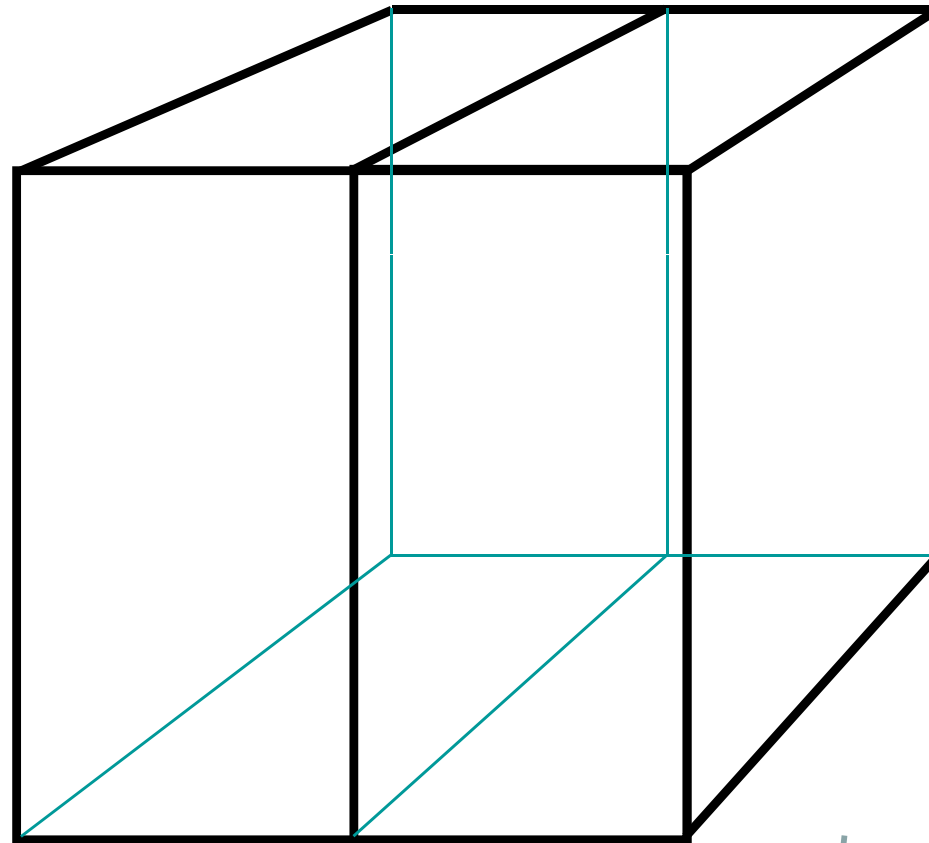
Cloud Formations

External

Internal



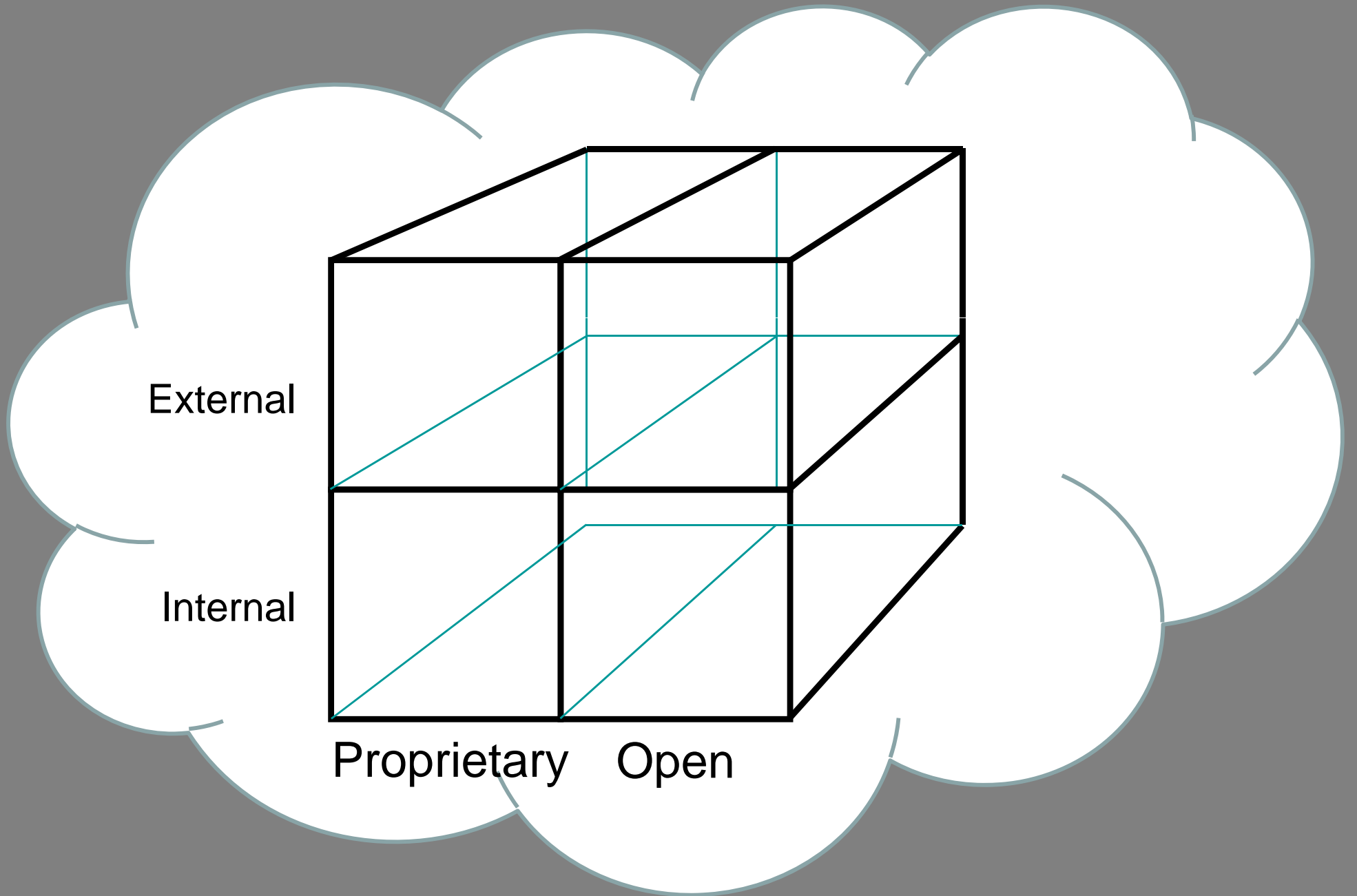
Cloud Formations



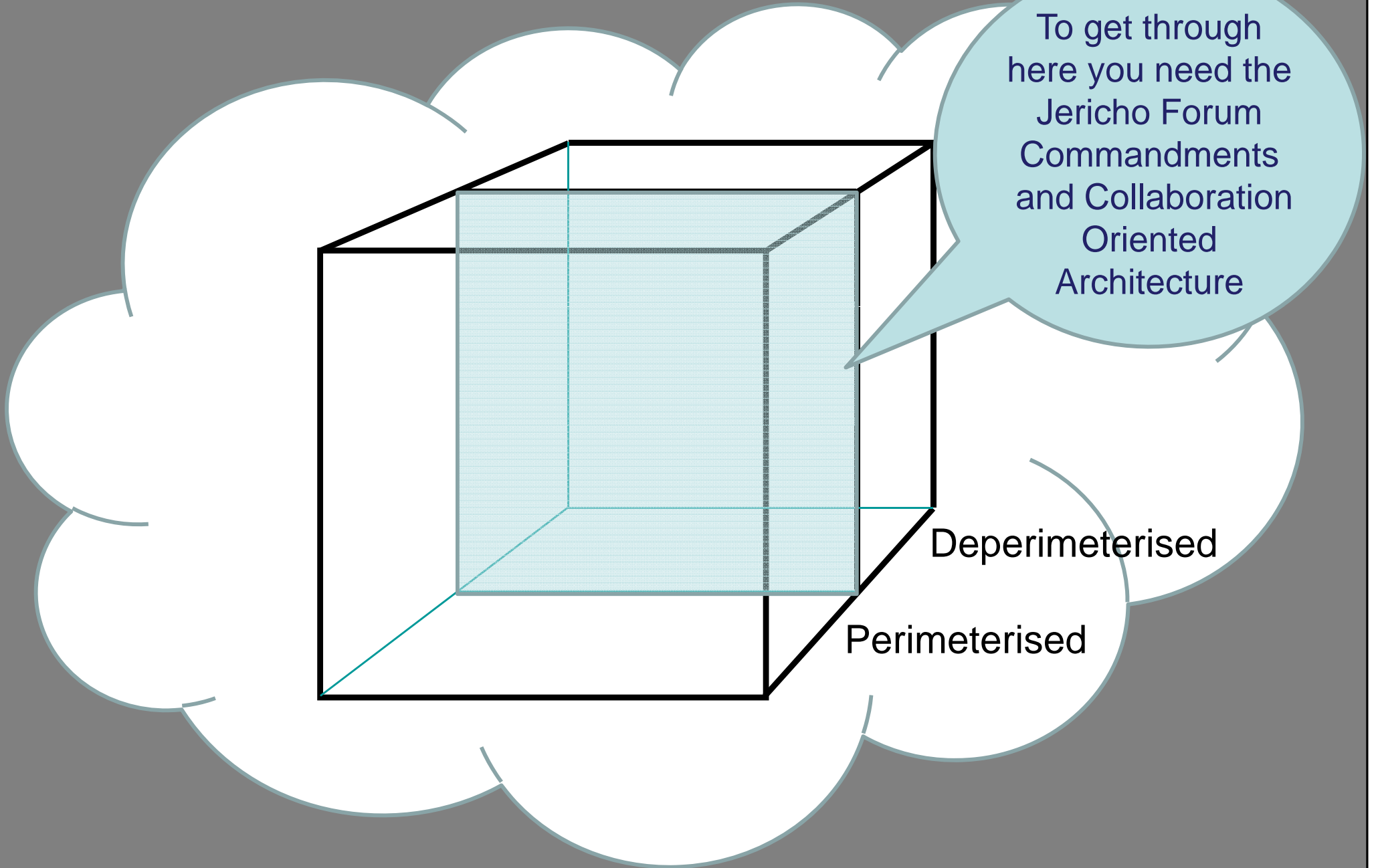
Proprietary

Open

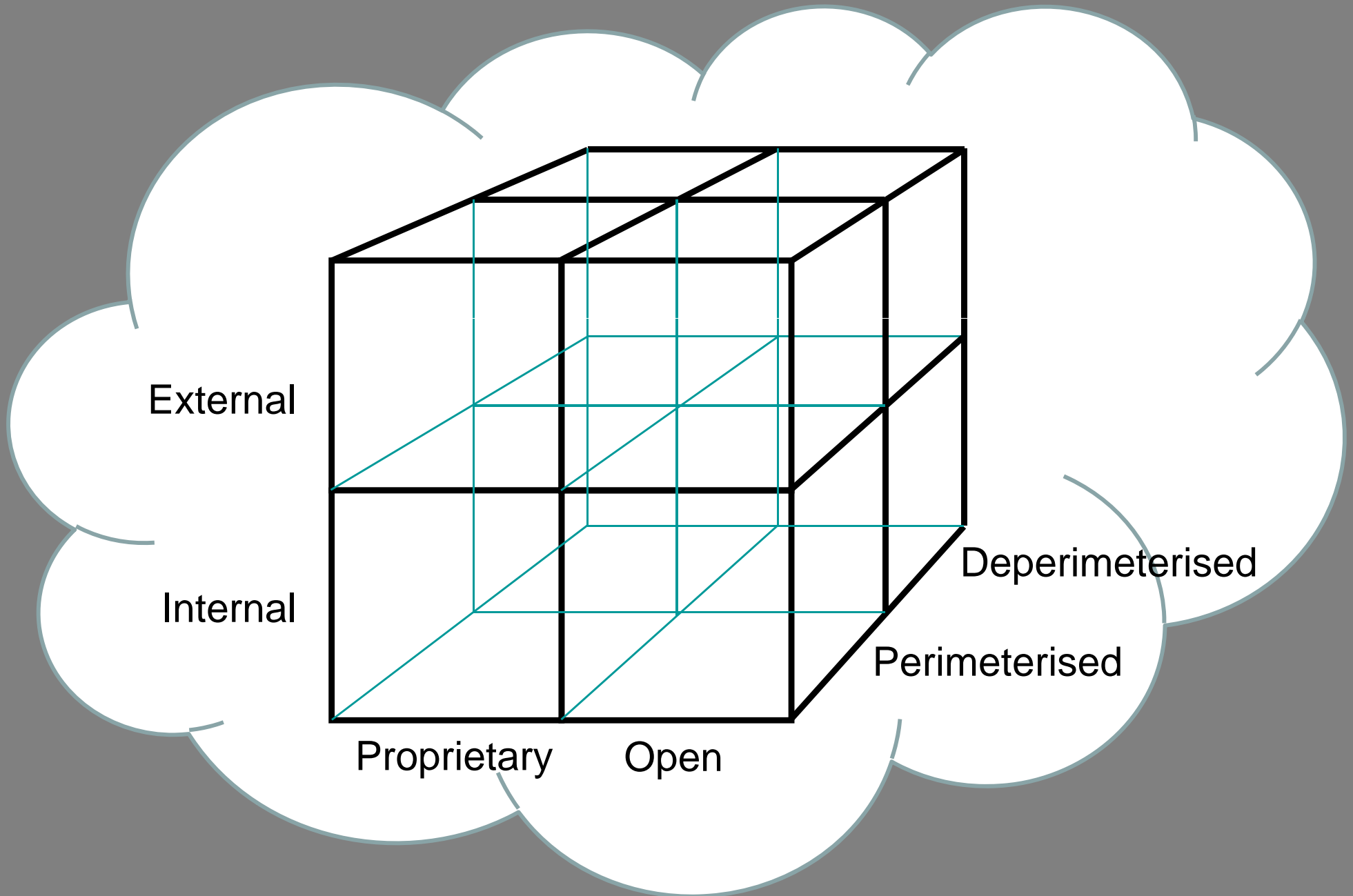
Cloud Formations



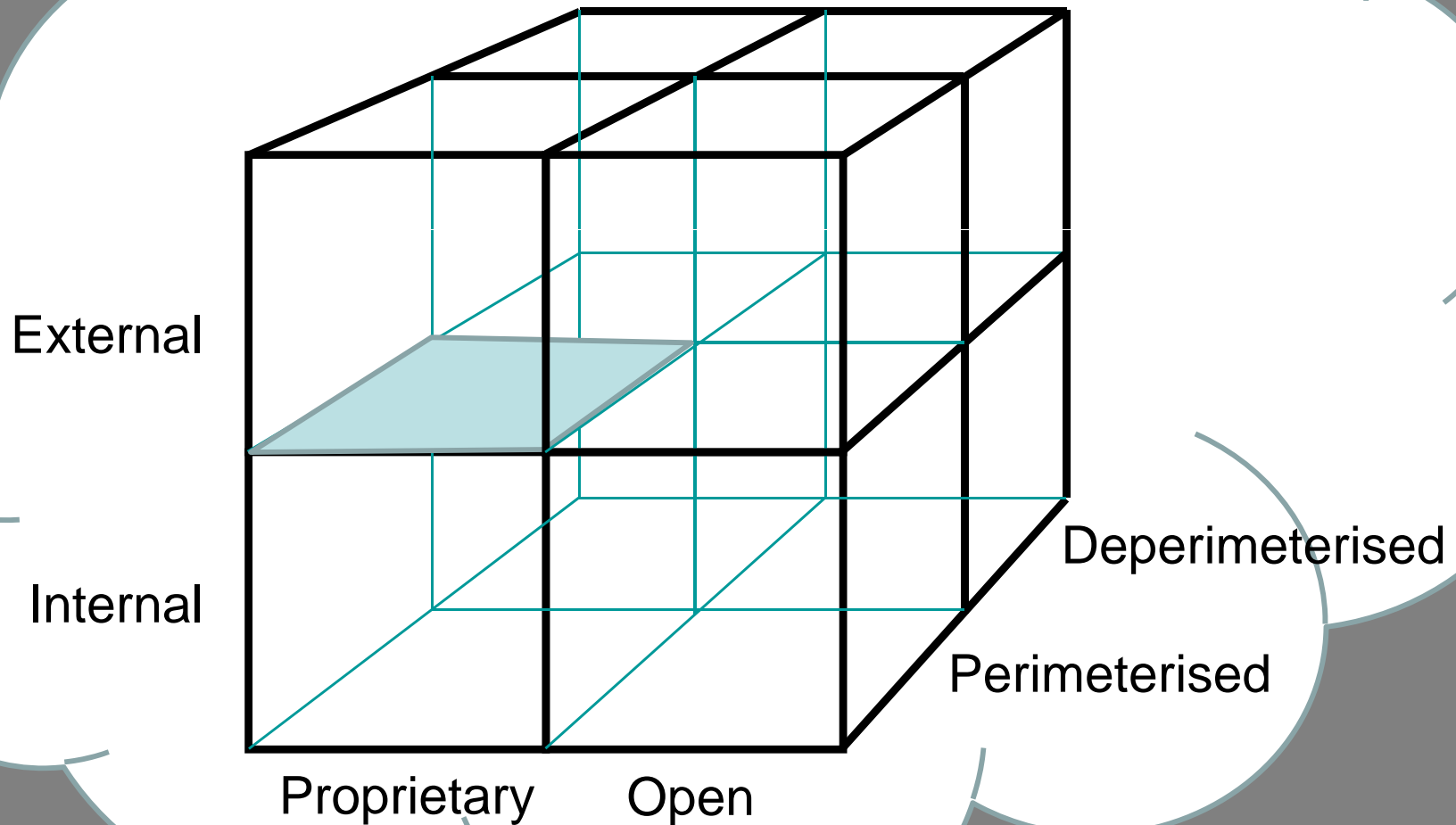
Cloud Formations



Cloud Formations

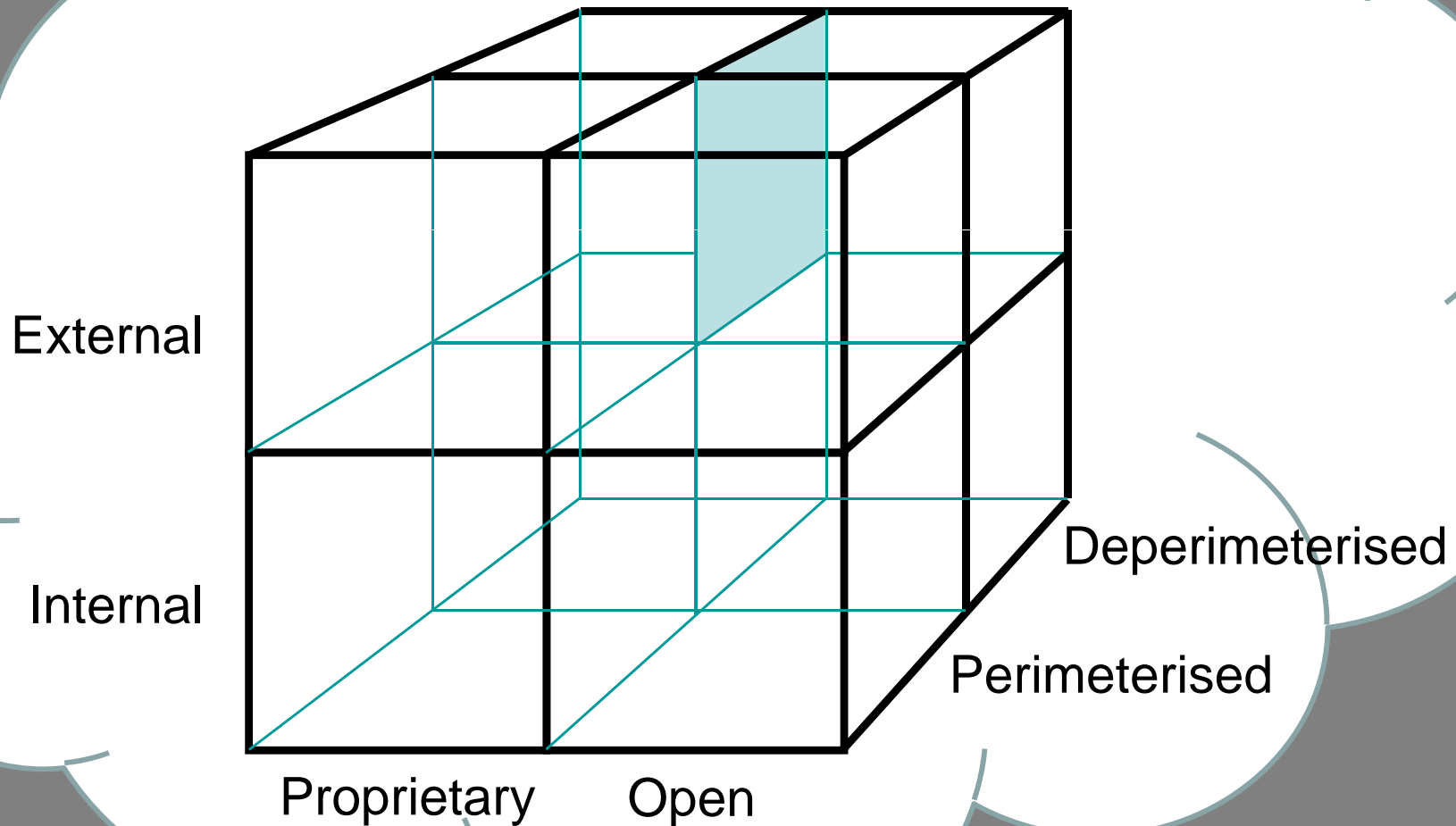


Cloud Formations



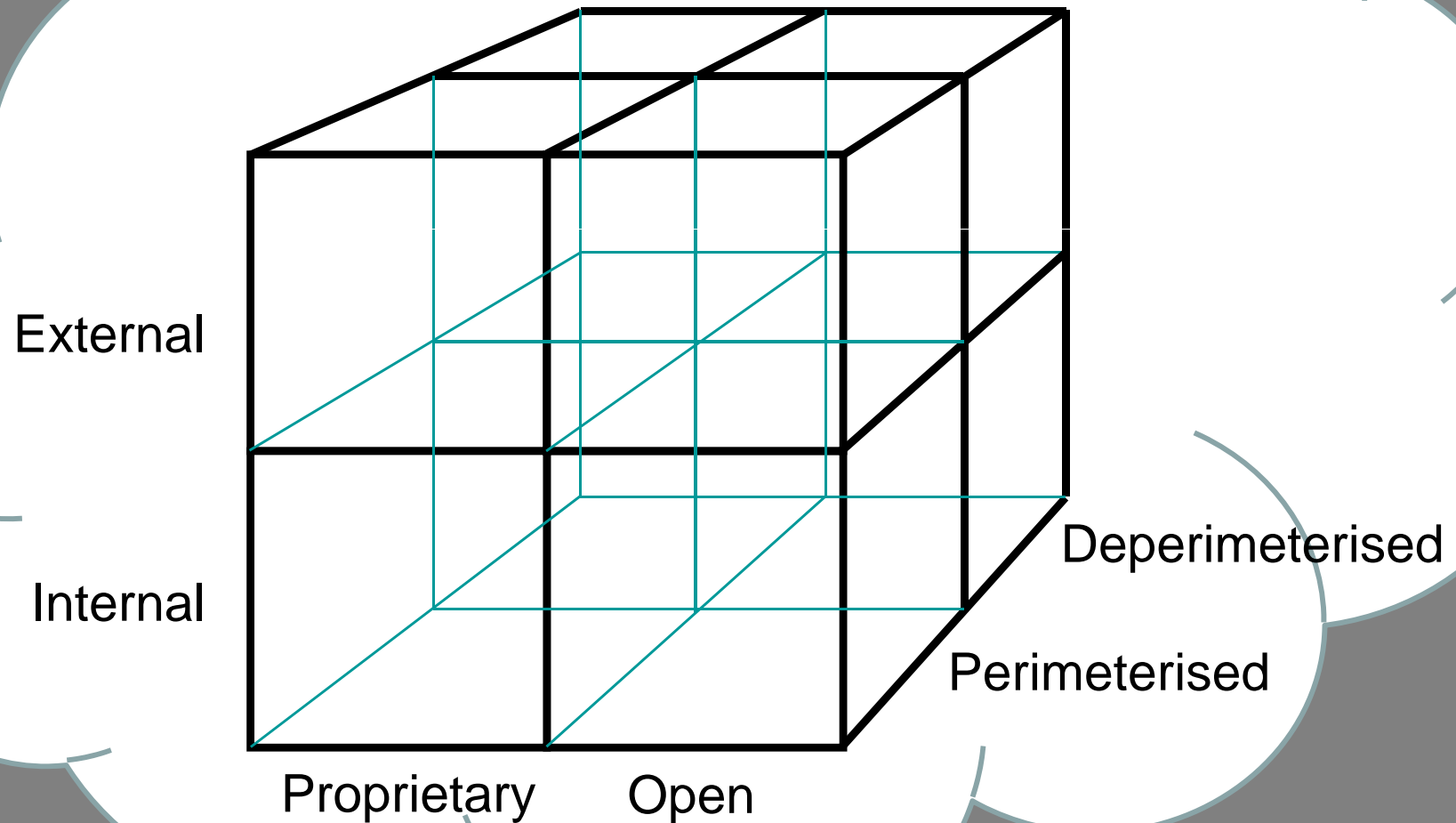
We need inter cloud "IPI" standards... especially those that enable Collaboration.

Cloud Formations



Recognise that some interfaces will be easier to enable than others!.

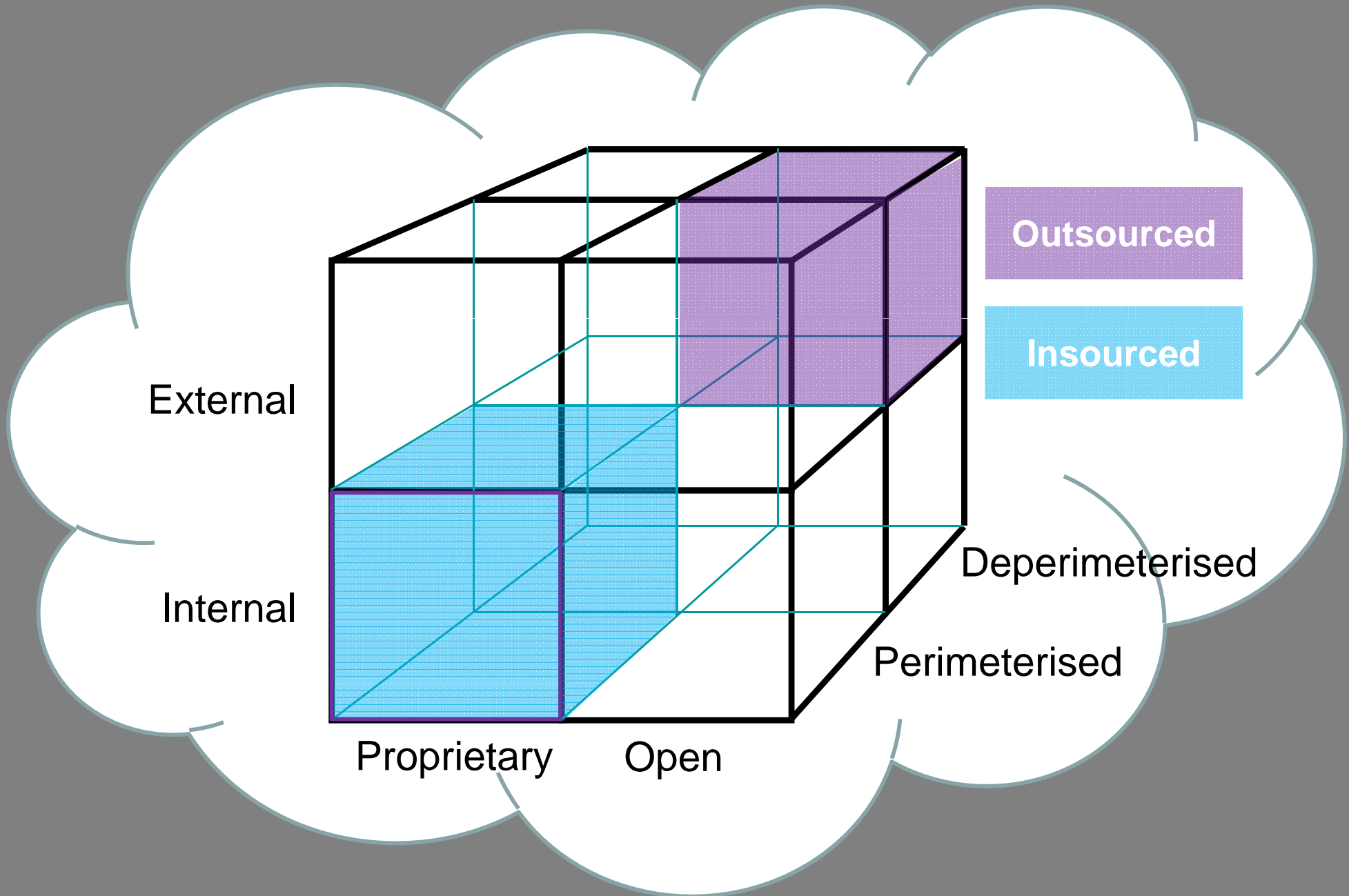
Cloud Formations



...then decide who you want
running your Clouds

Inourced?
or
Outsourced?

Cloud Formations

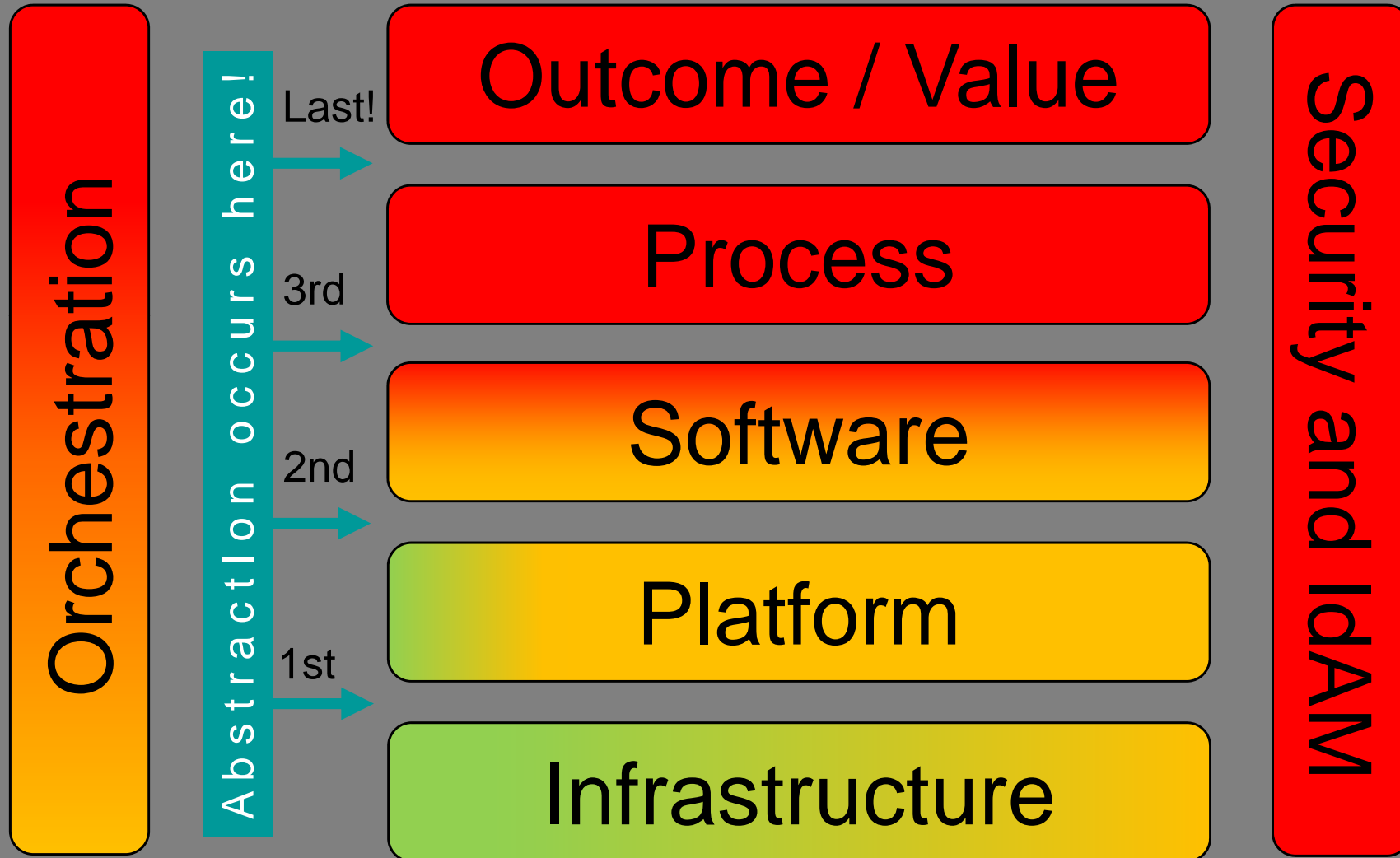


...and **”then”** ensure the
controls you require are
available in the Clouds...

...Oops!!!

You mean
“Cloud Security Central”
doesn't exist?

Cloud Layers



Cloud Maturity Scale

We haven't even identified all
the needs yet.

Bread Crumb Detector

Bread Crumb Hoover

Cloud Identity Services

or their Providers



Join us in the Jericho Forum
as we explore and work to
define the future of
Securely Collaborating
in the Clouds