



# Looking Between the Apps

What Matters to CIO's Evaluating Cloud Services

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Boomi



DATABASES

SAAS

ON-PREMISE

WEB  
SERVICES

CLOUD



# Agenda

Introduction: Do CIO's Want to Move to the Cloud?

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CIO's Perspective on Cloud

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CIO's Impact on Buying Cycle

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Conclusion



# Introduction

Do CIO's Want to Move to the Cloud?

# Quick Backdrop

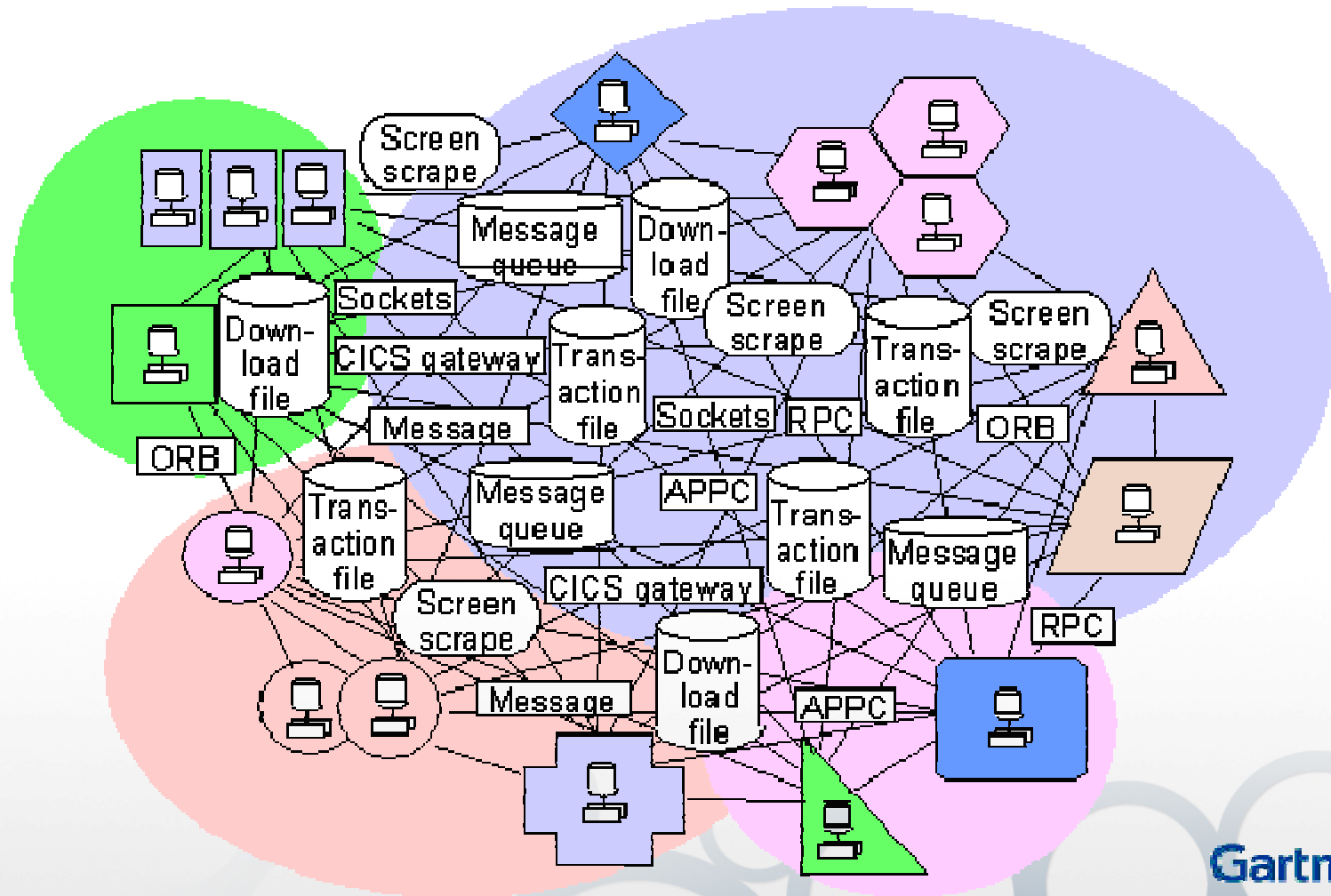
- “Wait haven’t we been doing Cloud for the last 30 years?”
  - PLEASE PUT AN END TO THIS!
- Gut check:
  - Most CIO’s are in “whiteboard phase” of their Cloud strategy
- Many SaaS applications deployed with no involvement or awareness from IT
  - This is changing...

# Drivers for Change

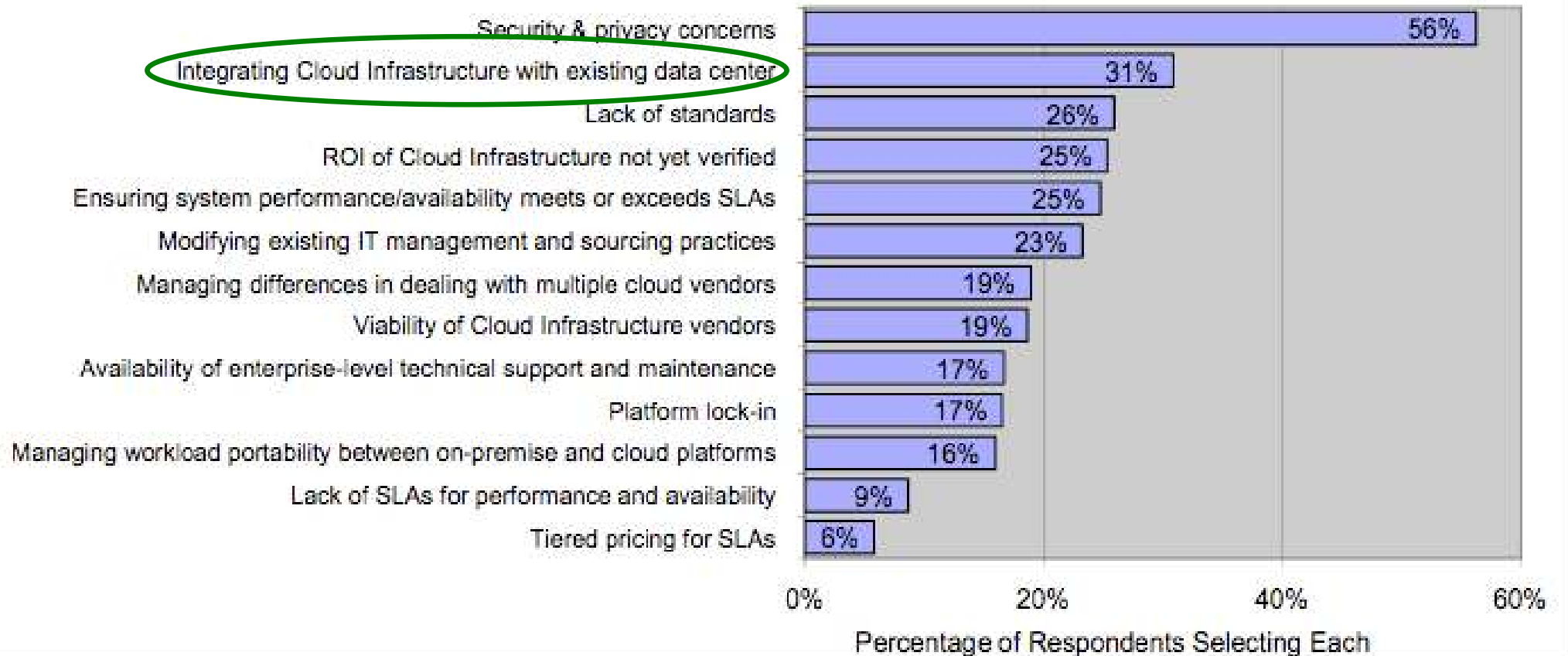
- Lower hardware investment?
  - BORING!
  - Not just about your Linux OS running in Amazon vs. your building
- CIO's live with 80/20 paradox
  - 80% budget goes to maintenance
  - 20% goes to innovation
  - THIS is real driver for change!

# Why 80%: “Rev Lock”

## Application Integration Spaghetti



# Result: Executives' Concerns about Cloud Infrastructure Services



Source: Saugatuck Technology Inc.; 2009 global user survey, n = 670



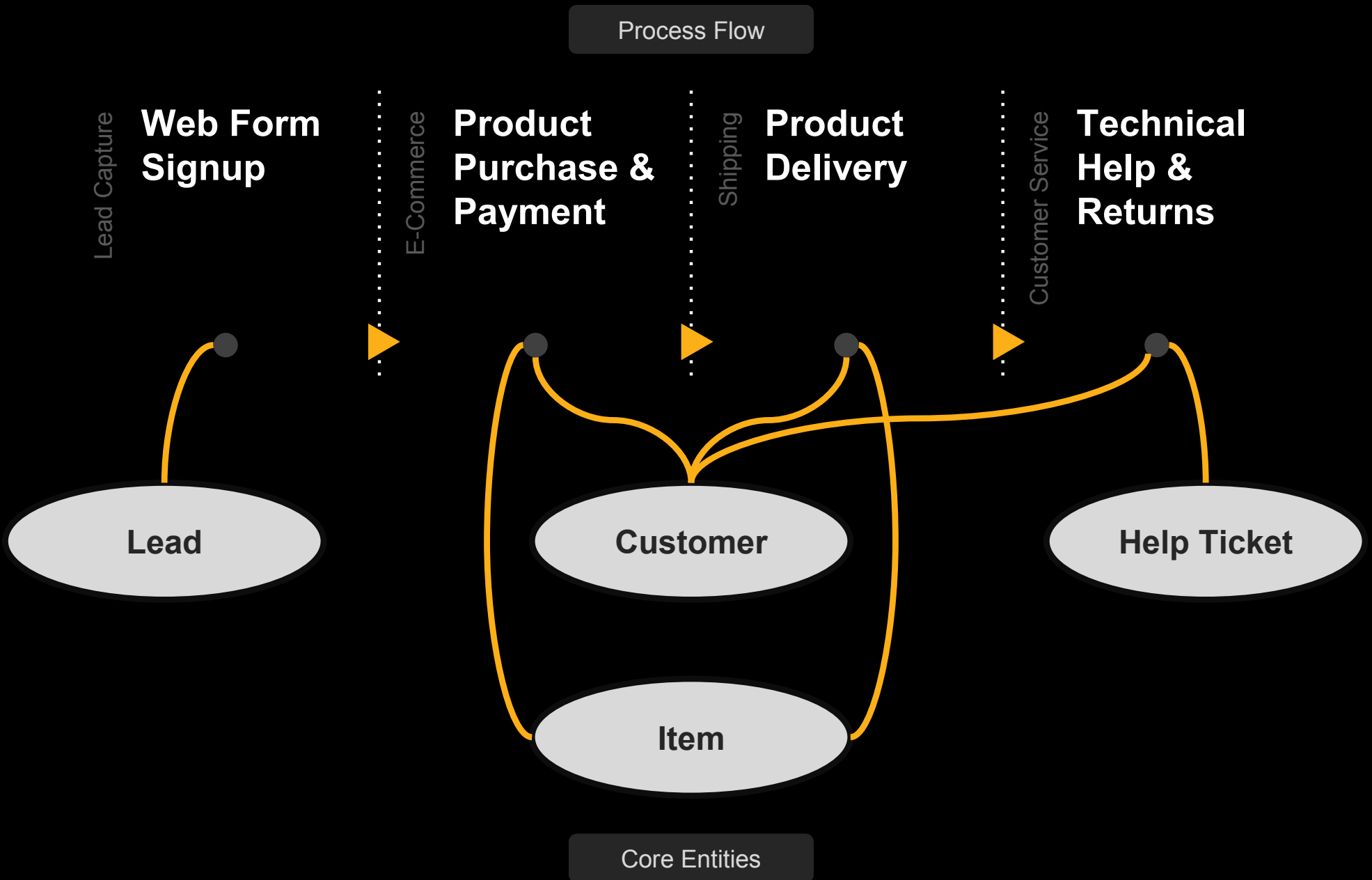
# The CIO's Perspective

vs. traditional SaaS purchaser

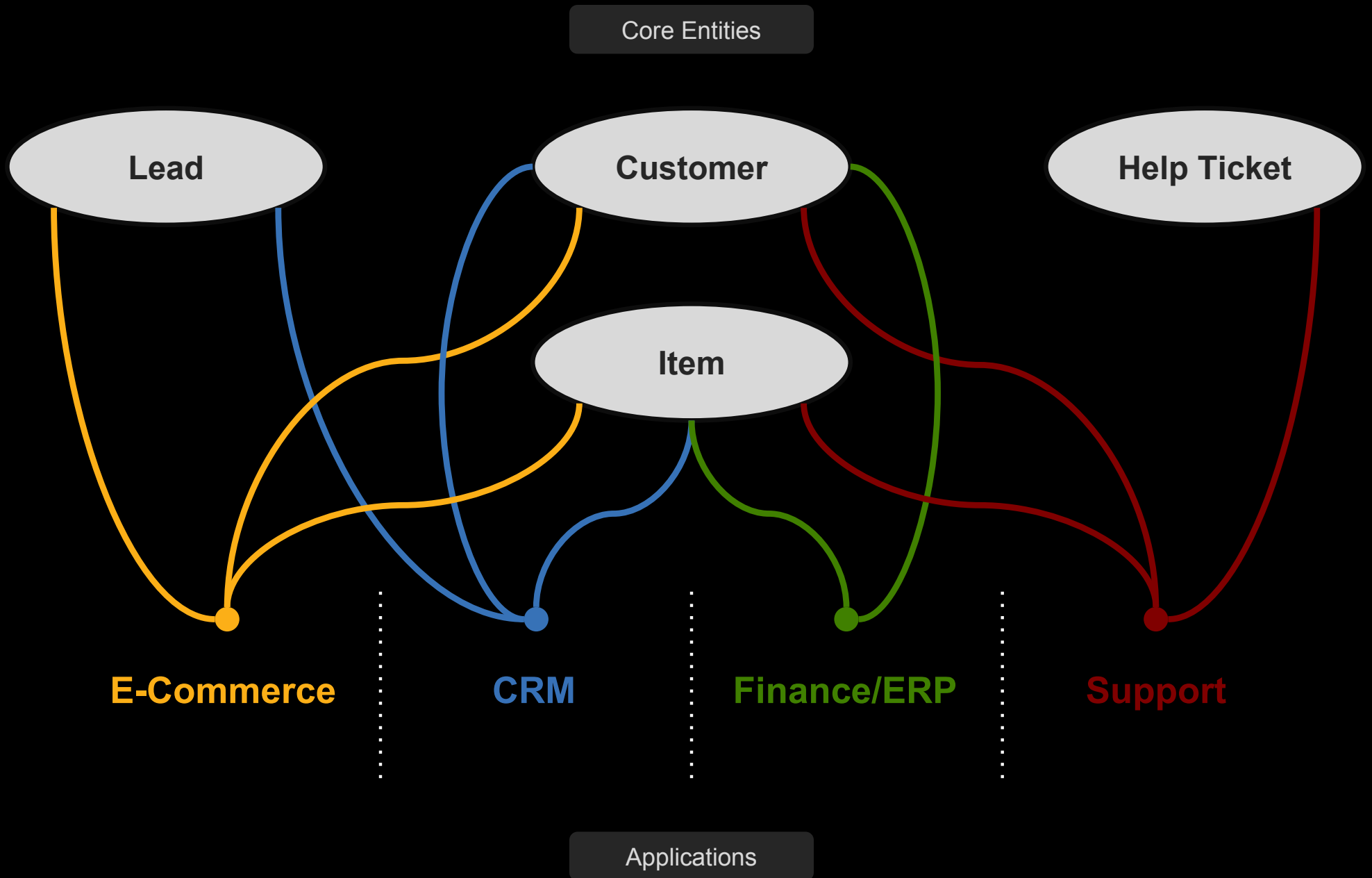
# Top of Mind for CIO

- Debunking Hype
  - Beware the Cloud Washer!
- Your application is one in a portfolio
- Focus on business processes across many departments

# Simple Process Mapping



# Simple Process Mapping





# CIO Impact on Buying Cycle



# **Identity Management Enterprise Mashups**

# Key CIO Focus Areas

- Identity management
  - Centralized Access Control
  - SSO:
    - expect "trust authority" to be on-prem or saas
- Enterprise mashups
  - enterprise "widgets" to embed components of your application
  - lookup-style API's
    - fast and accurate access to enterprise data and transactions
- There are MANY more!
  - Private Cloud, BI, Mobile, Operations, Compliance

Identity Management  
Enterprise Mashups

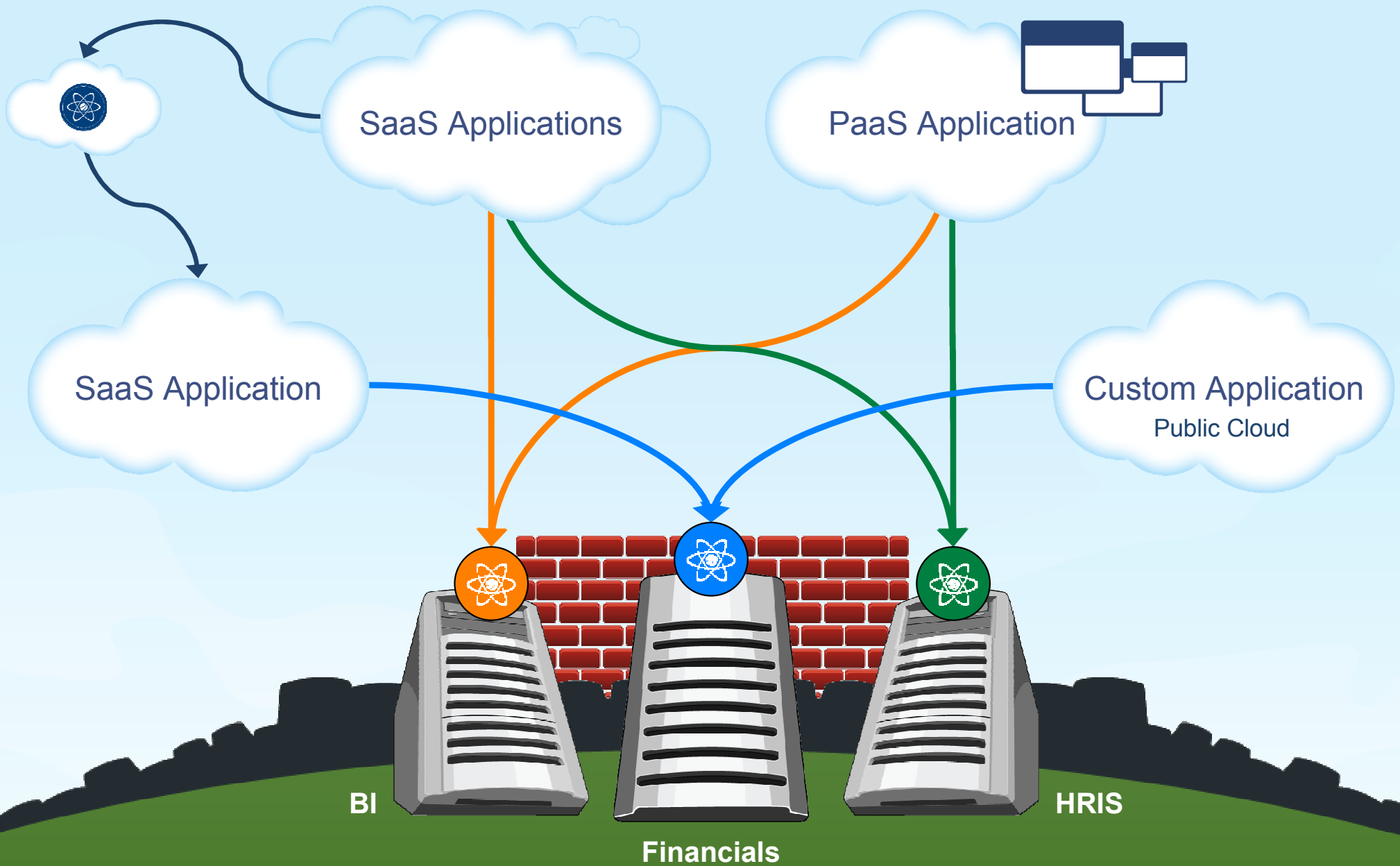


**Cloud Era of Integration**

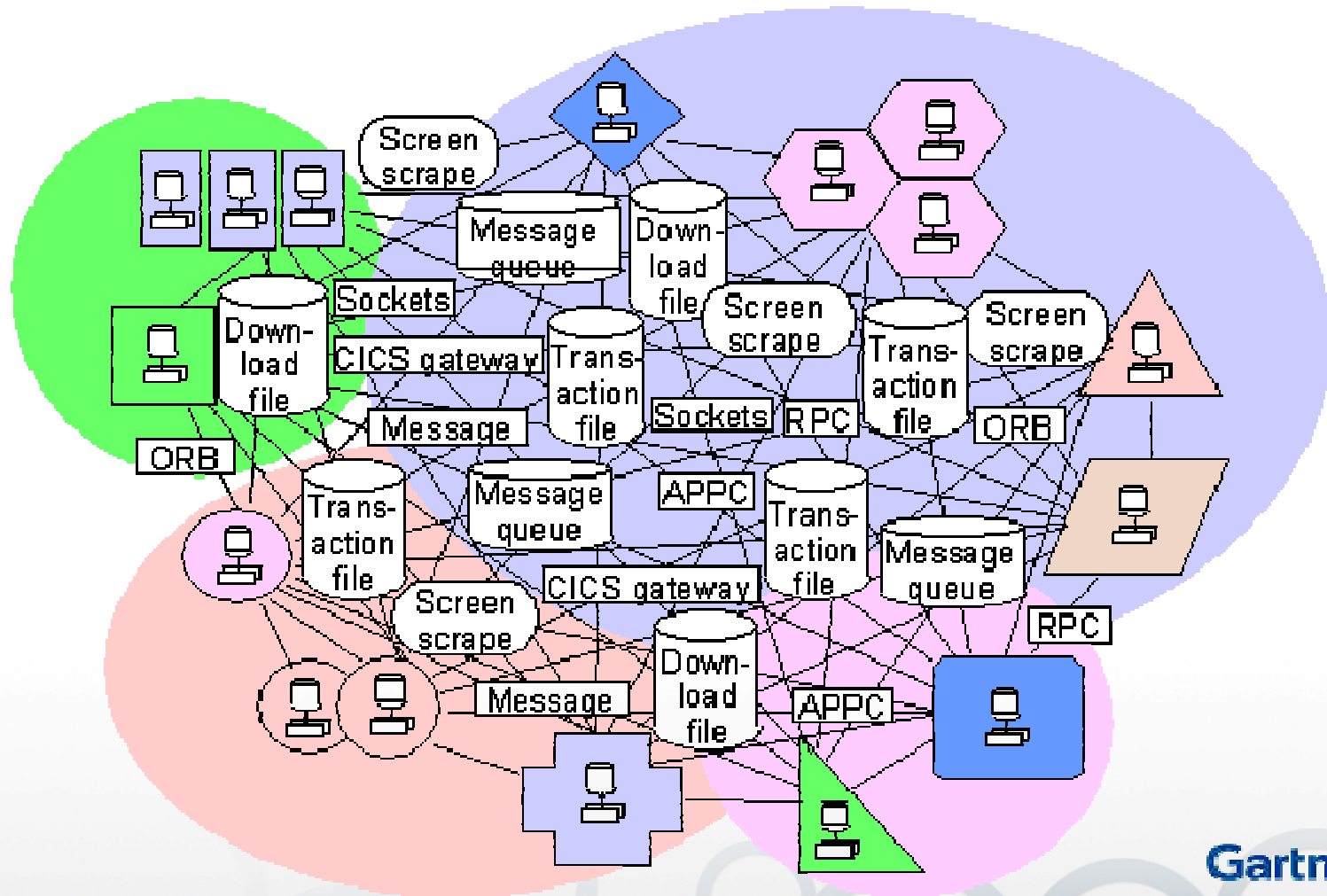
# CIO Questions

- Is your API part of your core product?
  - Owned by product management?
  - Integrated into SDLC processes?
- Do you charge extra for your API?
  - “Oh, you wanted outlets for your electricity?”
- What is your API strategy?
  - Best in class examples:
    - “We offer free, open access to API and documentation as part of product evaluation”
    - “You will come up with smarter uses of our API than we will”

# Tomorrow: Transitioning to The Cloud



# Are we heading towards this again?



Gartner



## The Role of Traditional Middleware

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- Augment vs. “Rip & Replace”
  - In line with SaaS strategy, in general
- Inefficiencies will become apparent, with greater SaaS adoption



## The Data Imperative

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- Data transcends boundaries
- End-to-end visibility is top priority
- Data compliance is key



## IDE & Ops Centralization

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- **Everything** is de-centralized
- Integrate Everywhere
- You need an Audit Trail
- Centralize Development/Management

**Identity Management  
Enterprise Mashups**

**Cloud Era of Integration**



**The Virtual Suite**



## Long Term Vision – “Virtual Suite”

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- Identity Integration
- User Experience Integration
- Process Integration
- Data Integration

# Summary

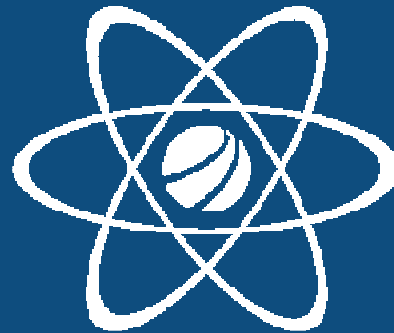
- Strong business drivers exist for CIO Today
- CIO's thinking about this now
- The way SaaS is purchased, delivered and supported will change significantly
- This is good for all!



# Thank You!

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