



The Economic Gains of Cloud Computing

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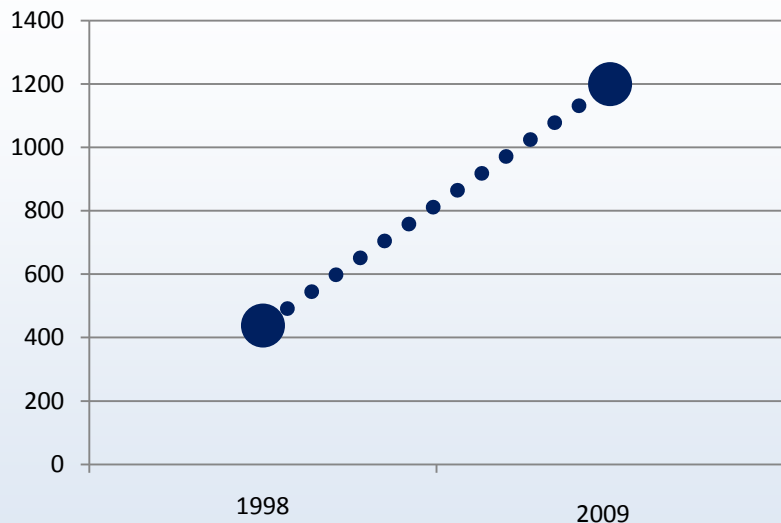
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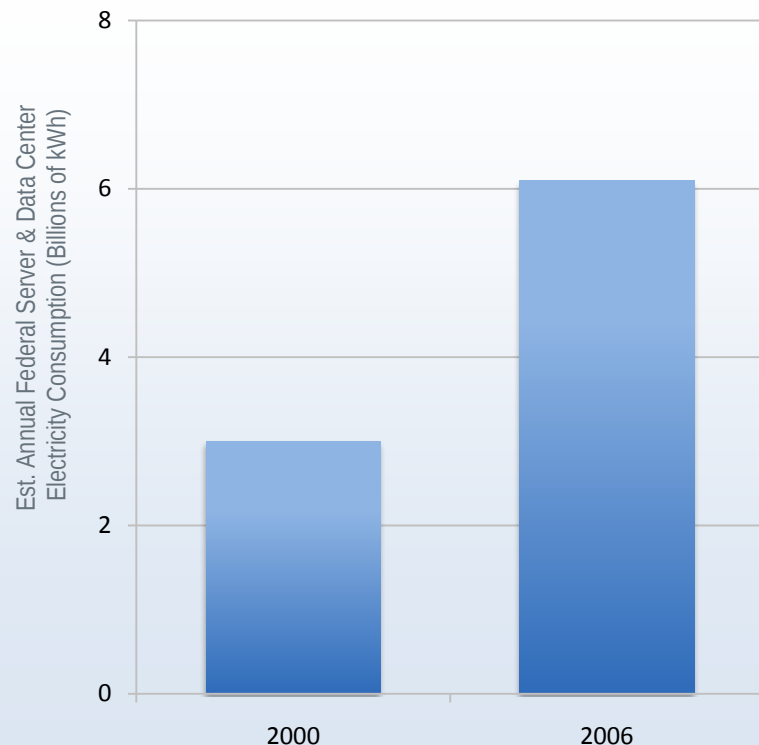


The Case for Change

Federal Data Center Growth



Federal Data Centers Energy Consumption



SOURCE: Report to Congress on Server and Data Center Energy Efficiency Public Law 109-431, U.S. Environmental Protection Agency ENERGY STAR Program, August 2, 2007





Federal Leadership in Cloud Computing

1. Shift to a “cloud-first” policy
2. Identify opportunities through data center consolidation
3. Centralize certification of cloud solutions
4. Establish standards for security, interoperability & data portability





Centralized Certification

Government-wide Risk Management Program

- Provides security authorization and continuous monitoring
- Agencies participate by leveraging the results for covered products

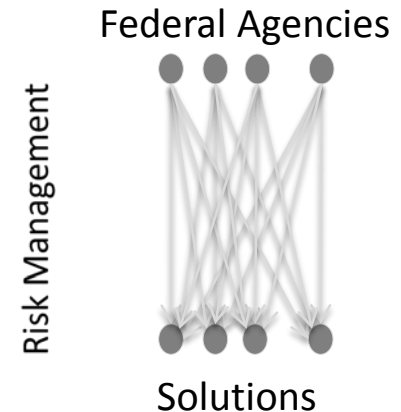
Vendor Benefits

- Government-wide authorization and security compliance cost reduction

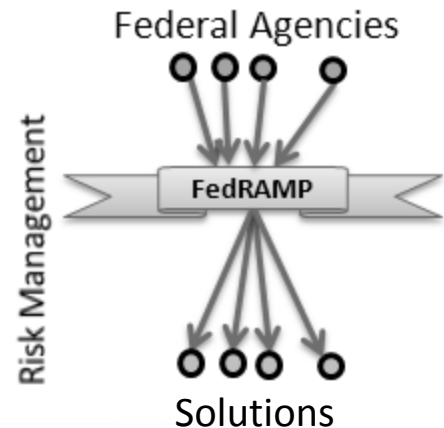
Agency Benefits

- Cost savings through reduced duplication
- Rapid acquisition
- Increased security assurance

Problem: Independent agency risk management has inefficiencies

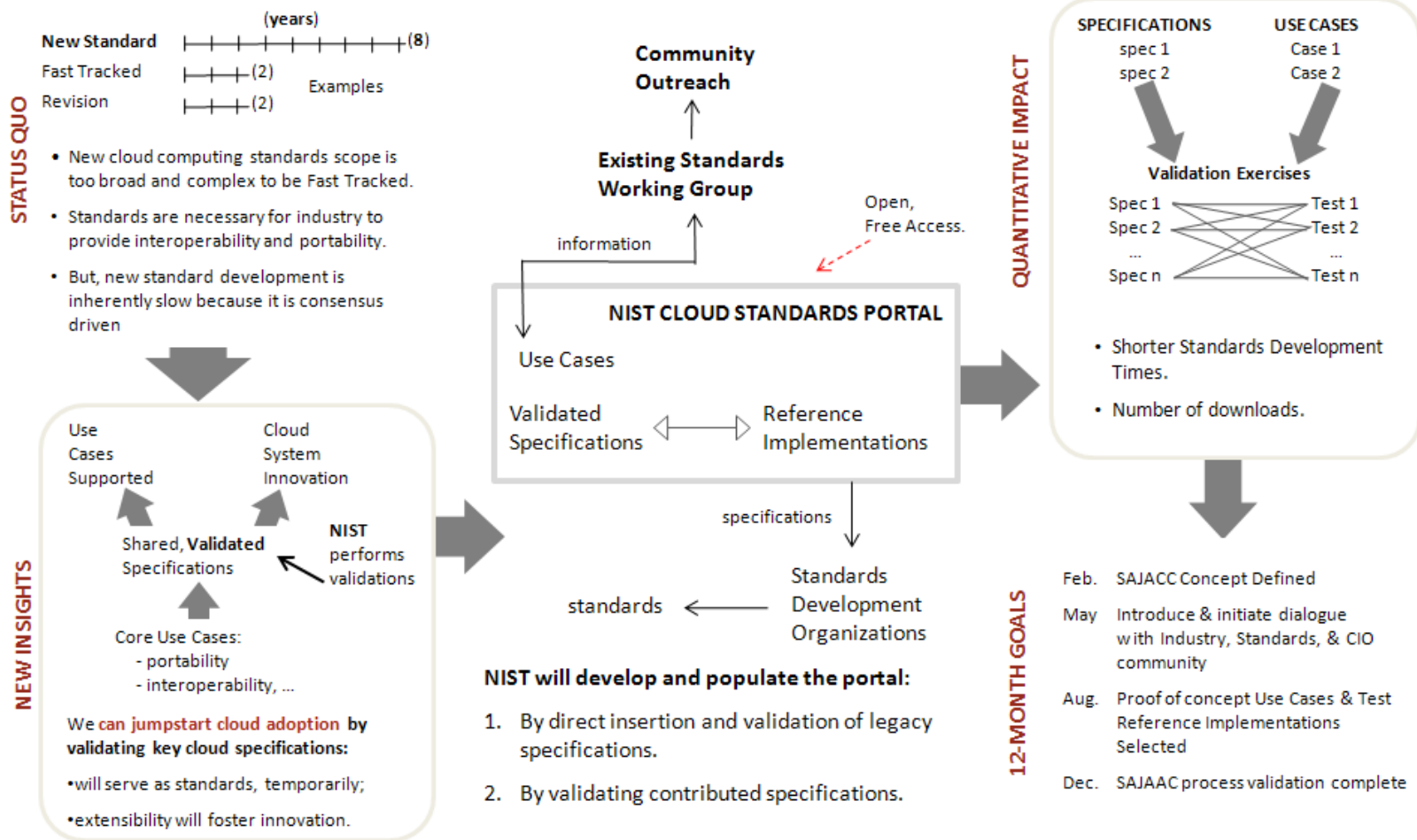


Solution: Unified risk management eliminates inefficiencies





Standards Strategy





A Shift to the Cloud

OPPORTUNITY

CLOUD SOLUTION



Support doctors and healthcare providers in implementation of Electronic Health Records (EHR)

- Nationwide solution for 2,000 users in 6 weeks
- Track and coordinate EHR implementations



Consolidate more than 12 email systems serving 80,000 users

- Moving 80,000 mailboxes to the cloud
- 66% expected cost savings



Modernize enterprise data centers

- Halted procurement of up to \$1.5 billion in data center efforts
- Reevaluating enterprise strategy in context of "Cloud First"



Provide scientists and researchers on-demand access to raw data storage and computing resources

- \$32 million investment

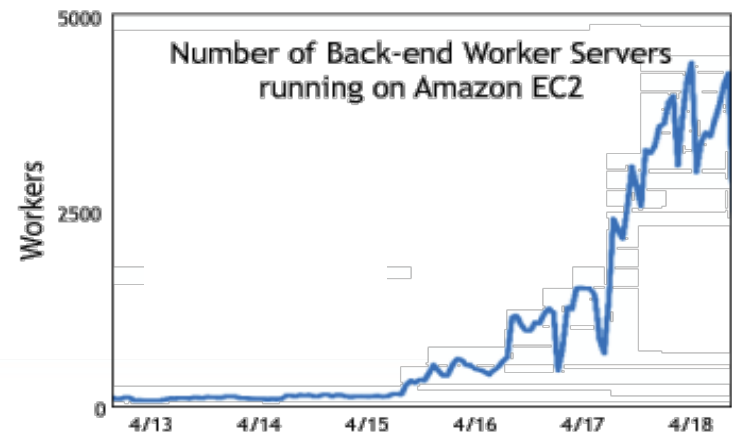
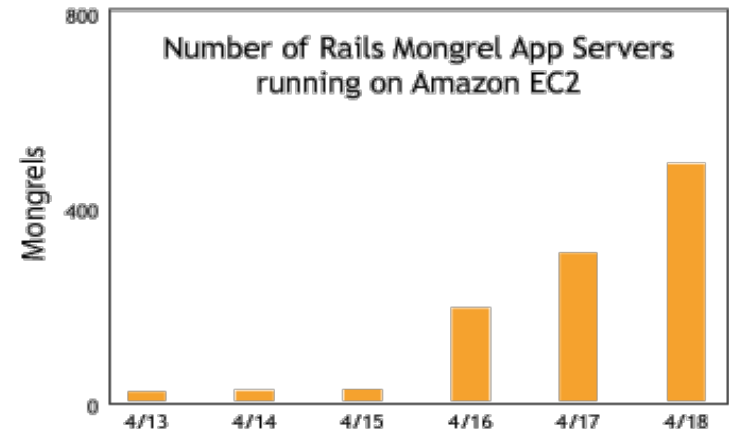




A New Model

- Animoto's multimedia service went from **25,000** users to more than **250,000** users within 3 days
- Scaled from **50** virtual machines to **4,000**
- Supporting **20,000** new customer registrations per hour at peak
- Massive capital investment no longer a barrier to entry
- Great ideas powered by the cloud can scale to transform markets faster than ever before

ANIMOTO



Charts and data: <http://blog.rightscale.com/2008/04/23/animoto-facebook-scale-up/>





Shifting Power to the American People

- Data is being democratized
- Cheaper and more powerful processors
- Faster and more ubiquitous networks
- Billions of sensors are becoming part of a hybrid Internet

Smart Meters



Health IT



Performance Dashboards





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