association of information technology professionals

Los Angeles Chapter
Thursday, May 16 2013
Dinner Meeting, 6 – 9 pm Courtyard Marriott, Culver City

The Cloud:
Obtaining Business Innovation, Platform Agility and Sustainability

Speakers and Panelists:

1.   Dr. John Mooney - Associate Professor of Information Systems and Technology Management, Pepperdine University.
Cloud Management Principles. The Six Management Imperatives for the Cloud Era

2.   Mr. Bob Yates – Strategy Architect, Microsoft
Cloud Economics and Moving into the Cloud

3.   Mr. Andrew Robinson - Principal Design Architect, Information Systems Architects
Cloud Data Centers: Sustainability and Emerging Business Trends

Program: Three cloud overview presentations followed by a panel discussion and Q/A.

Speaker 1. Dr. John Mooney, Associate Professor of Information Systems and Technology Management, Pepperdine University.

Dr. Mooney will address the Six Management Imperatives for the Cloud Era:

1. Rethink the IT Value Proposition
2. Rearchitect your Digital Platforms
3. Redesign your IT governance
4. Reallocate IT Budgets
5. Refocus on user needs and preferences
6. Redevelop the IT organization

Content background: These imperatives are discussed in the paper entitled "**Embrace the Inevitable: Six Imperatives to Prepare Your Company for Cloud Computing**", MIT Sloan Management, Center for Information Systems Research (CISR), Research Briefing Volume XII, Number 10, October 2012

Profile: John Mooney, Department Chair for Strategy, Information Systems and Entrepreneurship and Associate Professor of Information Systems, Pepperdine University

Dr. John Mooney is the Department Chair for Strategy, Information Systems and Entrepreneurship and Associate Professor of Information Systems at the [Graziadio School of Business and Management](), Pepperdine University. He is also a Research Affiliate at the [MIT Sloan Center for Information Systems Research](), where he was a Visiting Scholar for the 2010-2011 academic year, and a Research Fellow at the Irish Center for Cloud Computing and Commerce. He serves as a Non-Executive Director of [RealExPayments]() (which he co-founded) and is an active member of the editorial boards of [MIS Quarterly Executive](), the [eService Journal](), the [Journal of Strategic Information Systems](), and the [Journal of Global Responsibility](). From 2005-2010, he served as Associate Dean for Academic Programs at the Graziadio School, during which time his responsibilities included leadership and oversight of the development and delivery of the Graziadio School's entire portfolio of degree and certificate programs. Dr. Mooney's current research interests include cloud computing, IT-enabled innovation, and business executive responsibilities for IT management. Dr. Mooney holds a BS in Computer Science and a Master in Management Science both from [University College Dublin](), and a Ph.D. in Information Systems from [UC Irvine](). He consults to senior executives on IT-enabled innovation, business analytics, and IT management, and has been honored with a number of teaching, research and service awards. For relaxation, John volunteers with the [Irvine Ranch Conservancy]() as a Trail Boss and Land Steward, with [Maple Youth Ballet]() in Props Fabrication and Back Stage Crew, and with St. Thomas More Parish.

Contact: John.Mooney@pepperdine.edu
LI: www.linkedin.com/pub/john-mooney/0/416/a84

Speaker 2. Bob Yates, Enterprise Architect, Microsoft Enterprise Strategy & Services, Microsoft Northeast District, US.

Mr. Yates' presentation will address the following two topics.

1. Cloud economics
2. Approach to moving into the cloud

Profile: Bob Yates, Enterprise Architect - Microsoft Enterprise Strategy & Services, Northeast District, US.

Bob is a results-driven technology and information systems professional with over 25 years of experience focused on information systems technology.   His well-rounded experience is in enterprise architecture, technology strategy and information systems consulting across

multiple industries including life sciences, healthcare, high technology, retail, consumer products and financial services. Bob joined Microsoft in 2011 as an Enterprise Architect. The engagements he has performed to date have focused on collaboration, mobility, and the maturation of the practice of enterprise architecture. Previously, he worked at Accenture in their Enterprise Strategy and Transformation practice, where he was on the global leadership team for the operations architecture specialty. Bob started his career as a hardware engineer at Data General where he performed chip, board and system design. At Data General and later EMC he also managed corporate cross-functional teams and projects which were responsible for creation of infrastructure and enterprise software. He learned firsthand about the challenges facing IT organizations while managing a couple of IT teams for Staples.

Contact: Bob.Yates@microsoft.com
LI: www.linkedin.com/pub/robert-yates/0/559/b17

Speaker and Moderator 3. Andrew Robinson, Principal, Information Systems Architects
Global Editor of the Joint Technical Committee (JTC1), International Standards Organization ISO 30131: "IT Data Centers: Taxonomy and Maturity Model"

Mr. Robinson will address the topic of Cloud Data Centers: Sustainability and Emerging Business Trends. Understanding How Data Centers Provide a sustainable business platform for the Cloud, and what IT Leaders need to know about costs, sustainability and resource efficiency trends.

Content Background: With the explosive growth of information, all the data centers worldwide consume as much power as the fifth largest country. Cloud data centers are among some of the largest consumers of power. On average half the operating cost of a modern data center is power. In countries such as Canada with cold average temperature climates, half of this operating power and cost can be eliminated by air cooling. What is likely to happen if the global trends of massive Data Center consolidation (40+ to 1), global service transformation and larger scale data centers continue unabated?

You'll learn--

· **How data centers can provide a sustainable business platform for the Cloud**
· **Why sustainability and resource efficiency are more important than you think**
· **About the Internet of Things and how it impacts your IT plans**

IT Departments are rapidly moving out to the cloud, but what are the real implications of these shared service, common data, externally owned/operated and controlled facilities?

And what you need to be aware of and the key trade-off issues to consider for your Cloud Projects!

Profile: Andrew Robinson, Principal Design Architect, Information Systems Architects

For over 30 years, Mr. Robinson's firm, Information Systems Architects, has offered trusted and independent recommendations for systems design, planning, implementation and evolution to a range of Fortune 50 and government clients. Andrew is an accomplished large-scope IT manager, a very thorough systems engineer and a collaborative technology researcher who offers up-to-the-minute technology foresight. With much experience in cross-platform integration, secure systems, and intradepartmental government work, Andrew focuses primarily on the development and implementation of large-scale secure, resilient, and resource efficient IT infrastructures and data centers for the cloud era. Much of his big data, platform and infrastructure design, and review, audit, verification and validation work benefits from his sustainability, standards and design roles as:

1. President, EM-Space, cloud GIS based stand-off high resilience Emergency Management (EM) apps including evacuation, risks/hazards, coverage, public alerting and composite warning planning
2. Global Editor, Joint Technical Committee (JTC) 1, Standards Committee (SC) 39, "Sustainability for and by IT", Working Group 1, International Standards Organization (ISO) 30131 "IT Data Center Resource Efficiency: Taxonomy and Maturity Model". This emerging standard links a set of agreed metrics with guidance practices across the full Data Center lifecycle from design, operations, reuse and disposal. The foundation for the standard is the Green Grid Maturity Model http://www.thegreengrid.org/en/Global/Content/white-papers/DataCenterMaturityModel
3. WiSense Industry Partner, www.wisense.ca
4. National Service/Infrastructure Design, Government of Canada
    1. Supply and Services Canada, "Data Center in a box" environment scan, requirements and RFP development
    2. Industry Canada, Cell Broadcast National Deployment, Emergency Management Organizations, Carriers, Vendor Stakeholder Requirements Consultations, Mobile Device Considerations and Implementation Options
5. Special Advisor, Public Safety
    1. Wireless (LTE 700 Mhz) Broadband Network, Architecture, Design, Operations and Security Working Group Participant
    2. Cyber Architecture Framework Working Group, Subject Matter Expert (SME) on Cloud and Industry (Telecom/Power) Liaison

Contact: andrewro@allstream.net
LI: ca.linkedin.com/pub/andrew-robinson/b/406/79b/

Some Possible Issues for Moderated Discussion by the Cloud Panel:

1. Is Cloud just timesharing where the capital cost of computer, operations and maintenance is optimized away through added resilience, evergreening and integration cost reduction?

2. The real business Cloud lifecycle: virtualization, consolidation, hosting (private), private cloud, colo facility, public cloud---- Information is king.
- Virtualize existing applications
- Developing for New Cloud/Web/Internet platforms.

3. How have you applied the 6 imperatives of cloud mgmt in the real world?
    What works? What doesn't ? why?

4. Is cloud just the main common component of an emerging common architecture: cloud hosted services, transport and mobile platforms: notebooks/netbooks/tablets/smartphones/wearables/sensors.

5. The future of commerce, money, locations and other abstractions in the cloud.

6. Typical Data Center/Server/Service Consolidation:
- Rising ratios: 10-50:1
- Partitioning new services/apps by platform?

7. Realities: Power/Energy Density and Resource Consumption Escalation.

8. Cloud Service Aspects: Security and Resilience.

9. Cloud Data Aspects: Information protection.

MEETING LOGISTICS:

LOCATION - Courtyard Marriott – LA Westside, 6333 Bristol Parkway, Culver City 90230   310-484-7000.   Self Parking at hotel ($8).

TIMING - Networking @ 6:00 pm ● Dinner & Program @ 7:00 to 9:00pm

REGISTRATION: Required. http://www.acteva.com//booking.cfm?bevaid=235906

PRICE - Dinner & Program: Members $25 in Advance, Non-members $35 in Advance, $45 at the Door. For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.

DIRECTIONS:

Going South on 405 - Take 90 Freeway East, Slight right at West Slauson Ave, First right onto   Bristol Parkway.

Going North on 405 - Take exit 49B to merge onto Sepulveda toward Slauson Ave, Right at Green Valley Circle, First right onto Bristol Parkway.

ABOUT OUR SPONSORS

Advanced Systems Group (ASG) maintains key strategic partnerships with leading providers of open system computing products -- custom tailoring computer systems and solutions to fit your computing challenges, future goals, and respect your budget. ASG provides the precise balance of hardware, software, and professional services to cultivate dependable, robust, and secure IT environments—a steadfast foundation on which your business can flourish. To learn more about ASG's IT solutions, go to www.virtual.com or call (800) 894-3619.

Robert Half is a major player in sourcing and placement. Their Annual IT Salary Survey will be available at the meeting. Find more information at www.roberthalf.com

KEEP IN TOUCH TWO WAYS:

1.) Keep informed & interact with other IT professionals: Join our LinkedIn Group at: http://www.linkedin.com/groupsDirectory and enter "aitp-la".

2.) Get the timeliest AITP event notices: send your email address to: aitpla@gmail.com