

## Master Class Cloud Computing

# Earning Money with Change

An exclusive 4 day master class for CIO's, senior IT managers and business leaders who want to make a difference.

# Earning money with change

Cloud computing turns out to be a disruptive technology. It is the next stage of the Internet computing model, one in which business will consume more and more services, not technologies. And these services are ready to run, available outside the office walls, and paid for on the basis of usage, just like water or electricity. As the cloud and services model matures, business will be able to solve old problems more inexpensively and rapidly. And what's more: business units will be able to address new challenges that they were never able to address before. The cloud will force business to change, and even more, force IT providers and IT departments to change.

For a lot of companies their journey to the cloud began some time ago. Other organizations may be in an exploratory phase. Regardless the present situation of your organization, this master class provides you an unique opportunity to get under the hood of cloud computing and to learn from other CIO's and experts in their field. You'll get deep insights in the business opportunities of the new paradigm, in the roadmaps for implementation, but also in the limitations and the legal, security and privacy constraints. Further more: every module will provide one 'inside story': a business case or case story.

The masterclass is an intensive four day program including two overnight stays. This four day program contains over 28 hours lectureship, with expert guest speakers for each module. Most modules will be a half day session. In the evening there will be a plenary dinner with a mystery guest. The result at the end of the masterclass will be that you have enough practical knowledge to judge the business opportunities of cloud solutions for your organization and to orchestrate to steps to be taken to move a hybrid IT ecosystem with cloud services from various providers. All in order to get more value for the same dollar.

## For whom?

An exclusive 4 day masterclass for CIO's, senior IT managers and business leaders.

Skill set: High-level business & strategical capacities and basic IT-knowledge.

## Your Guide/Teacher: Peter Hanselman



This masterclass is chaired by Cloud Strategist Peter Hanselman. Peter has a strong corporate background and worked as CIO and Change Manager in retail, banking, finance and IT service companies. He worked for ING, IBM, Getronics and Maxeda. Both Innovation and a focus on ROI keep coming back in his long career. Peter has a comprehensive integrated overview of all the important aspects of the IT landscape. His specialties are Virtualization and Cloud Strategy, Professional Training and Coaching.

As a member of the Speaking Academy Peter turns out to be very stimulating guest speaker as well. Peter is Chairman of the Cloud Credential Council. Peter will chair all sessions of the master class.

*More information: [www.peterhanselman.com](http://www.peterhanselman.com)*

## Program

Program set up of both 2 day sessions

### **Day 1**

Coffee 09:30

Start program 10.00

*Introduction*

*Guest speaker*

*Business case/case story/demo*

*Discussion*

Lunch 13:00 -14:00

Start Program 14.00

*Introduction*

*Guest speaker*

*Business case/case story/demo*

*Discussion*

Drinks 18:00

Diner + Special Guest 19:00

Overnight stay 21.30

### **Day 2**

Welcome 8.00

*Start Program 9.00*

*Introduction Guest Speaker*

*Business case/case story/demo*

*Discussion*

Lunch 13.00-14.00

Start Program 14.00

*Introduction*

*Guest speaker*

*Business case/case story/demo*

*Discussion*

*End program 16.00*

## Modules

### 4 day program

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#### PART I

### Day 1

Morning      Module 1: [Earning money with change](#)

Afternoon    Module 2: [Under the hood: architectures, virtualization, data storage and application development](#)

*Diner + IT&society watcher: Frans van der Reep*

### Day 2

Morning      Module 3: [Strategy - orchestrating the new paradigm](#)

Afternoon    Module 4: [Business risks: security in the cloud](#)

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#### PART II

### Day 3

Morning      Module 5: [An European view on security, standards, tax and legal issues](#)

Afternoon    Module 6: [Defining a roadmap for Cloud Adoption](#)

*Diner + trendwatcher Jan Baan*

### Day 4

Morning      Module 7: [Dealing with Providers / Cloud Sourcing Strategies](#)

Afternoon    Module 8: [Governance and Wrap up](#)

# DAY 1 - March 7

## DAY 1 - MORNING SESSION

### Module 1: Earning Money with Change

*Speaker: Peter Hanselman*

- Changing business models
- Business Drivers for Adopting Cloud Principles; Cloud Delivery and service models.
- The economy of scale
- The consumerization of IT
- Different models for cloud contracting: pay per use in action
- Cloud computing payback

*Goal:* After this session participants will have deep insight in the business models for different approaches to cloud computing.

*About the speaker:*



This Peter has a strong corporate background and worked as CIO and Change Manager in retail, banking, finance and IT service companies. His specialties are Virtualization and Cloud Strategy. Peter is also chairman of all master class sessions.

## DAY 1 - AFTERNOON SESSION

### Module 2: Cloud Computing or Outsourcing 3.0

*Speaker: Wouter Schmitz (Head of Architecture, ABN AMRO)*

- How to become agile with Cloud Computing
- Dealing with a changing investment paradigm
- New business strategies: looking upwards from the blue ocean
- The need for standard components: an ASP case story
- Judging your application portfolio from a Cloud perspective
- Things you should know before selecting vendors

*Goal:* After this session participants will have a solid foundation of cloud delivery models and will understand the need for componentizing the company's IT-infrastructure. Participants will understand why this leads to completely different investment and outsourcing strategies.



*About the speaker:* Wouter Schmitz is head of architecture within the Dutch department of ABN AMRO. Previously Wouter was business architect at ABN AMRO BU-NL and architect at Origin.

## SPECIAL DINNER GUEST



Special Evening Guest is Frans van der Reep, senior strategist at KPN Consulting and professor Digital World at the Inholland University of Applied Sciences. Frans is known for his concept-leadership, the ability to de-frame people, spiritual counseling and life coaching, social imagineering and to forecast market and technology trends.

His blog: [www.fransvanderreep.com](http://www.fransvanderreep.com)

Twitter: <http://twitter.com/fvdr>

# DAY 2 – March 8

## DAY 2 - MORNING SESSION

### Module 3: Strategy - Orchestrating the New Paradigm

*Speaker: John Hermans (KPMG)*

- Current business challenges
- Perspective: move to a hybrid IT environment
- Business aspects of hosting, outsourcing and cloud computing
- Steps forward: orchestration en strategy

*Goal:* After this session participants will know which steps have to be taken to combine cloud services from various providers with complex existing IT ecosystems in order to get more value for the same dollar

*About the speaker:*



John Hermans is partner at KPMG Advisory. He focusses on what he believes is the key challenge for CEO's and CIO's in the aftermath of the financial crisis: to orchestrate complex IT ecosystems encompassing both traditional IT systems and cloud services from various providers in order to get more value for the same dollar.

John is heading the Information Protection and Business Continuity Services in the Netherlands as well as the Identity & Access Management Services of the EMA region. He John is also leading the Cloud Computing services at KPMG Netherlands.

## DAY 2, AFTERNOON SESSION

### Module 4: Business Risks: Security in the Cloud

*Speaker: Marco Plas (ING)*

Considerations on cloud computing

- Security requirements: cloud computing vs conventional environments
- Security measures for public, private and hybrid clouds
- Selecting the right provider
- Legal requirements and other compliance issues

*Goal:* After this session participants will have indepth knowledge of risk and security issues of different cloud solutions.

*About the speaker:*



Marco Plas is Chief Security Office Europe & Asia and Chief Architect Risk & Security at ING Insurance. \After laying an academic foundation with business economy and business information science, Marco specialized in Risk Management, International compliancy, business continuity and security. During his career at Capgemini he helped numerous organizations to implement solid security solutions and create awareness for guidelines and procedures.

# DAY 3 – April 11

## DAY 3 - MORNING SESSIONS

### Module 5: A European View on Security, Standards, Tax and Legal Issues

Speaker: Ton van Dijk (CIO at Vopak)

- Wiretapping by Governments
- US versus EU approach
- Data protection legislation/directives
- Tax in a cloud world
- Eprivacy legislation/directives (Restriction on international data transfers)
- Challenges: is the cloud provider a data controller or processor



*About the speaker:*

Ton van Dijk is CIO at Vopak, the world's leading provider of conditioned storage facilities for bulk liquids. Before that he worked as a manager IT Strategy, Policy & Architecture at Heineken International, director/owner at Spider in the Web and Head of IT at Twynstra Gudde.

## MAY 3 - AFTERNOON SESSIONS

### Module 6: Defining a Roadmap for Cloud Adoption

Speaker: Bob Stemmerik (Cisco)

- Preparing the Organization: Technology
- Preparing the Organization: Change Management
- Roadmaps for different Cloud Delivery and Service Models: from IaaS, PaaS, SaaS to BaaS

*Goal:* After this session participants will have a deep insight in the variety of steps and stages that has to be taken to move to a private cloud environment. Furthermore this session provides a detailed roadmap to implement a private cloud.



*About the speaker:*

Bob Stemmerik is Head of Data Centre Architecture Europe North at Cisco. With more than 28 years of IT Experience, Bob has extensive knowledge of Infrastructure, Hosting & Data Centres. Furthermore, in IT, Bob has been involved in Managed Services modelling and implementation and Cisco's data centre operational and transformational strategy. Bob has worked in various parts of the industry and at various locations around the globe. Serving 6 years in the Oil Industry with ARAMCO and 13 years in the Finance Industry with

SWIFT and the last 12 years with Cisco.

## DAY 4 – April 12

### DAY 4 - MORNING SESSIONS

#### Module 7: Dealing with Providers / Cloud Sourcing Strategies

*Suggested Speaker: Rob de Haas*

- Differences outsourcing and cloud services
- Providers: how to select, how to assess
- License policies
- Checklist for cloud computing contracts - things you should know
- Vendor management; Contract management; SLA management
- And more: Legal Support; Enterprise Risk Management; Compliance Monitoring; Demand Management; Service Portfolio Management; Identity Access Management;
- Service and Technical Integration

*Goal:* After this session participants will have better knowledge for entering contract negotiations with cloud providers, and will have better insight in the skills needed to close cloud sourcing deals.



*About the Speaker:*

Rob de Haas has independently established himself as a coach, with a particular focus on supporting managers in the process of outsourcing IT tasks. Until 1 November 2009 Rob de Haas was Group CIO of ABN AMRO where he worked since 2002. He implemented a comprehensive and successful operation involving IT outsourcing and offshoring on a global scale. Rob has a long track record in the financial industry. In 2008 he became CIO of the Year.

### DAY 4 - AFTERNOON SESSIONS

#### Module 8: More Governance and Wrap up

*Suggested Speaker: Peter Hanselman*



What have we learned these two days? Chairman Peter Hanselman wraps it up before everyone goes home. The final helicopter view, the inevitable checklists and the things to remember.

*This program is developed by Peter Hanselman and Fred van der Molen (editor of 'Get Ready for Cloud Computing' (2011)).*