



ASOBANCARIA

XI



CL@B

COLOMBIA

2011

INNOVACIÓN

PROGRESO

Latinoamérica en su mejor momento





Enabling Cloud Computing Adoption

Ricardo Galindo
Financial Services Lead
Microsoft
Cartagena, August 2011



FIFTH GENERATION OF COMPUTING



CLAB 2010 - Panama



Adoption in Latin America has been slower than in other regions

❑ According to IDC

- Only 14.5% of medium and big size have adopted some Cloud Technology (January 2011)
- However, 50% are using Virtualization in some degree
- Projection is that pace will pick up and will get to 70% in 2015, and spend will grow 6 times.

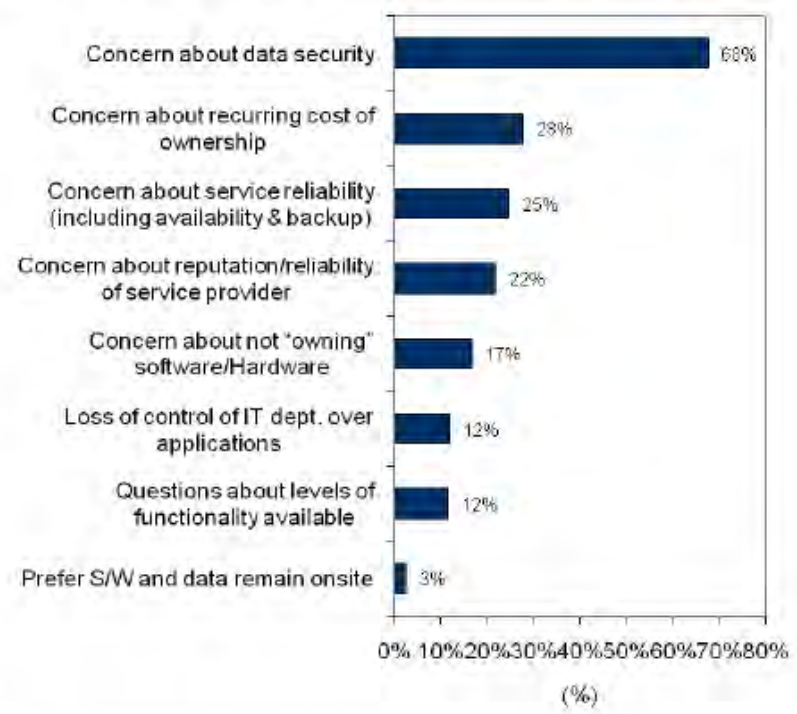


17, 18 y 19 de agosto de 2011
Centro de Convenciones Julio Cesar Turbay Ayala,
Cartagena de Indias.

FIGURE 6

Latin America Cloud Adoption Inhibitors

Which are the most likely factors to discourage the use of Cloud services?



Base: Companies with 100+ employees in Latin America that are using or considering use of Cloud services

Source: IDC, 2011



Financial Services and the New Era of Cloud Computing

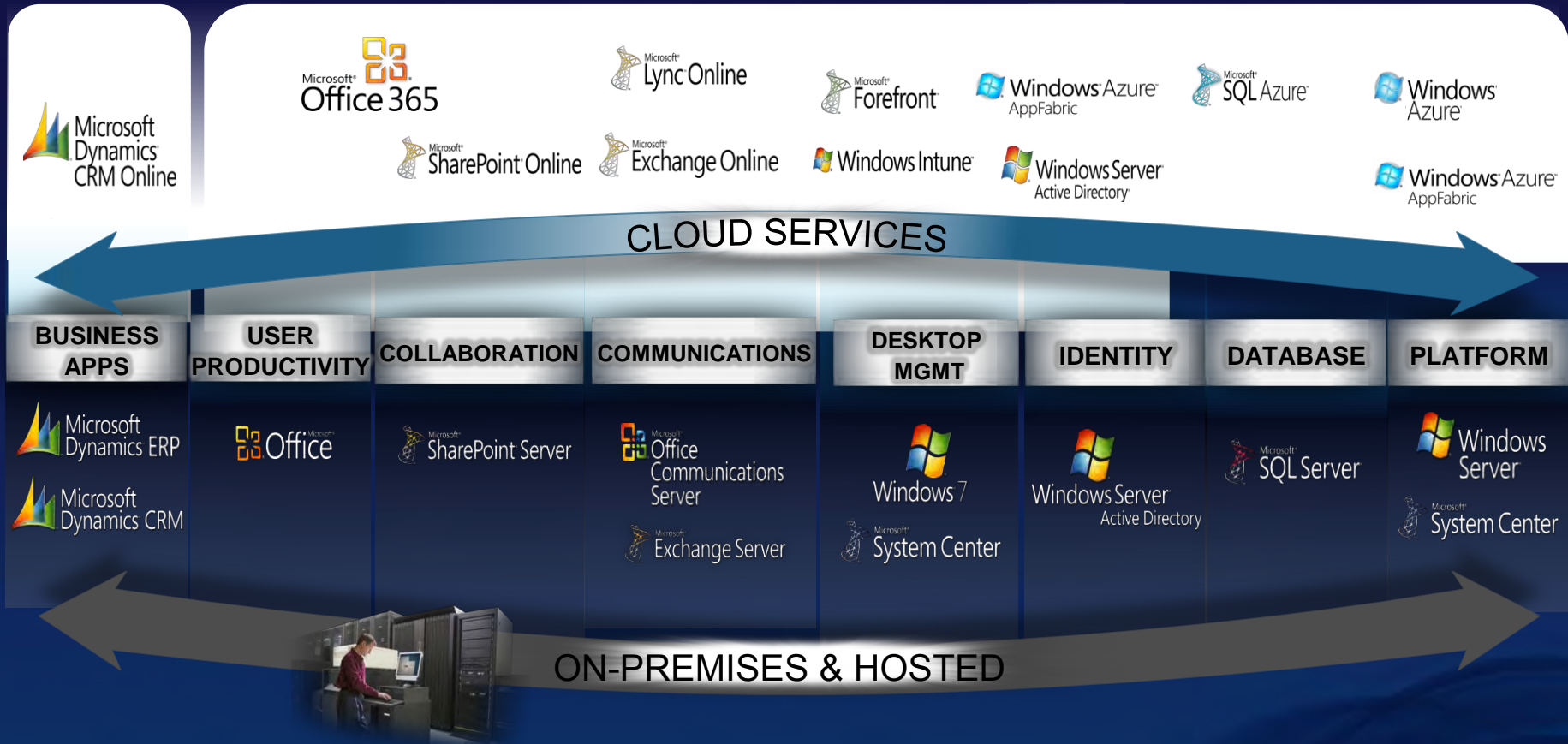
Victor Dossey
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Industry Leadership in Cloud

BUSINESS APPS

PRODUCTIVITY AND MANAGEMENT

PLATFORM



What is "the cloud"?

The Cloud is not a location, it's a
delivery model as a standardized
compute service

It's a
consumption
model for users

It's a delivery model for IT
services (content,
applications, data...)

It's a compute
model for
datacenters

Corporate datacenter

Partner datacenter

Global datacenter

On Demand & Self-service

Pooled Resources

Dynamic Scale and Elasticity

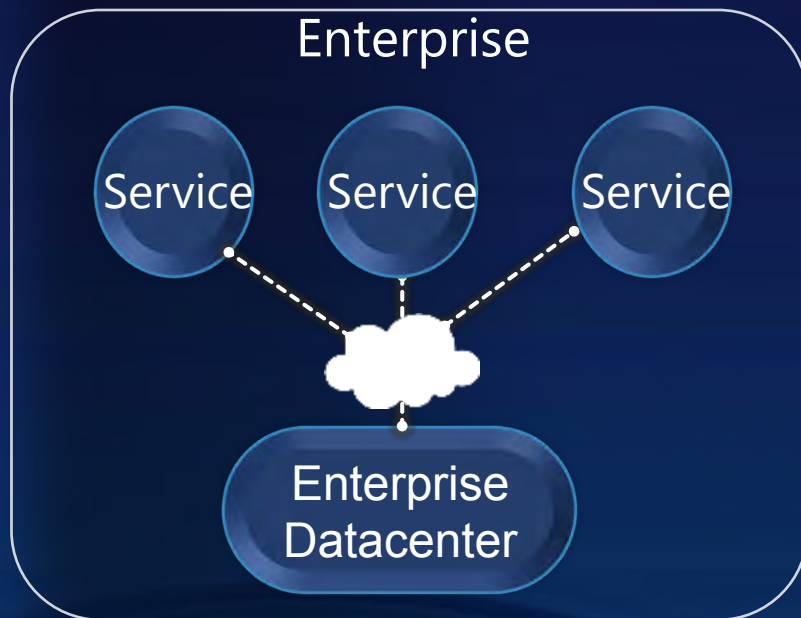
Measured and Usage Based

**CLOUD
COMPUTING**

Private Cloud and Public Cloud

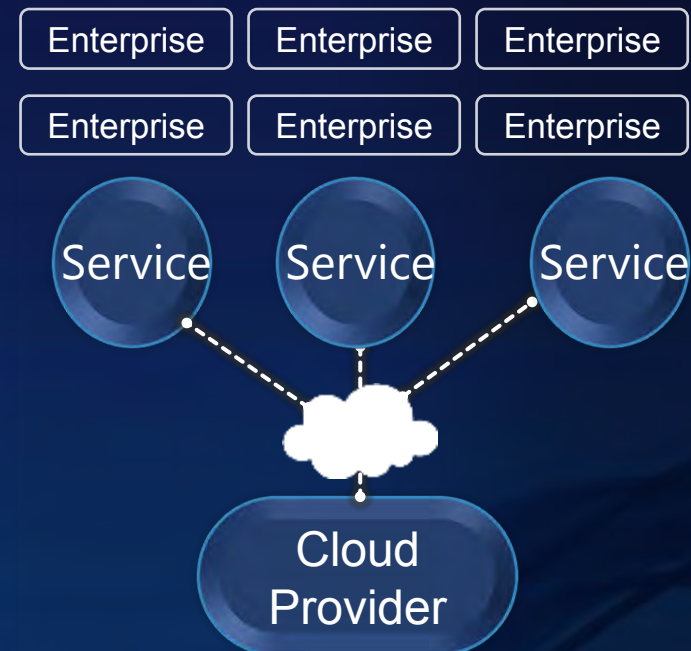
Private Cloud

Private cloud: core cloud attributes of self-service, shared, scalable/elastic and usage-based on **dedicated resources**.



Public Cloud

Public cloud: core cloud attributes of self-service, shared, scalable/elastic and usage-based on **shared resources**.



Journey to the Cloud

TRADITIONAL
COMPUTING



VIRTUALIZED
COMPUTING



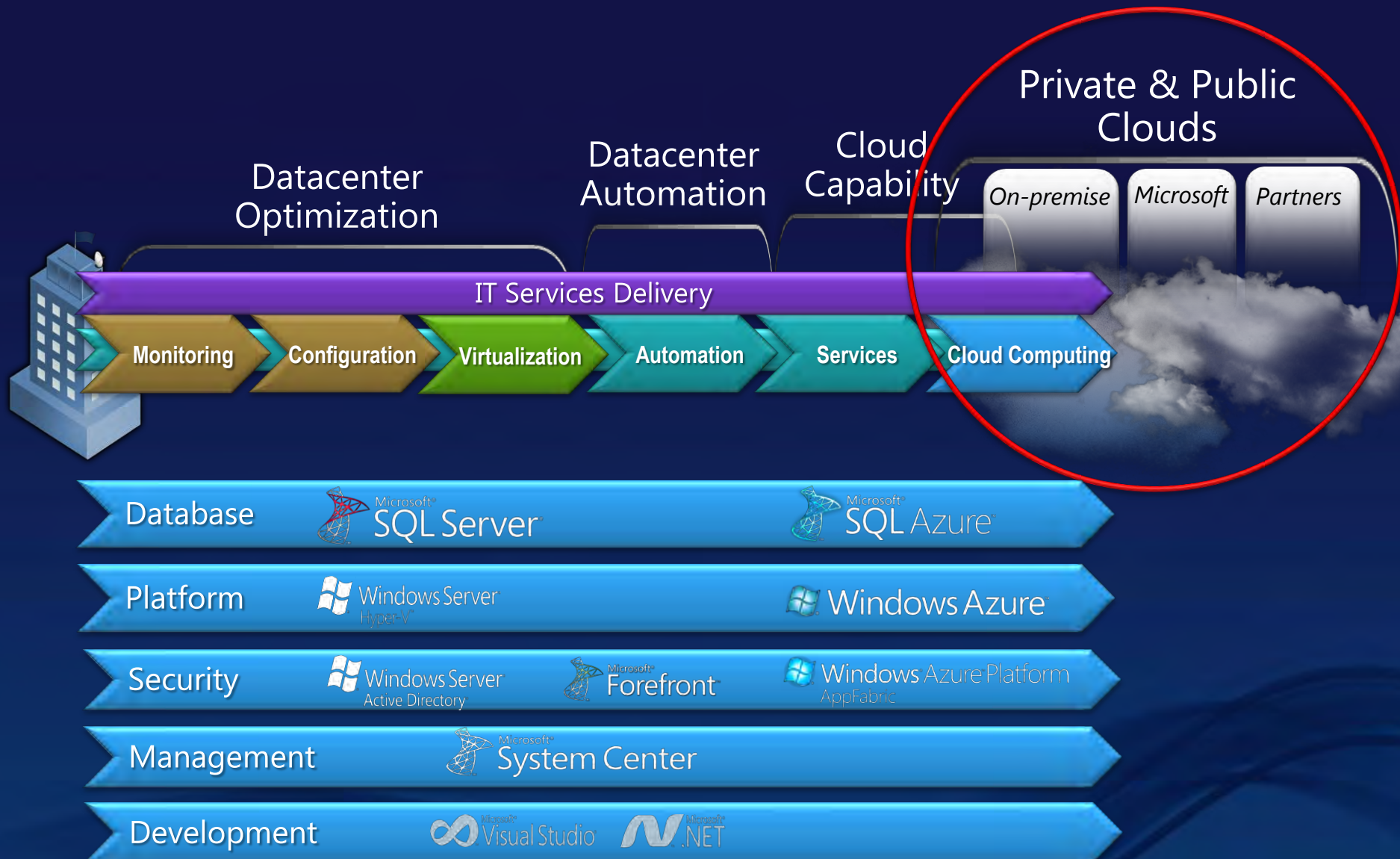
CLOUD
COMPUTING



PRIVATE

PUBLIC

Journey to the Cloud



Barriers to virtualization and cloud adoption



Fujitsu Global Cloud Platform

Fujitsu Launches Global Cloud Platform Service Powered by Microsoft Windows Azure™

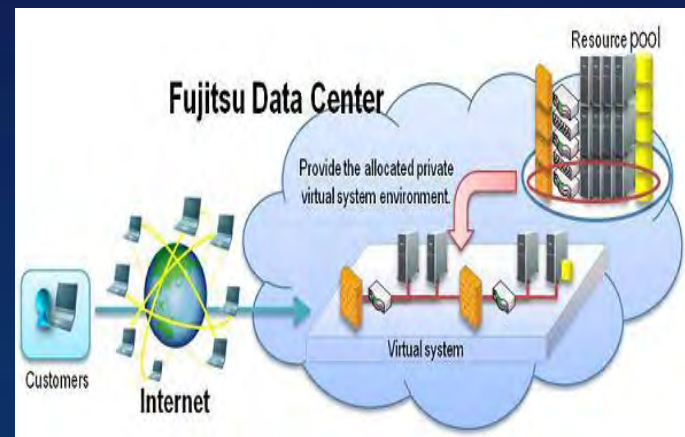
Global cloud platform to be deployed at Fujitsu's datacenter

Tokyo, June 7, 2011 — “This will allow customers who prefer to store their business data domestically to have timely access to the datacenter when necessary and reduce delays due to network latency.”



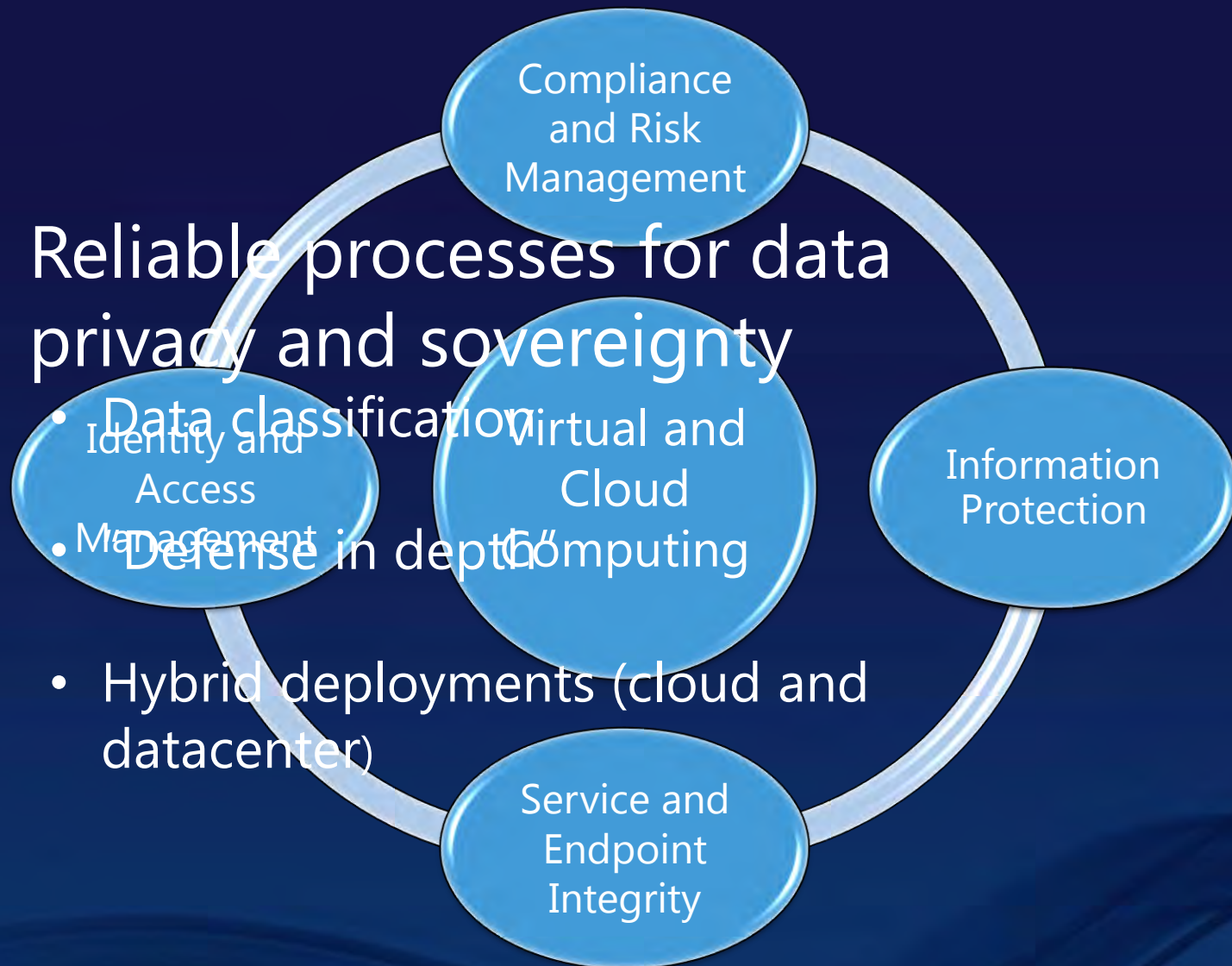
Private cloud built with an **emphasis on privacy, security, compliance** and increased control.

- Domestic datacenters (Starts in Japan & USA)
- Domestic data storage
- Timely access to datacenter for audit.



Barriers to virtualization and cloud adoption

- Reliable processes for data privacy and sovereignty



Barriers to virtualization and cloud adoption



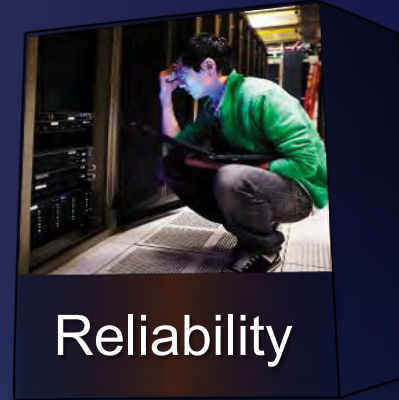
Barriers to virtualization and cloud adoption

- Systems engineered and operated with security in-mind and end-to-end security at all computing layers.
 - Trustworthy Computing - Secure Development Lifecycle and Defense in Depth. <http://www.microsoft.com/about/twc>
 - NIST guidance for Virtualization – plan first, regular patches, fine-grained administration. NIST Guidance <http://csrc.nist.gov/>
- Consistent management and monitoring of cloud, virtual & physical systems.
 - Management Suites expanded to the cloud
 - TM Forum – multi-cloud monitoring and management



Service and
Endpoint
Integrity

Trustworthy Computing Initiative

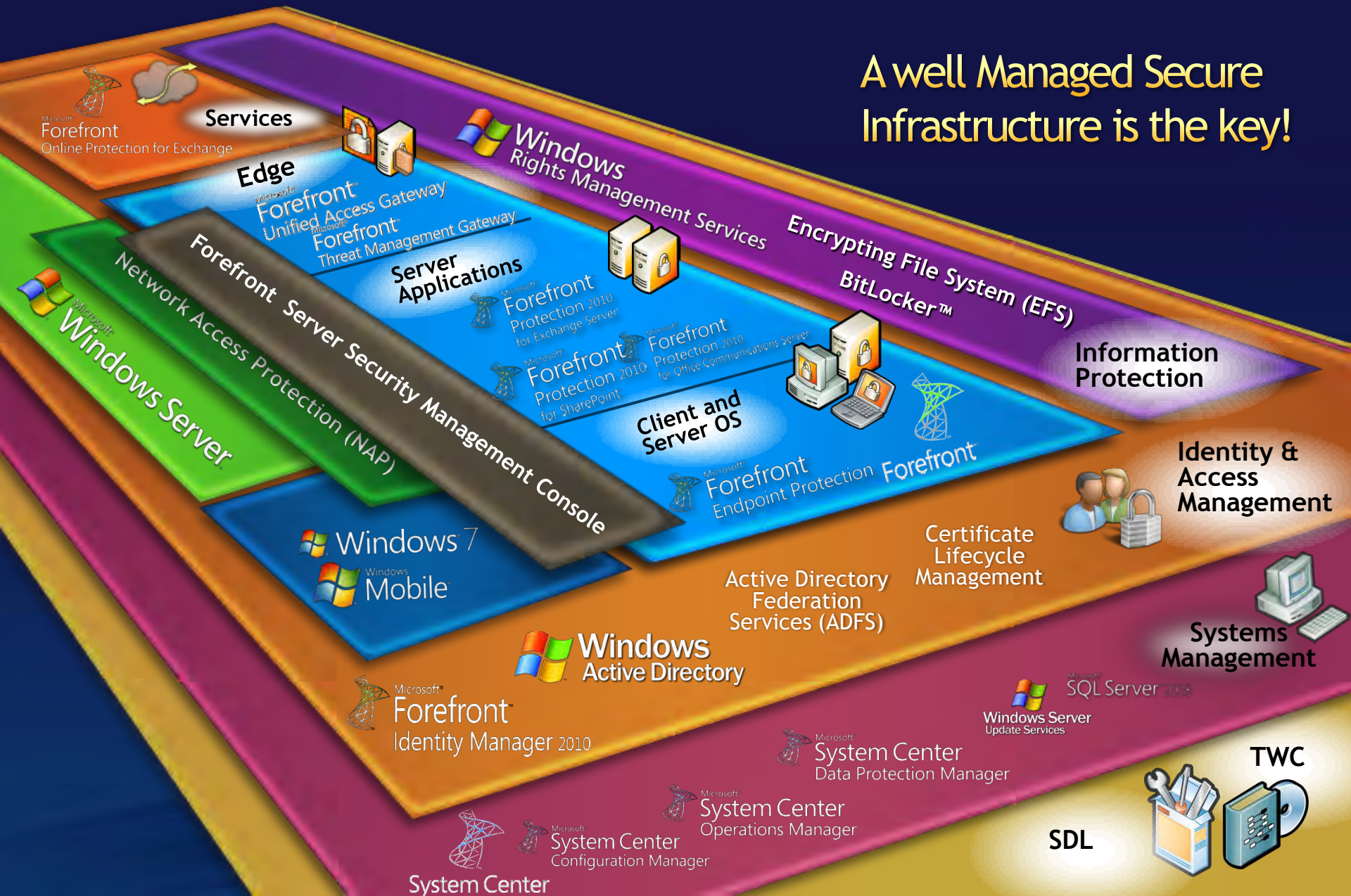


The long-term, collaborative Microsoft effort to create and deliver secure, private, and reliable computing experiences for everyone

- Understand and respond to immediate, emerging, and future threats.
- Engineer trust (privacy, security, reliability) into products from day one.
- Work with customers, industry, and policymakers to create a more trusted ecosystem.

Trustworthy Computing: Defense In Depth

A well Managed Secure Infrastructure is the key!



Case Studies - Cloud Implementations in Financial Services



**Software as a
Service (SaaS)**



**Infrastructure as a
Service (IaaS)**



**Platform as a
Service (PaaS)**

Core Banking on Public Cloud – Microfinance in Mexico

Temenos takes banks into the cloud with the launch of T24 on Windows Azure

07 February 2011

T24 first core banking system to go into production with clients on Windows Azure

GENEVA, Switzerland – 7th February 2011 - Temenos (SIX: TEMN), the global provider of banking software, today announced the availability of TEMENOS T24 (T24) on the Microsoft Windows Azure platform, making T24 the first core banking system to go into production with customers on Azure. This technological development builds on Temenos' experience of core systems applications in hosted environments and will offer far reaching operational and financial gains to certain banking markets across the globe.

The combination of T24 and the Windows Azure platform, including SQL Azure, allows banks to remove the high data centre costs associated with running a multi-application environment by moving these operations to a consumption based pricing model. Banks will no longer need to expend time and budget on provisioning and operating hardware resources, as running T24 natively on the Windows Azure platform enables them to scale resources effectively and increase volume according to customer demand.

As part of this launch, Temenos has embarked on its first cloud migration to move a network of 12 Mexican financial institutions from a traditional hosted environment onto the Windows Azure platform. Five of these – Sofol Tepeyac, Grupo Agrifin, Findeca, Soficam and C.Capital Global – are

- Provide financial services to the poor
- Lower cost of Microfinance and Community Banking.
- Utilize the power and global availability of Windows Azure



Case Study: Risk Metrics – Portfolio rebalancing in the cloud

- Risk management services to the world's leading asset managers, banks and institutions
- Measure and model complex financial instruments
- MonteCarlo Simulations on a Hybrid Cloud Environment
- Supports predictable and unpredictable "bursting"

"We're using Windows Azure to meet the evolving needs of our clients. And with the ... reduced levels of new investment required, we can consider solutions that might otherwise not have been possible."

Rob Fraser, Head of Cloud Computing, RiskMetrics

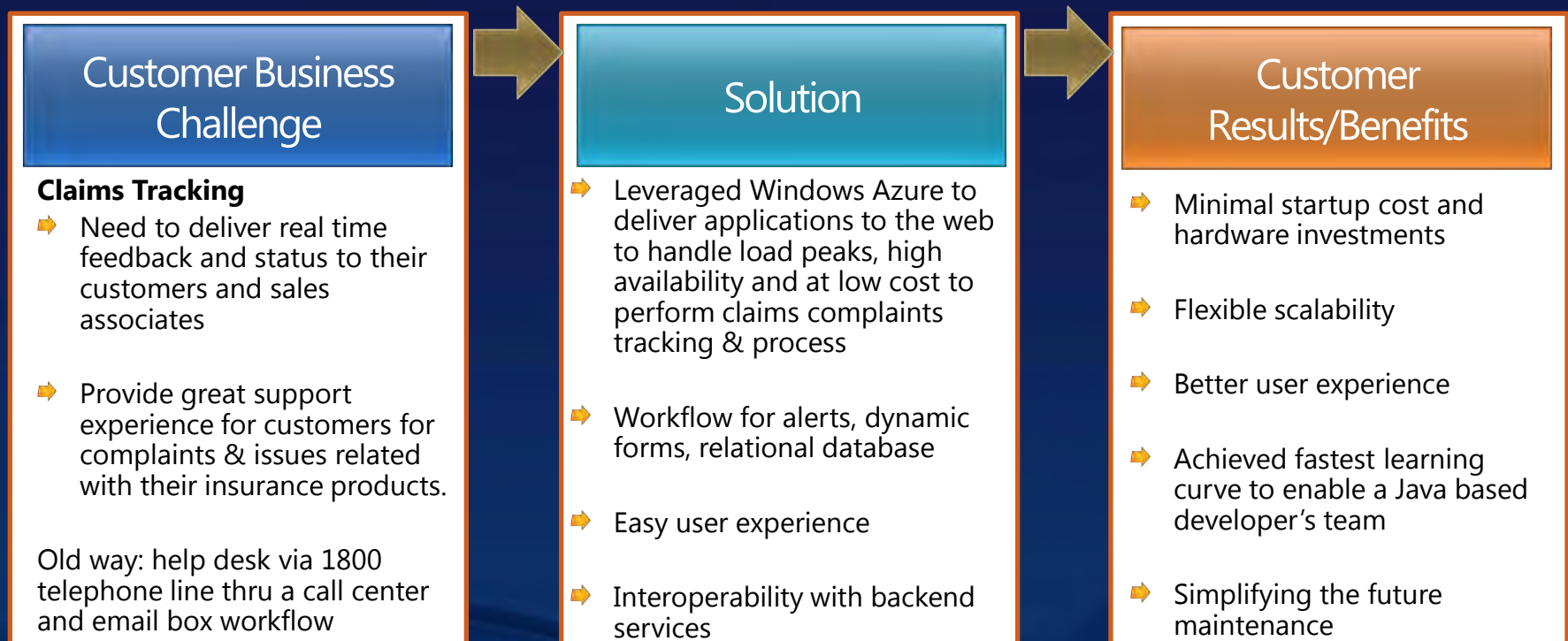


Case Study: AXA Seguros - Claims servicing on cloud



"We are impressed by the adoption curve of the development team to create a fully functional application in the Windows Azure Platform that directly impacts in our final user support perception"

Sandra Lopez, IT Director, AXA



Financial Services Customers – Virtualization & Private Cloud

FINANCIAL SERVICES CUSTOMERS



PRIVATE CLOUD BENEFITS

Lloyd's, the world's only specialist insurance market, virtualizes environment to cut operating costs, increase resource utilization, and take advantage of its new data centers. [LINK](#).



Norway's largest financial services group, new platform for credit evaluation process. [LINK](#)



(AUVA) is Austria's largest social security and emergency hospital insurance provider maximized Service Availability Through Virtualization [LINK](#)



Financial services provider chooses Hyper-V instead of VMware for speed, \$1 million savings. [LINK](#)



Virtualization Solution Helps Brazil's Central Bank Cut Power Costs by 20 Percent, boosted IT productivity by 20 percent, and increased processing speed by 50 percent. [LINK](#)



Update the aging environment in its mission critical Operations Group, while reducing the risk of business disruption . [LINK](#)

Financial Services Scenarios – Public Cloud

SCENARIOS WITH CLOUD FINANCIAL SERVICES EXAMPLES

Enterprise
Productivity &
Collaboration



Sales & Services



Core Processing



Risk Analytics &
Reporting



Data Insights &
Monetization



It is a journey – accelerate IT now



Implement / continue multi-layered security strategy.



Start simple – pick one or two workloads to implement.



Improve monitoring and management capabilities



Automate virtualization for elasticity and self-service provisioning



Adopt cloud services when appropriate for your business



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