



NOT ALL CLOUDS ARE EQUAL

The evolution of the enterprise cloud.

2000 (SaaS)

Internet based with many providers and interfaces - silos of data.

Many interfaces, many providers, no service assurance.

Human has to use many interfaces to get their job done.

Many relationships to deal with.

2007 (IaaS, PaaS)

Horizontal open infrastructure platform - but no commonality.

One provider, consolidated UI, but enterprise logic has to be built and tested in every case.

Human gets one interface for their role. ✓

Many relationships to deal with.

2010 (Enterprise PaaS)

Open common platform - with well proven enterprise wide logic.

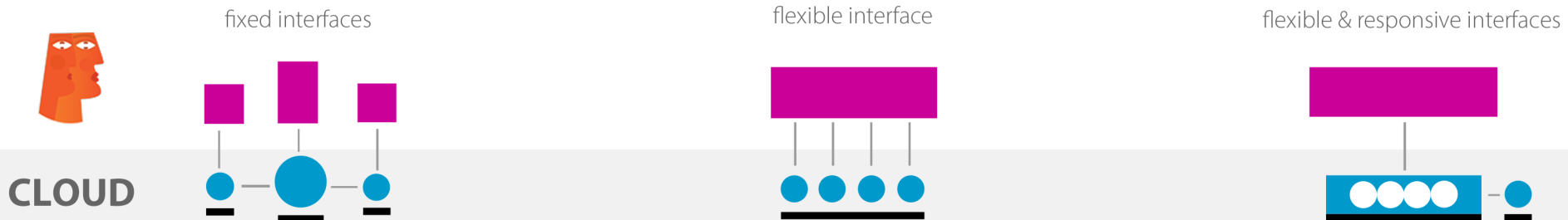
One provider.

Flexible interfaces based on role.

Human gets the exact interface they need to get their job done. ✓

One relationship to deal with. ✓

mydigitalstructure.



commonality creates simplicity,
collaboration, efficiency, scale & innovation