



To the Cloud: Cloud Powering an Enterprise

Pankaj Arora, Raj Biyani, Salil Dave

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The *Why*, *What*, and *How* of enterprise cloud adoption--a clear framework and proven best practices from Microsoft's own experience

"Great book. What's particularly impressive is the outline of steps Microsoft itself is taking in its move to the cloud. Do as I do is always more powerful than do as I say." -- Al Ries, Co-author, *War in the Boardroom*

"This book takes on enterprise cloud adoption to a level I've not seen before--made even more elegant with its structured framework and crisp approach." -- Anthony D. Christie, CMO, Level 3 Communications, Former CTO/CIO, Global Crossing

"A practical and timely guide that covers the entire journey to the cloud from an enterprise perspective including business, technology, and organizational impact." -- Bart Luijten, CIO Corporate Functions & Corporate Technology, Philips

"*To the Cloud* is recommended reading for any CXO who wants to understand the cloud--what it means, what it can do for their business, and more importantly, how to implement it in their organization. The authors have done an excellent job clearly explaining a complex topic, which will surely help this book's readers readily embrace the many benefits the cloud can provide." -- Jean-Philippe Courtois, President, Microsoft International

"The cloud powers business solutions for building tomorrow's enterprise and this book offers a simple, well-structured, and high-level process map for cloud adoption."-- Kris Gopalakrishnan, Executive Co-Chairman, Infosys Limited

"*To the Cloud* is a boon for CEOs evaluating the information technology needs of an organization. The easy-to-understand tone, tables, charts, and visuals allows non-techies to grasp concepts and decide how the cloud can benefit an organization--going a long way in helping a CEO decipher the language of the CIO!" -- Rajesh Dalal, Former CEO, Johnson & Johnson Medical India

"*To the Cloud* is a practical and timely primer, clarifying the concepts and many paths to the cloud. The cloud will elevate IT to a new plane--one which is transformational and plug-and-play--and the authors paint a vision of how it can help realize long-elusive IT productivity gains. Simply put, *To the Cloud* brings cloud computing down to earth." -- Ravi Kastia, Global Head, Aditya Birla Group

Cloud computing is full of tremendous opportunity, but is also riddled with hype and confusion. Business and technology leaders know the cloud is essential, but they lack clarity and experience. *To the Cloud* cuts through the noise and addresses the Why, What, and How of enterprise cloud adoption. This unique guide lays out a four-step framework, leveraging the experience and best practices of Microsoft's own IT group. The book delivers end-to-end business and technology guidance, describing how to analyze application portfolios to identify good cloud candidates, choose the right cloud models, consider architecture and security, and understand how shifting operations to the cloud affects budgeting and staffing.

Applicable to all cloud platforms and providers, this practical resource debunks myths, revealing that real clouds are more than just web hosting, virtualization, or the Internet itself rebranded. It takes a balanced

approach, addressing concerns and hybrid adoption scenarios alike. Based on the authors' proven expertise working for Microsoft's CIO on cloud migration and with cloud platform development teams, the book is supported by clear frameworks, graphics, tables, summaries, and checklists to provide a true practitioner's guide to the cloud.

To the Cloud helps you:

- **Explore** cloud computing to understand its promise and challenges
- **Envision** how cloud computing can transform your organization
- **Enable** your organization with the necessary resources and skills
- **Execute** the design, development, and operation of cloud workloads

To the Cloud is essential for IT professionals seeking to lower total cost of ownership, improve the return on IT investment of existing services, and help the business bring new products to market more quickly.

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