Cloud Services – Best practices Marketing Plan

As well as consulting services for end-users, the Cloud Best Practices Network also offers marketing support and sales acceleration services for vendors.

This document outlines the program of activities as of August 2011.

Agenda Overview – Solution Selling Cloud Computing

For sales vendors the CBPN offers a program based on Mike Bosworths' best practice 'Solution Selling'. This utilizes case studies and an ROI business case capability to drive more opportunities and close more deals.

A best practices framework is the ideal way to implement this through:

• Practical How-To, solutions-oriented material that buyers are looking for
• ROI business model templates
• Maturity model tools to plan transformation journeys with clients

Managed Campaign

The CBPN offers this entire campaign as a managed service, implemented across:

• CIO Best Practice solution marketing
• Technical solutions programs
• Industry marketing campaigns
• Key contact plans
• Events and Conferences
• PR & Social media
• Sales training and support

Customers are able to pick and choose some or all of these elements to drive their own sales activities.
CIO Best Practice solution marketing

The key activity for the CBPN will be to help CIO's who want to migrate a large IT estate to the Cloud, featuring legacy applications and common IT systems like email and collaboration.

This will therefore require that the headline content activities are centred on positioning Cloud Computing with senior CIO executives, particularly through case studies of other real-world adoptions that quantify what real cost savings and other benefits that are possible from this migration.

Our initial flagship case studies include:

- The 'MiCloud' initiative by the State of Michigan – This defines an overall business transformation framework for integrating Cloud services into IT service delivery.
- The Canada Cloud Roadmap, defined by the Federal Government of Canada – The 'GC Community Cloud' is how the NIST Community Cloud model is being implemented by government in Canada.

These two provide the ideal base references, in that i) MiCloud offers the overall business planning and ROI framework, and ii) the Canada Cloud Roadmap focuses on the core technology architecture.

Further case studies will provide ongoing refinement and detail in key areas.

Legacy 2 Cloud - Transformation best practices

Fundamentally this requires a 'Legacy 2 Cloud' migration process, applied to a portfolio of enterprise IT systems. This will require an architectural transition from a fully physical environment to a virtual and Cloud-based one, and the CBPN will attract CIOs by developing and sharing associated best practices.

These practices will underpin a consulting engagement that offers:

- **CCMM : Cloud Computing Maturity Model** - This will provide a best practices framework to integrate vendor product capabilities with consulting services so that clients can advance along a journey of Cloud-enabled transformation.
- **A Cloud Value Planning process** – An audit of their current application portfolio and automatic production of a report that outlines the cost-savings that could be generated from migrating them to Cloud providers.
- **CIO Procurement Forum** – A key sponsored program will be establishing a CIO's forum, for pooling their collective requirements for Cloud computing services. We have already confirmed participation from the Canadian and USA Government CIO offices, and will further reach out to the private sector, contacting organizations at CIO level such as RBC, CIBC, et al.

Sponsorship will produce re-brandable white papers, recruitment telesales,
Technical Solutions Programs

The Technical Solutions Program will drive 'product development', utilizing key inputs like government RFPs as the specifications.

GC Community Cloud

The first primary solution being developed is the 'Government Community Cloud'. This is in response to the 'GC Community Cloud' strategy from the Canadian Federal Government and their 'Canada Cloud Roadmap'.

This is driven by their Data Centre Architecture Working Group and their IT Shared Services Management Board, and it specifies how government departments can incorporate the Cloud services of Co-location, IaaS and PaaS into their existing IT domains, adopted internally by GOC IT teams or be used as the specification for outsourced services from third-party Cloud providers.

The Canadian Cloud Roadmap builds on the Federal Government previous 'Network Security Zones' best practice to define 'Cloud Security Zones' architecture. This extends the same planning process, applying security zones architecture to the higher layer of multi-tenant application hosting, defining a number of Zone Deployment Models for different scenarios, like 3-tier application hosting, and how these should be transposed on to the environment.

Solutions Roadmap

This solution set will be implemented across:

- Procurement best practices – Guidelines and templates for enabling procurement via this model.
- A multi-tenant information assurance model – A means of certifying multi-tenant hosting environments are suitable for government projects.
- SaaS certification – Designing applications for running in this environment that achieve accreditation with government defined levels of information security.

For example Huddle has [created an IL3 version of their application](https://www.huddle.com) by operating this in a 'GSAE' (Government Secure Application Environment).

The CBPN will review government RFPs on an ongoing basis to define the details required for this hosting platform, define as Solution Modules:
<table>
<thead>
<tr>
<th>Solution Modules</th>
<th>SOW &amp; business benefits</th>
<th>GOC Projects</th>
<th>Partner Capabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utility Cloud Computing</td>
<td>Implement a core hosting platform that is able to host web applications via a utility cloud computing model.</td>
<td><strong>Elections Canada</strong> is a headline example of the Cloud wave, a Government agency making a move from a traditional web hosting approach to a utility Cloud Computing model. Read more in <strong>this short paper</strong>.</td>
<td>VMware</td>
</tr>
</tbody>
</table>
| Cloud Zones Architecture         | Build on existing network and IdAM security to extend corporate LAN into Cloud provider.  
Intra-domain communications  
Secure file transfer for movement of applications between security domains                                                                                                                                                                                                                                                                                                                                 | The Government of Canada looking for an **enterprise-wide IdAM system** based on [Kantara eGov 2.0](https://www.kantaraeGov.ca/).                                                                                                                                  | Cohesive VPN-Cubed  |
| Cloud Application Catalogue      | A service catalogue platform that can offer, deliver and bill for a variety of Cloud-hosted applications, such as:  
* DBaaS - Database as a Service  
* vDaaS - Virtual Desktop as a Service  
* Cloud Storage - For users and for servers  
Incorporate key vendor programs, like the Microsoft SPLA, to achieve better control of licence costs.                                                                                                                                                                                                                                                      | The Canada Cloud Roadmap describes a plan to adopt a variety of Cloud Applications this way.                                                                                                                                                                            |                     |
| Cloud SOA                        | An ability to integrate Cloud applications via SOA best practices.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Model-driven security                                                                                                                                                                                                                                             | Fiorano Software    |
| Cloud BCP                       | Achieve high-availability of critical systems through Cloud-based BCP best practices.                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | **Cloud BCP - Olds College** is looking for an enterprise-wide backup solution which will work with their Windows and SQL servers and Microsoft Exchange 2007 environment.                                                                                     |                     |
| Open Government Canada           | A suite of CMS and app development tools to enable compliance with Open Government directives.                                                                                                                                                                                                                                                                                                                                                                                                                                                             | The City of Edmonton is implementing an [web hosting and CMS project](https://www.opennorth.ca/), that all other cities will undertake too, to meet the obligations of the Open Government Resolution. This will see more collaborative models with citizens, more use of social media by government staff and more use of Open Data.                                                                                                  |                     |
**eHealth Community Cloud - Healthcare Information Exchange**

The Government Community Cloud will act as a general purpose platform, which will host a suite of application components that can then be tailored for more specific industry scenarios and functional requirements.

This approach will be used to respond to RFPs.

<table>
<thead>
<tr>
<th>Best practice scenario</th>
<th>Our Cloud Best Practice solution scenario is 3SO:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>As described in <a href="#">this RFP</a> it’s described how 3SO is deploying what NIST describe as an ‘On-site Community Cloud’, to implement a Sharepoint/Dynamics based solution for the eHealth Ontario ‘RM&amp;R process’ that will be shared across their member hospital organizations.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cloud architecture requirements</th>
<th>Integration with eHealth Ontario ONE-ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner solutions</td>
<td>kloudtrack 'Sharepoint extender'</td>
</tr>
<tr>
<td></td>
<td>model-driven security:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example prospect contacts</th>
<th>Business Architect, Enterprise Architecture, eHealth Ontario</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Technology Lead, Implementation and Adoption team, eHealth Ontario</td>
</tr>
<tr>
<td></td>
<td>Information Architect, Enterprise Architecture, eHealth Ontario</td>
</tr>
<tr>
<td></td>
<td>Information Management Director, St. John’s Rehab</td>
</tr>
<tr>
<td></td>
<td>Director of Information Technology (IT) Operations, Cancer Care</td>
</tr>
<tr>
<td></td>
<td>Senior Architect, Corporate Infrastructure, Cancer Care</td>
</tr>
<tr>
<td></td>
<td>CIO &amp; eHealth Lead, North Simcoe Muskoka LHIN</td>
</tr>
<tr>
<td></td>
<td>Director of ISIT, Champlain CCAC</td>
</tr>
<tr>
<td></td>
<td>CIO technology lead, Cancer Care</td>
</tr>
</tbody>
</table>
Open Government Canada

The Cloud Best Practices Network launched this marketing campaign with a first webinar introducing 'Open Government Canada' (see OpenGovernmentCanada.com).

This begins the process of aligning the technology i) Cloud computing, with ii) the business need: Open Government. Agencies in Canada are obliged by the Open Government Resolution to take steps to make themselves more Open to the public, using key technologies like Open Data.

The webinar introduced the combination of Open Data and Government Cloud Computing, and will continue building on this theme with follow on activities:

- Follow on webinars: The next webinar 'Building a City in the Clouds' focuses OGCC on the Municipal level of Government
- A key contact plan to promote the campaign to various target VIPs, such as the CIO's of the cities of Vancouver, Edmonton, Toronto, Ottawa etc.

Key contact plan

Telemarketing activities will reach out to the following list of key contacts, as well as follow up the attendees to the webinars. See 'Webinar #1 Follow up' for a sample list of registered attendees.

An Inside Sales group will phone these contacts on an ongoing basis to communicate the solution materials and seek out project opportunities.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Objectives</th>
<th>Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIO Best Practices</td>
<td>Promote CIO case studies</td>
<td>Jirka Danek, CIO Federal Government</td>
</tr>
<tr>
<td></td>
<td>Sign up to Cloud CIO forum</td>
<td>CIO City of Edmonton</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Colin Tibbo, Government of Newfoundland</td>
</tr>
<tr>
<td>Privacy</td>
<td>Offer IM Cloud consulting offering</td>
<td>Ontario Ombudsman</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shelly Smith, IM Director, Government of</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newfoundland</td>
</tr>
<tr>
<td>Industry innovation</td>
<td>Promote Canada Cloud Network</td>
<td>Industry Canada</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Depts of Trade and Innovation</td>
</tr>
</tbody>
</table>
Webinar #1 Follow Up

Technology and Solutions Director, ESRI Canada Limited
Management Systems Analyst/Cloud Computing, The City of Calgary
Corporate Records Analyst, City of Calgary
Jonathan Burt, Chief Infrastructure Architect, Salford City Council
Deputy Director, eCommunications, International Trade Canada
Project Director, City of Toronto
Denis Carr, User Experience Architect, City of Toronto
Manager, PIA Review, Office of the Privacy Commissioner
Project Lead, Ontario Ministry of Finance
Program Manager, ITS, City of Ottawa
Program Manager, E-Media, City of Ottawa
IT Account Manager, City of Ottawa
IT Strategist, CGI Group Inc
Data Librarian, University of Regina
Web Communications Analyst, Privy Council Office
Honey Dacanay, Sr Communications Specialist, Government of Ontario - OCCIO
Information Management Consultant, City of Saskatoon
Kendra Morley, Publication-Information Officer, Industry Canada
Data Specialist, McGill University
Data Specialist, MacOdrum Library, Carleton University
Business Architect, Government of Alberta
Geomatics Coordinator, City of Lloydminster
Project Manager (Web), Natural Resources Canada
Education Officer, Ontario Ministry of Education
Senior Information Specialist, MaRS Discovery District
Information Officer, Ontario Public Service
Marketing Communications

The solutions will be promoted through an ongoing campaign of Marketing Communications, which will span across PR, events and conferences and social media.

PR Schedule

The CBPN has generated the following launch PR thus far:

- CIO supplement: A 'Guide to the Cloud for CIOs' in conjunction with IT World Canada.
- Globe and Mail: Contribution to a feature piece 'Look Ma No IT Dept' on how the Cloud can enable more entrepreneurs. This track will be continued through a press theme of 'Outsource to Innovate', highlighting this critical link to driving more innovation in Canada.

Events and Conferences

- OASIS International Cloud Symposium – With keynote speakers from VMware, Bank of America, IEEE, OASIS, NIST and the World Economic Forum, amongst many others, the OASIS ICS is shaping up to be a powerhouse of a European Cloud conference focused on the public sector in the UK and Europe.
- Cyberra Summit 2011 – October 6-7, Banff, Alberta – Co-presenting slot with the CIO of City of Edmonton.

Webinars and Social Media

The CBPN operates a significant social media footprint, including:

- Linkedin groups with 1,000+ members.
- The Cloud Best Practices blog (cloudbestpractices.net) is syndicated to the Ulitzer micro-site, where it has generated almost 250,000 hits since launch. More syndication partners will be signed up, and more authors added to the blog.
- Next webinars include Building a City in the Clouds, which will focus on the Municipal level of government, and Government Community Cloud – This will feature a case study of UberGlobal in Australia and keynote presentations from the CIO of Michigan & others.

Canada Cloud – Platform for Digital Economy Leadership

The 'Canada Cloud Network' (CanadaCloud.biz) is a social media campaign focused on promoting the general development of a Cloud industry in Canada. This will be used to promote specific messages to key groups, such as:

- Political PR: Develop awareness among VIP senior officials
- Partnership with the Startup Canada initiative - Linking innovation to existing startup support processes – For example tailoring a version of the 'CICP' process for the Cloud industry.
- Social media promotion, eg. Tweets to #CanadaCloud #StartupCanada
Services
The CBPN can provide an end-to-end solution sales service for organizations who want to fast-track sales as a Cloud Service Provider. Service options include:

- **Sales**: Business development resources to manage partners, develop and market solutions.
- **TeleMarketing**: Focused lead generation.
- **PR**: Thought leadership, best practice Cloud content to make impact across social and traditional media.

Contact
Neil McEvoy, Founder and President, Cloud Best Practices Network

neil.mcevoy@l5consulting.net