



Justify Your Attendance

Cloud Slam 2014 is now firmly established as the meeting place for business and technology professionals seeking to identify cloud best practices, to streamline and facilitate their move to the cloud.

The event will analyse all the challenges and key issues facing the, as well as focus on the most successful approaches to cloud implementation. In addition, we will present a post-event takeaway for delegates who want to re-examine presentations in more depth.

We make it easy to quantify your conference ROI

In today's environment of limited budgets, it isn't easy to justify the cost of attending a conference, or to take time out of the office. Travel and Education budgets are tight, and it's difficult to get approval to attend events and conferences. You recognize the value of attending Cloud Slam 2014 Conference, but how do you communicate that to your employer?

One of the best ways to get approval to attend a conference is to connect your organization's goals to your conference experience. Below we have listed some of our attendees' common goals.

Cloud Slam 2014 has put together some helpful tips to enable you to demonstrate the ROI of attending and to help justify the expenditure. This also helps you to get the most value out of attending our event.

Testimonials:

"Getting funding for a conference is traditionally quite a challenge, but this time it was like a snap. Cloud Slam conference has such a strong appeal that I've got my approval without any questions."

J. Wang, Sr. IT Architect

"Our IT org was considering what cloud strategy to employ for our refresh. Having attended Cloud Slam, it was clear that we made the right choice as the content was spot on, impartial, objective and very informative - No Sales Pitches here!"

B. Cavendish, CIO

"The economy was not in a good shape and our IT budget was downsized again, but I've sent my remaining folks to upgrade their ageing skills up to speed"

K. Gupta, CTO

Reasons to attend this Conference

1. Validate the direction of your current Cloud initiative
2. Obtain unbiased, vendor-neutral Cloud information
3. Document your expertise with credentials
4. Gain fresh ideas and get inspired about the Cloud
5. Make a business case for your Cloud project
6. Objectively evaluate the pros and cons of various Cloud strategies
7. Align your business needs to your Cloud and IT activities
8. Stay current on Cloud industry topics and keep your skills up to date
9. Network and share Cloud best practices with your peers
10. Gain a better understanding of how to leverage the Cloud in your organization
11. Find out how to cope with vast amounts of data and how to handle unstructured data.
12. Recognise how to use the cloud to its maximum potential.
13. Learn what considerations to make when moving to the Cloud.
14. Understand how to assess whether Cloud delivers full strategic value to your business.
15. Network with industry experts, key vendors and top Cloud / ICT professionals.

Justification tips and tools

Here are some helpful pre-event, onsite and post-event tips to help you justify your attendance and quantify the ROI of the event.

Pre-event

1. Define your purpose for attending with a targeted list of priorities that you expect to achieve at the event.
2. Include priorities focused on your most pressing organisational issues, or new technologies and projects that could lower costs or deliver more business value.
3. Use the template to create a customised formal letter to your manager outlining the benefits of attending.
4. Meet with your senior / manager face-to-face to explain what you expect to achieve against the shortlist of priorities you've identified.
5. Include in your proposal the name and focus areas of speakers and exhibitors covering your key priorities and your intention to network with them at the event.

During the event

1. Recording the key learning outcomes while the experience is fresh in your mind, it will be much easier for you to document the benefits of attending using the post-conference report template.
2. Make a note of the contact details of the peers you met during the networking opportunities who have similar priorities.

Post-event

1. Offer to train others on what you learned when you return, as part of your justification to attend. Incorporate the CD into training. The CD includes all speaker PowerPoint slides as well as audio recordings of the presentation. The contents of the CD can be shared with all relevant staff within the organisation.
2. Address one of your priorities as soon as possible using the information you received from the event.
3. Document the overall savings of this priority project to help gain approval to attend next year.
4. Contact the peers you met at the event via QR tags and continue to share best practices.

Template Letter to Your Boss

[Date]

Dear [Name]

I would like to attend the annual Cloud Slam 2014 conference taking place on June 4, 2014 at San Francisco, California USA.

I have reviewed the agenda and feel the return on the investment would be a major benefit as the event aligns directly to our future cloud strategy and the priorities of our department, specifically [insert your priorities here].

It's a very worthwhile investment both in terms of time and budget, given the level of education and networking provided.

In one day live event, I'll learn all the latest from the world of Cloud Computing, including following topics:

1. Cloud Advocacy and Assurance
2. Governance, security and compliance
3. Implementation and Management - Getting More Agile
4. Optimization of Total Cost of Ownership, ROI and Overall Efficiency
5. Buying and Selling Cloud for Faster Growth and Higher Profitability
6. Business Continuity and Resiliency
7. What's ahead?

1) Cloud Advocacy and Assurance

Average cloud adoption rate is above 60% across many enterprises, however the other 40% still want a few of their concerns to be addressed. Typical questions, that we'll try to answer are below:

- What is cloud is and how best is it to use based on individual business needs, justifying when to use the cloud;
- How to address concerns of terms and conditions of service. Developing an agreement template to act as a guideline for Cloud agreements.
- Is cloud a new bubble or here to stay. Where is the future of cloud?
- What should an organisation keep in house and what should it put on the cloud?
- What is the status of the Cloud in relation to the NSA scandal?
- There is a tradition to consider that core applications have to run internally, usually on high-end machines.
- How has that changed in the recent years? Who are the businesses that started migrating them to the cloud and who are the ones that are still reluctant?
- What are compelling business and customer use cases for cloud?
- How to change the chip from using on premise solutions to cloud solutions?
- What is hybrid cloud computing? Why hybrid cloud computing? How do you deploy it?
- What is market adaption and size of different kinds of cloud?
- What is the main driver for cloud computing - cost or agility?
- How to to address uncertain demand and unified licensing?
- How to deal with bad internal infrastructure and lack of competent client IT support?
- What are mitigation strategies for cloud provider dissolution?
- Barriers for change from traditional IT model to the new cloud based IT model
- What are the key issues that customers have, when migrating to cloud solutions
- Effective migration and transition strategies to cloud based services (IaaS, PaaS, SaaS);
- Historical deployment success rates of cloud vs. on premise software for particular categories of software (i.e. CRM, HCM, etc.)
- How is the education gap being addressed between businesses and cloud providers? How is a lack of broadband access impacting adoption of the cloud?

2) Governance, security and compliance

Trust is good, but certainty should be demonstrated. This track will highlight cloud security breakthroughs in all aspects on which enterprise is subject to regulatory bodies control. Attendees will take back actionable insights on cutting edge solutions from the forefront of cloud innovation:

- Centralized cloud governance model;
- Achieving service availability with higher security at a lower cost level;
- How security is built-in in cloud services;
- Enabling data integrity, privacy and security for integrations;
- Adopting cloud standards
- Security and protection of IP and sensitive data in the cloud;
- Making data available in reliable and secure way;
- Moving away from on-premise solution to the cloud;
- Getting high performance, while preserving security;
- Using big data to mitigate advanced persistent threats;
- With Cloud, as with any other maturing industry, approaching a phase of significant M&A, what can/should be done to protect the consumers of Cloud services?

3) Implementation and Management - Getting More Agile

This track will provide IT executives with best practices on successful operational models and architectural approaches, that provide flexibility to adjust budget and needs and help tackle following challenges:

Complexities of managing multiple clouds,

- Leveraging the power of mobility to increase workforce productivity
- Converging private and public clouds to facilitate interaction of both internal or external businesses,
- Migration, deployment & integration;
- Orchestration of workload and data among multi-vendor clouds to optimize performance, capacity and cost,
- Network brokerage for cloud,
- Rapid provisioning of resources without delay in response to changing business needs
- Integrating business apps in the cloud, meeting all performance and capacity needs

- Simplified migration application pools, used as hosted virtual desktop infrastructure,
- Organization of enterprise cloud apps and interoperability with Office 365 and Amazon Cloud,
- Building a secure and controlled environment for trusted and connected users, devices and apps, by developing a successful identity and access management strategy;
- How to incorporate cloud services into internal processes and operations (service desk, monitoring, change management, asset management);
- Deployment automation and system replication between public and private clouds

Industry experts will also share updates on advancement of disaster recovery and storage technology in cloud offerings, sharing data cloud to cloud, latest developments in management of email, unified communication, big data analytics, collaboration, easier application evolution and much more.

4) Optimization of Total Cost of Ownership, ROI and Overall Efficiency

Benefits of cloud adoption has become more obvious, when business owners could match investment to results, seeing significant improvement of IT and services at the same cost. The outcomes of such strategies will allow users to focus and invest more on lines of business that produce revenue. This track will showcase the following topics:

- Successful strategies to cut regular costs and making IT costs more transparent,
- Increase ROI for typical cloud deployments and adoptions,
- Grow your business staying agile.
- Optimization techniques for major vendors like AWS, Google, Salesforce, Oracle and many others.
- Taking advantage of cloud and mobility (anytime, anywhere access to critical information);
- Automation of provisioning - enterprise to enterprise,
- Facilitating ease of use and personalized/customized experience;
- Organization and availability of IT in a way, that solves everyday issues more efficiently;
- How cloud can increase productivity and engagement;
- Simplified management of cloud infrastructure, keeping IT up to date seamlessly and affordable;
- Optimizing bandwidth and VPN costs
- Unification of technology management and better alignment with lines of business;
- Increasing speed to new capabilities and time to implement;

5) Buying and Selling Cloud for Faster Growth and Higher Profitability

Whether you are a cloud provider, channel partner or corporate buyer who is looking on how to increase time to market for your product or services, sessions of this track will provide invaluable industry insights on following:

- How to introduce cloud services to your customers;
- How to convince non-it businesses about the advantages of cloud concepts
- How 'standard' as a service offerings can be developed. (too many times customer modifications are accommodated by sales, which creates complexity not only in delivery, but also ongoing support)
- Enterprise customer features most sought after from a cloud provider;
- New trends to monetize cloud;
- How do you sort through all the different cloud solutions to determine if the company is on-boarding the best (functionality and cost) products for the companies needs.
- Services currently on offer from cloud service providers (e.g. best cloud services for big data analysis etc);
- Handling service turn backs and vendor transition out;
- Which industry can cloud would best match (contribute)?
- Cloud spending patterns by industry and forecast
- Addressing the fears of potential customers and best ways to discover new customers.

6) Business Continuity and Resiliency

Loss or damage to critical infrastructure can significantly impact any business operations and might lead to unpredictable consequences and adverse financial ramifications. Cloud becomes an important part of organization's continuity plan, providing effective prevention and recovery from internal and external threats, while maintaining competitive advantage and value system integrity. Sessions in this track will give attendees actionable takeback on following topics:

- Available options on cloud backup, disaster recovery or business continuity;
- RaaS (Recovery as a Service) comparison analysis;
- Complete working framework to measure cloud IT and projects;
- Measuring the strategic key performance indicators in order to be in control;
- SLAs, High Availability and reversibility;

- 24/7 resource availability and collaboration with a global workforce;
- Strategies to mitigate vendor lock-in
- Operating cloud products offline

7) What's ahead?

In this track, we'll discuss the evolution of cloud, looking through our crystal ball, and make forecasts on future possibilities, expansion, growth, long-term vision of cloud, with these topics of interest in mind:

- Market segmentation and key trends/directional qualities of each of these segments;
- cloud services and the key areas/segments to watch;
- Status quo and future directions of PaaS and Cloud Services Brokerage Enablers. Are there any “big” players getting into this market?;
- Predictions in the battle of virtualized commodity hardware like VMware, EMC, VCE vs bare-metal camp like IBM and Oracle;
- Future trends to engage in now to gain competitive advantage;
- When can the industry guarantee zero down time

Cloud Slam 2014 provides delegates with the latest strategic knowledge and relevant technical know-how that I will be able to apply in my work environment. The event boasts a range of high calibre of speakers. In particular I look forward to learning from presentations by prolific speakers in our field. I will gain insights into the latest developments in my field.

The event is a platform for exchanging ideas and information. Senior decision-makers and leading IT professionals at board level and senior management will be in attendance and I look forward to networking opportunities. In addition, key industry vendors will be participating and I will be exposed to new solutions.

I am seeking approval for the registration fee and travel expenditures.

The full conference price is \$299 USD, which also covers my food and beverage at the event, as well as post event materials access to all conference session downloads.

Here is a complete breakdown of the conference costs:

Airfare	
Transportation	

Hotel	
Meals (breakfast, lunch, refreshments and evening functions included in conference fee)	
Conference Fee*	
Total	

Other staff members in our organisation will be able to benefit as well. I will meet with the team when I return and relay recommendations and action items, and circulate a detailed actionable post-conference report. During these meetings I will be able to share the contents of the conference sessions, which will be sent to me after the event.

Please accept this proposal to attend; I am confident we will receive a good return for this investment.

Thank you for your consideration.

[Your standard close]