Keynotes
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Cloud Services Lifecycle Intelligence

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Abstract
The new millennium has introduced technologies that are transitioning computing from physical hardware- and locally installed software-enabled platforms to virtualized and cloud-hosted resources, platforms and tools. Cloud computing gives application developers the illusion of almost infinite resources and users the ability to pay per usage or as needed instead of requiring upfront investments in resources that may never be optimally used. In parallel with cloud computing, we are witnessing several other advances that are transforming the Internet into a global development and collaboration platform: including social engagement and collaboration technologies Collectively, these technologies constitute a computing paradigm in which human, computation and IT services could establish on-demand interactions, possibly in real-time, to realize relevant tasks. In this talk, we will review the main elements of this computing paradigm. We discuss critical challenges in the effective management of cloud services. We discuss synergies between service oriented architectures, software configuration, meta-data, analytics, and end users programming as step forward in this direction.
Emerging Trends in IT for Enterprise Services Computing

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Abstract
Information technology is the acquisition, processing, storage, transmission, and dissemination of information by a combination of computing and telecommunications. In this talk, we present some recent developments in combining Internet, computing and information processing with data networking and telecommunication for enterprise services computing. These advances introduce some disruptive changes to the landscape of communication and data networking which are traditionally dominated by dedicated service dependent hardware and special equipments. In addition, these advances make communication and data networking friendly for Cloud computing. Their IT based software-defined architecture provides unprecedented flexibilities that allow using sophisticated decision and intelligence at various levels to make application “smart”. Most importantly, new services capabilities and business opportunities can be enabled, and many of them may not even be possible in a dedicated hardware driven setting.
The Coming Application Revolution

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Abstract

Several trends today are driving us towards a new computing revolution: big data, cloud computing and APIs. Today we are accumulating data at an incredible pace leading to a new Moore's Law for Data: that world's data is doubling roughly every 15 months. Cloud computing and the resulting cost reductions are making it more and more possible now to process this new data in a cost effective manner. Making this data useful is driving a rapid increase in the number of applications an enterprise must manage and operate in a cost effective manner. Many of these will be long tail, specialized applications with few consumers. Scalable delivery of those will require massive cost reductions and efficiencies in how applications are build, deployed, operated and managed. Exposing APIs to internal data and processes is widely popular as the way to provide access to partners and other 3rd parties to leverage this new enterprise asset. At the same time, opening up APIs has its own perils – everything from legal risks to business risks. Instead of opening up APIs in an unmanaged manner (for both internal and external consumption), the crying need of the hour is an approach where a managed ecosystem of innovation can be fostered while mitigating many of the risks associated with APIs. Such an environment must address the costs involved with managing massive user and developer communities along with very large numbers of applications.

In this talk we explore this coming application revolution and the need for a new range of technologies for rapidly building managed applications. The solution lies in a confluence of technologies from scalable platforms as a service to API management to consistent, integrated identity management. We discuss these aspects as the foundation of the coming industrial revolution of computing