IEEE Cloud Computing Initiative Workshop II
Progress & Planning

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Obligatory Dilbert
(With apologies to Scott Adams)

OUR DEVICE CONFORMS TO ALL INTERNATIONAL STANDARDS FOR CLOUD COMPUTING

IN OTHER WORDS, IT DOESN'T DO ANYTHING USEFUL AND IT'S NOT YOUR FAULT.

IS THERE SOMEBODY LESS EXPERIENCED I COULD TALK TO?

DO YOU HAVE MY BOSS'S NUMBER?
Cloud Computing Initiative Team

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All IEEE
Introduction

$72K, eight month initiative approved 17 May.
This initiative will conduct a market assessment as to how best to establish IEEE as a market leader in Cloud Computing.
The assessment will include an environmental scan that will identify unmet needs, gaps and opportunities that IEEE may be able to exploit, potential partners, and ways to generate revenue in both traditional and nontraditional ways.
The end result will be a road map showing how IEEE should expand its existing activities and develop new areas in Cloud Computing.
Likely to result in a follow-on proposal for a three-year implementation of the road map.

Follow-on major initiative proposal due by 2Q11
Market Assessment

- **Statement of Work circulated in Sep**
  - Secondary research: market
  - Primary research: surveys and interviews
  - Assessment of industries prone to adopt; potential roles & products for IEEE
  - Quantification of investments
- **Issued to vendors in Oct; two bids received 7 Nov**
  - Both divided work into four phases
  - Both exceed money & time allotted by same amount
- **Recommend proceeding with Phase 1 of TNS**
  - Other bid did not include details for Phases 3-4
  - More experience with both IEEE and Cloud technology
- **Completing the research requires significant more time and money – back to NIC in December**
Standards Activities 2010

- SA co-hosted two cloud computing security standards panels
  - RSA conference (CSA Summit)
  - Secure Cloud 2010
- Standards panels, workshops, and presentations at IEEE conferences
  - IEEE CLOUD 2010
  - Cloud Forum for Practitioners
  - IEEE CloudCom 2010
- Exploring new work in cloud standards
  - Support of cloud computing study group
  - Preparation of project proposals
- Exploring role with NIST
  - Steve Diamond participated in NIST standards panel in November
  - Dawn Leaf of NIST participated in two IEEE standards panels in 2010
Standards Strategy

- Cloud “standards” space is already crowded
  - DMTF, SNIA, GICTF, JTC1/SC38, OpenStack, CSA, ETSI, NIST, TM Forum, CCI, OASIS, OMG, OGF
  - Working on cloud standards and other documents for years
- Objective is to uniquely position IEEE in a crowded arena
- Strategy
  - Begin meta-standards projects
    - Two project proposals drafted to be submitted December 2010
  - IEEE Cloud Standards Developer workshops
    - First IEEE event in December 2010
    - Follow-up events in 2011
Cloud Computing Alliances

- Continuing to explore collaboration with various organizations involved in cloud computing
  - Reassessing CSA collaboration in light of CSA preference to pursue security assessment specification without IEEE

- Exploring potential alliance with Trusted Computing consortium
  - Other security topics from CSA Summit and SecureCloud for potential follow-up
New Conference Activities Planned

- Branding of all IEEE Cloud Computing Conferences
- Half-day IEEE Cloud Computing Symposium in Hong Kong May 13, 2011
  - Co-location with IEEE Future Direction Conference (FDC) May 11-13, 2011
- IEEE Cloud Computing Congress 2012
  - Major event for all IEEE OUs
Education Strategy & Plans

- Education of Users by Vendors
- Education of Researchers
- Education of Legislators and Regulators on Issues associated with CC
- Education of the General Public

We will survey current activities in each area, identify specific unmet needs and identify opportunities for IEEE to play a leadership role.

All inputs and suggestions welcome!
Virtual Community

- CCI was asked to be the first user of the IEEE.net Google Sites virtual community
- 34 people have signed themselves up
  - https://sites.google.com/a/ieee.net/cloud-computing-initiative/home
- Please join!