



# Enabling the World of Many Clouds

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DIR, New Business Architectures



# Agenda

## Cloud Opportunity

## Cisco's Strategy and Differentiation

## Opinion on Cloud Regulation

# The Cloud: Care Abouts



Agility

Economics

Security

Experience

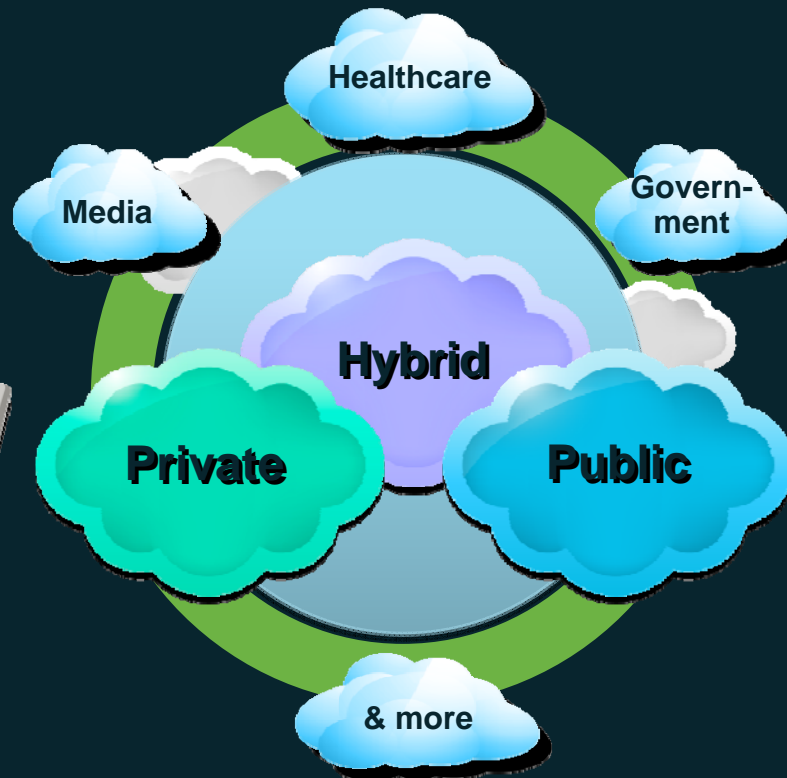
NIST:

- On demand, self service
- Broad Network Access
- Resource pooling
- Rapid Elasticity
- Measured Service
- 3 service models –  
Software, Platform,  
Infrastructure
- 4 deployment models –  
Private, community,  
Public, Hybrid

# The World of Many Clouds

- Innovation, BB adoption, Privacy, Role of Govt.

People



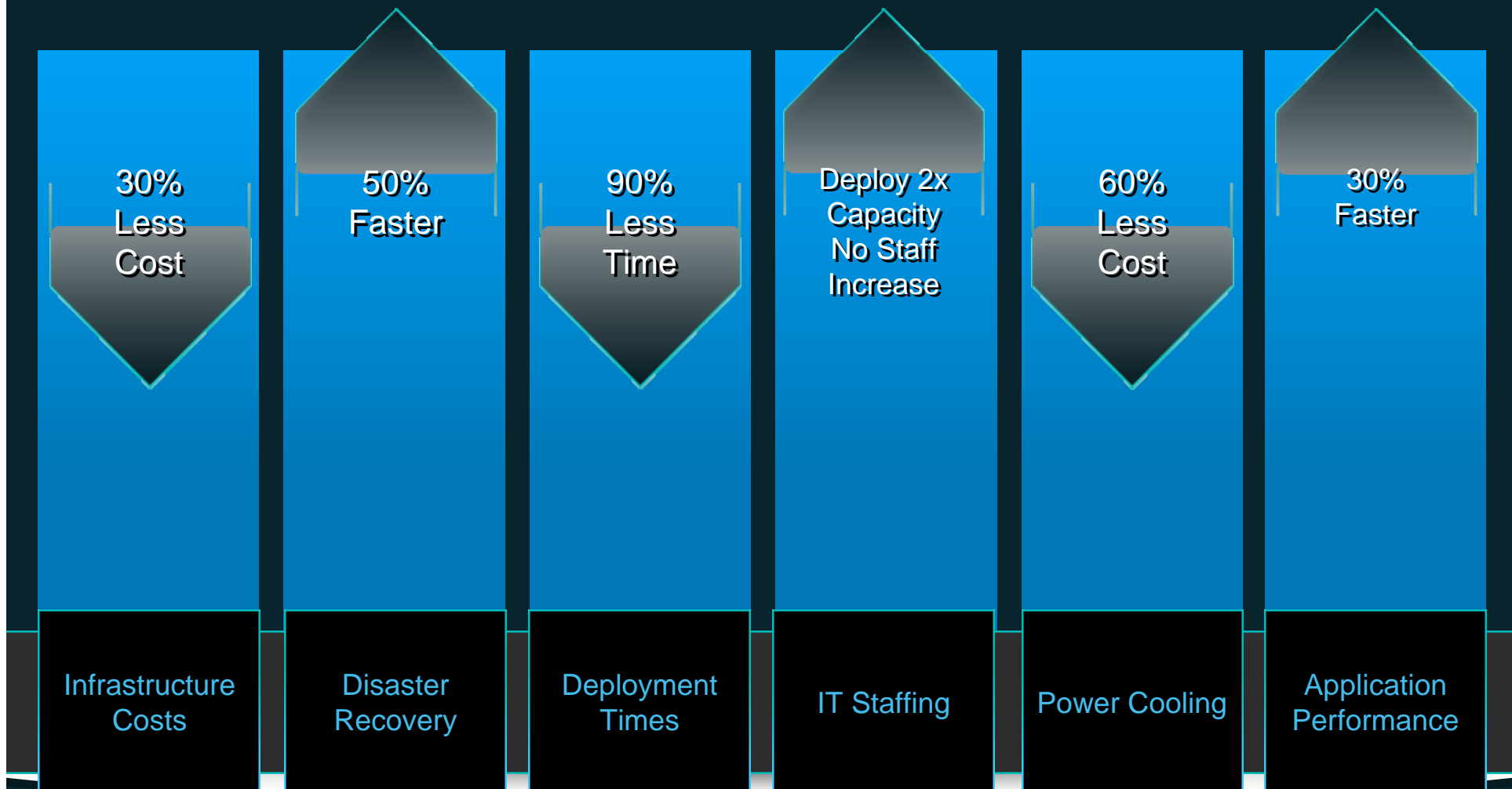
Business



Connecting People and Businesses with the World of Many Clouds

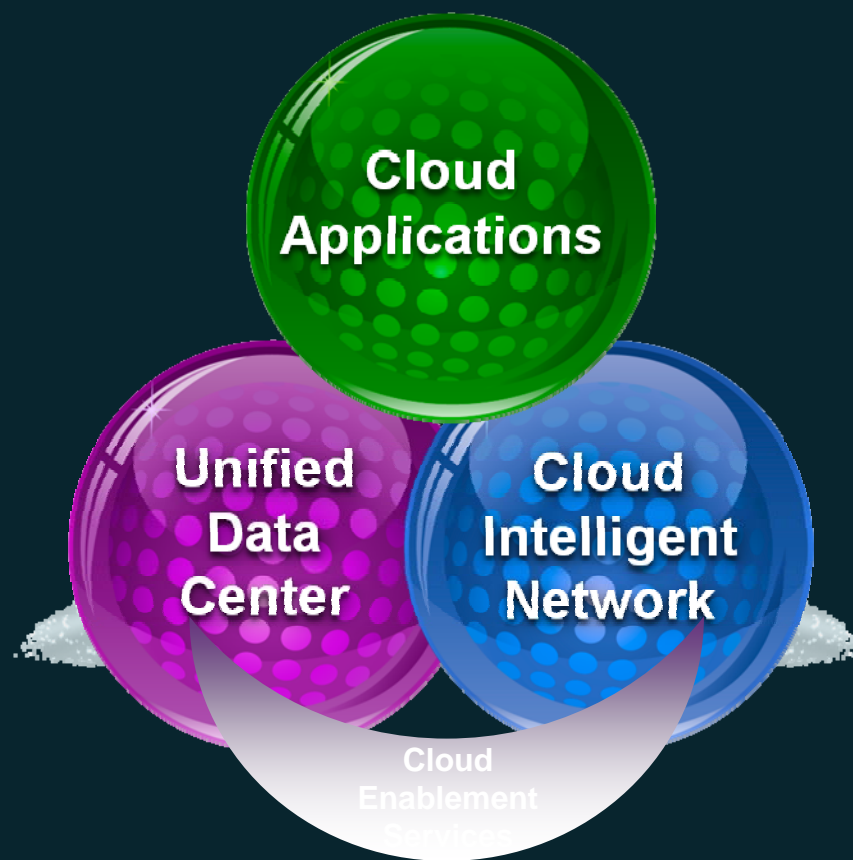
# Cisco Unified Data Center

## Changing the Economics of the Data Center



# Introducing Cisco CloudVerse

## Key Building Blocks for Public, Private, Community and Hybrid Cloud



**Enabling Cloud Services by Uniquely Combining  
the Unified Data Center and Cloud Intelligent Network**



# Key Observations



Will Existing Frameworks that underpin Technology Policy effectively address concerns?



Work on Data Portability and Interoperability (IEEE, ITU, DMTF, OCCI. Moving to regulatory requirements – Risk: over-standardization to the detriment of innovation



Government concerns of cross border data: Legitimate, but address with Interop between legal systems, law enforcement coop, SLA with provider to assert degree of control over govt. data



Cloud like Internet is Global. Data Protection Legislation and policy – National / Regional. Approach to harmonization, enabling in-country and cross border data transfer is essential



Cross Border Service provisioning is not new in Tech industry- Cloud attracts laws of venue and choice of law – SLA between provider and customer should be recognized as valid solution in most cases.

# Policy Recommendations

- 1 Encourage adoption – BB deployment, skillset
- 2 Avoid Cloud specific legislation – Expensive, Moving target, risk of curbing innovation
- 3 Recognize country data protection rules, enable cross border data transfer
- 4 Promote security innovation, avoid national rules – leads to international fragmentation
- 5 Give time – data portability and Interop standards before considering regulatory requirements, promote industry self regulation – enable long term efficiency to be realized



Thank you.

