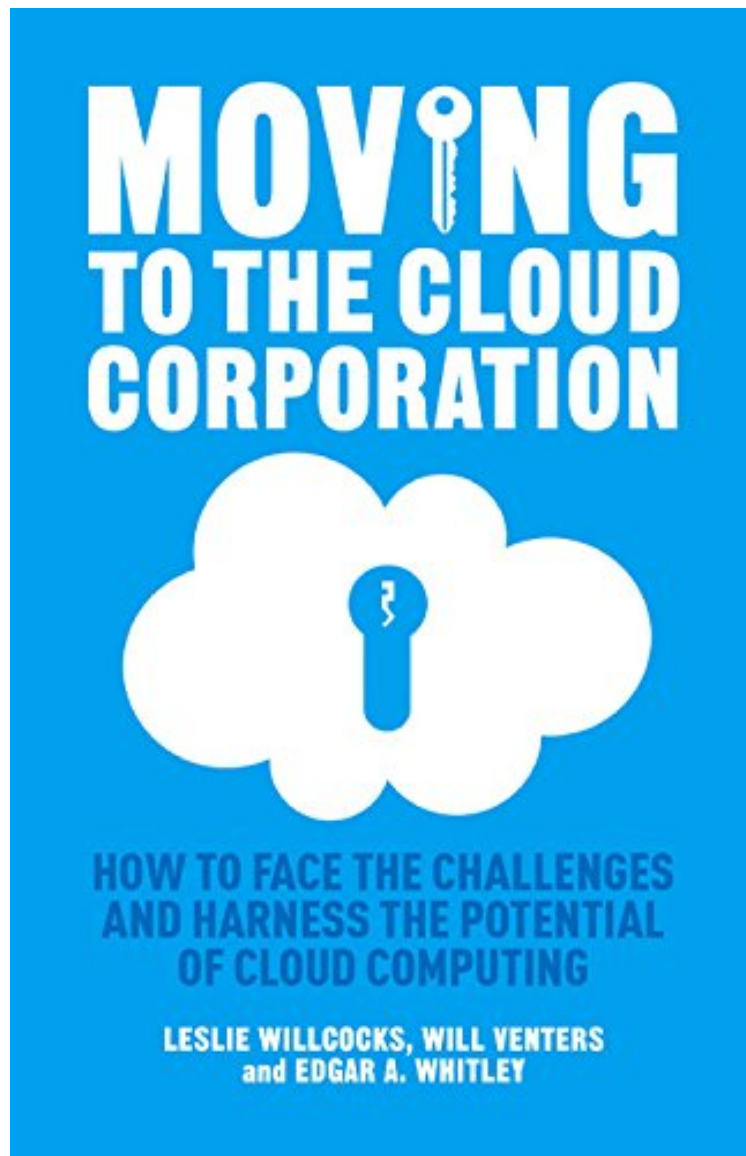


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Moving to the Cloud Corporation: How to face the challenges and harness the potential of cloud computing

L. Willcocks, W. Venters, E. Whitley
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L. Willcocks, W. Venters, E. Whitley : Moving to the Cloud Corporation: How to face the challenges and harness the potential of cloud computing before purchasing it in order to gage whether or not it would be worth my time, and all praised Moving to the Cloud Corporation: How to face the challenges and harness the potential of cloud

computing:

Drawing on an international survey of over 1,000 business and executives, this book provides a management perspective on cloud technology. It outlines the need to know information for strategic decisions on cloud technology including its capabilities, how it can be implemented securely and the way forward for the next ten years.

'The authors make a key contribution to moving the Cloud from a frustrating era of marketing hype to a more mature era of developing best practice. Insightful stories of the enterprise are combined with thorough and well-articulated research. A seriously important and timely business book.' -Dr Richard Sykes, Chair of the Cloud Industry Forum

"Few are better than Leslie Willcocks at bringing fact-based clarity to a world full of over-hyped techno-babble. It's an essential book for anyone trying to navigate today's technology and business landscape." -Mike Corbett, Chairman and Founder, IAOP

'Willcocks, Venters and Whitley have delivered the definitive roadmap for business and IT leaders seeking to remove their organizations from the stranglehold of legacy IT departments and practices. Cloud computing is bringing together business process and technology in a much more meaningful way, where business line leaders can immerse themselves in the governance of data, analytics and information they need to be more effective. The authors perform a meticulous and insightful job recounting the history of Cloud, how it has permeated academia, society and business, and - perhaps most importantly - how today's business and IT executives should develop a roadmap that takes them from current to desired future-state. With so many variables, risks, uncertainties and opportunities, Moving to the Cloud Corporation is a 'must read' for business leaders who want to embrace the true blending of IT and business; standing still in today's environment is the biggest threat to business survival.' -Phil Fersht, Founder and CEO, HfS Research

'What I like about this book is its aligned approach, weaving both the business and IT perspectives in bringing the reader across the concepts, the developments and challenges of this promising but also risky innovation. The authors bring to light the essential and critical elements needed from both business and IT, as well as provide useful insights on future innovations and the considerations of 'what could be possible' for the enterprise. Holistically, chapters 1 to 9 inspire the thinking by providing apposite knowledge backed by actual evidence, and valuable models that can help frame the thought process towards adopting Cloud service or solutions. This book is a 'must read' for those planning to take on the Cloud journey.' -Miguel Gabriel Custodio, Managing Director, Technology Consulting Strategy and Transformation, Accenture.

'A timely book on cloud computing and its impact, it is well-grounded in research and thoughtful analysis. Those interested in the corporation, its structure and governance in a connected digital age will certainly value its insights.' -Irene Ng, Professor of Marketing and Service Systems; Director, International Institute of Product and Service Innovation, WMG, University of Warwick

'This excellent book demonstrates that cloud has an influence well beyond the IT department. The authors set out to show how cloud will profoundly transform business in the 21st century.' -Max Cooter, Editor, Cloud Pro

"The corporate executive, technology architect or technical practitioner will find this a most valuable resource for IT strategic planning and tactical implementation". -Professor Muttukrishnan Rajarajan, Professor of Security Engineering

About the Author

Leslie Willcocks is Professor of Technology, Work and Globalization at the London School of Economics and Political Science, Head of the Information Systems and Innovation Group, and Director of The Outsourcing Unit. He is joint series editor of the Palgrave book series Technology Work and Globalization and in February 2001 was awarded the PriceWaterhouseCoopers/Michael Corbett Associates World Outsourcing Achievement Award. Leslie regularly contributes articles to professional and business journals and publishes a blog called Admissible Evidence for Professional Outsourcing Magazine. He holds visiting chairs at Erasmus, Melbourne and Sydney universities and is an Associate Fellow at Green-Templeton, University of Oxford. He has extensive consulting experience in the UK, US and Australia. He has been Editor-in-Chief of the Journal of Information Technology for the last 20 years, has published over 220 refereed papers in journals. See his podcasts, papers and press on www.outsourcingunit.org.

Will Venters is a Lecturer in Information Systems within the Department of Management at the London School of Economics and Political Science (LSE). He speaks regularly at practitioner conferences on Cloud and has briefed on Cloud to European government policy makers and various company executives. He co-authored a series of reports with Accenture on Cloud computing, and has undertaken consultancy in IT strategy and development. He has a first class degree in computer science (Manchester) and a PhD in information systems (Salford). His work has been published in major refereed journals including Journal of Information Technology, the Journal of Management Studies, and the Information Systems Journal. He is the author of an influential blog on cloud computing, and an associate editor of Information Technology and People.

Edgar Whitley is a Reader in Information Systems in the Information Systems and Innovation Group at the London School of Economics (LSE). He has a BSc (Econ) and a PhD in Information Systems, both from the LSE. Edgar is the co-editor of the journal Information Technology People and is an expert on data privacy and security in the context of the internet. Edgar is a frequent media commentator on technology and policy issues and regularly presents on this subject to practitioner audiences. He has also given written

and oral evidence to a number of UK government inquiries into technology led policy.