



# A short introduction to Cloud Computing

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IT for  
innovators.

## Provisioned capacity

76%

The challenge is to efficiently "guess" the unknown quantity of how much compute capacity you need

24%



Shared Responsibility



Flexible Pricing



Elasticity



Global Infrastructure

Pricing options

Shared responsibility

Global network

Elasticity



Cost savings (TCO)

31 percent

Average Infrastructure cost savings



Staff productivity

62 percent

IT staff productivity boost



Operational resilience

7x

Fewer downtime hours



Business agility

3x

More features delivered per year

← Typical Focus →

← Most compelling cloud benefits →

**Nice story, but  
how is it helping  
me???**

# Startups, event-based or seasonal businesses

- > Get rid of initial costs
- > Make use of autoscaling based on usage
- > Try new things faster



# Distribute audio, video or multimedia content

- > Global network → lower latency
- > Be close to your customer -> better performance
- > Fault tolerant and highly available



# Implementing IoT, AI or a satellite ground station?

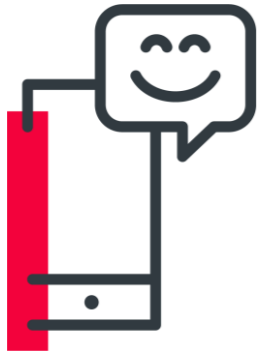
- > Broad service offerings
- > Save time and money
- > Immediately available





# ACP Portfolio

Modern  
Workplace



Hybrid Cloud  
& Datacenter



Digital  
Solutions



Network &  
Security



# Call to action!



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