

Space to share



WHERE'S THAT CLOUD HEADED?

Watch this space!

The word 'cloud' is thrown around quite a bit these days. But what exactly is it all about? Here's what we think.

Where's the cloud headed?

It was a \$70 billion market last year. By 2013¹ it could grow to \$130 billion. 50% of that is advertising services, but the rest is in the IT market. Large as it is, cloud is only about 5% of the overall IT market, and 10% of the systems integration market. Integrating cloud with the other 95% will open up exciting chances to transform IT.

That's what we think is going to be really big – unleashing the power of cloud services combined with existing systems. A cloud customer relationship management (CRM) system is good. But when you integrate it into an existing finance system, you get a whole company picture.

The cloud is proving to be much more than a passing fad. Over the next few years it will drive a major shift from integrating systems to integrating services.

Is cloud for me?

It's for anyone who's looking for new and efficient ways to transform their business. Whether you're an SME or a larger company. Our clients tell us they're open to cloud computing and its potential to reduce costs and time to market. It's true that the cloud does have a lot to offer, but it's not the whole answer. So it's hard to say whether the cloud is right for anybody and everybody. That's why we always get to know organisations really well before recommending the right kind of IT.

Which industries are most interested in cloud?

The financial services, telecoms and media sectors. Governments are also exploring how they can use cloud.²

But there's strong interest across all sectors. It's often more a question of how comfortable individual organisations are with sharing data.



^{1&2} Source: Forecast: Public Cloud Services, Worldwide and Regions, Industry Sectors, 2009-2014 , Gartner, June 2010

Space to think. Share. Grow.

Where is Logica in the cloud space?

We help clients use the right mix of cloud services to cut their time to market and be more flexible. We start by really exploring and getting to understand your business issues. Then we work with you to find the right way to improve your performance.

We work with all the major cloud service providers. And we've got a number of our own cloud services – private clouds for clients with issues around security and data sovereignty. And services specific to certain sectors.

We're experts in areas like security, complex integration, business transformation and service management. So we can get all your systems working together using private and public cloud applications. We'll also help you transform the way you interact with ecosystems of customers and partners, so you can grow your business.

How is Logica different from other consultancies in this market?

Other big consultancies are more interested in investing in infrastructure. We invest in giving you a great service, and managing your infrastructure – not owning it.

We've also got strong foundations in areas like managing applications, hosting and security. We'll use that experience to help you take advantage of the cloud. We aren't competing with large data centre providers. Or with individual providers of software as a service (SaaS).

How much is Logica investing in cloud?

It's one of the main focuses in our strategy. We're investing in consulting, delivery, outsourcing and joint initiatives across our partner ecosystem. And since we've got strong experience in a broad range of sectors, we're also looking to invest in cloud services specific to certain industries.

How is Logica set up to offer cloud services?

We haven't just set up a cloud department. We have a team made up of people from a variety of different departments. Country leads coordinate the programme and make sure cloud is integral to every part of the business.

Is Logica a bit late to the market?

We've actually been working with the cloud for a long time. We already have 100 clients using our private cloud, and we use 'as a service' software across our business.

How will the cloud tie in with Logica's outsourcing business?

The cloud offers plenty of opportunities for our outsourcing clients. Our aim is to move from production driven by the cost of units, to managing services based on value. Managing applications is becoming more and more a part of that. Once we've started to rent all our software through the cloud, we'll be able to offer a more complete way of integrating services.

Plus we already manage applications. So managing cloud services too makes a lot of sense, and underpins our unified service management approach.

Joining forces with Microsoft. And others.

Why should I go to Logica and not directly to Microsoft?

We're not a supplier, we're a consultancy. We'll help you understand how to integrate cloud services with the systems you've already got. And how to manage it all alongside other applications and services. For instance, we've just moved a client's IBM Notes applications to SharePoint in the BPOS cloud. The project involved moving 90,000 Notes databases. And with 60,000 users, there was a lot of risk to navigate.

But can you match Microsoft's answer to the data sovereignty problem?

Yes. We understand how important it is to make the cloud secure. We've been helping clients stay secure for years, with and without the cloud. And we've got offices across Europe, so we can help you meet regulations wherever you're based.

In future IT and cloud, do you only work with Microsoft?

We want to manage all your services together. So we work with a wide range of cloud partners. We're also independent. So we can advise you on the right IT and cloud offering for you, and manage it for you.

We've already announced our Microsoft partnership with BPOS and Azure. We also provide on-demand BPO with Oracle. With IBM we provide social networks for enterprises. We help clients use CRM on salesforce.com. And we advise on Google Apps, and help clients move onto it. We also work with SAP.



Space to grow

How do you use cloud services at Logica?

We want to improve the way we collaborate, create insight, share practical experience with clients and grow our business. Plus, like everyone else, we want to cut our costs and improve our performance.

The cloud is helping us do all of that. And it's helping us make sure our own IT evolves with our business.

We started our journey into the cloud several years ago, when we made all our data centres virtual. Today, we use cloud technology in several different ways. Our architects use social networks to share knowledge and answer clients' questions quickly. We use Azure to get our developers onto development platforms quickly, and speed up projects. We're moving our email to the cloud to improve flexibility, performance and cost. For years, we've been using the cloud to work together remotely, and keep our travel costs low.

Which clients have Logica worked with?

All sorts. Here are the stories behind two of them:

Fennia: Their brokers asked them for an electronic communication channel that would make case management faster and easier. Fennia wanted a service that would differentiate them from their competitors. And they wanted to get it up and running fast. We took over managing the whole company's content using the cloud. Now it's easy for them to find the right information and update it. They're more productive, and so are their brokers. There's also less to print and mail, so they've saved money.

Their customers are happier, and they're now truly different from their competitors. So far, 14 brokerage firms have taken up the service, but Fennia hopes to get all of them involved. The feedback so far shows we've helped them develop one of the most advanced systems of its kind in the Finnish insurance industry.

Chronopost: We work with France's leading express delivery company, helping them stay ahead of their rivals. To increase their market share and make their customers more loyal, Chronopost needed to know what their customers needed. And get sales, marketing and support working together to help those customers. We merged all their customer management processes into one central system in the cloud. Right now we're working together to find the best way to set up the sales and service cloud applications from salesforce.com. After that, we'll find out how best to migrate to the new system and get the whole company involved.

It'll make Chronopost more nimble and efficient. And it'll help them improve the way they share information inside and outside the business. They'll have systems that show them where they need to improve. And because they only pay for what they use, it'll cost less to run and need no upfront investment.

I'm still not convinced the cloud is secure.

We're a European company, so we understand your worries.

At least half of all companies are worried the cloud might not be safe³. How can you protect data in an environment you can't fully control? Will the cost of security jeopardise your business case for cloud computing? How do you prove your new business venture meets regulations? Is the cloud really an opportunity to improve?

We've been helping our clients stay secure for years. The answers are different for everyone. We look at the sort of data you deal with and recommend a way of working that keeps it secure. It might be a private cloud, a public cloud, or no cloud at all.

And we'll keep security in mind as we give you advice, design and build a system for you, and make it work. Here are just a few of the areas we'll focus on:

- Adopting standards.
- Real time security – around data in transit, identity and access management.
- The stability of your service platform.

³ Source: As Adoption Grows, Vendor Managers Can Help Business Users Succeed With SaaS Deployments, Forrester, May 2010

A secure space to learn and innovate

What are the biggest differences between Logica and other firms when it comes to future IT and cloud?

- We address every one of your worries about the cloud: security, regulation, complexity, reliability and the rest. We'll make sure you've got a combination of cloud (public or private) and non-cloud services that meets regulations.
- We plan and give you a future IT service that transforms and grows your business.
- We can help throughout a project, from the very beginning to the very end.
- We offer consulting, systems integration and outsourcing.
- We work with all the major players, whether traditional or new. And we act as an independent advisor and broker for our clients.
- We understand that cloud isn't the whole answer. How best to use it depends on your organisation. We'll help you find the right cloud service for you. Then we'll help you use it properly to transform your IT.



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Logica is a business and technology service company, employing 39,000 people. It provides business consulting, systems integration and outsourcing to clients around the world, including many of Europe's largest businesses. Logica creates value for clients by successfully integrating people, business and technology. It is committed to long term collaboration, applying insight to create innovative answers to clients' business needs. Logica is listed on both the London Stock Exchange and Euronext (Amsterdam) (LSE: LOG; Euronext: LOG). More information is available at www.logica.com

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