

2nd Annual Transformation Strategies with Cloud: From Business Strategy to Financial Value Creation



Faculty Director



Dr. Timothy Chou

- *Distinguished Lecturer, Stanford University*
- *Former President of Oracle On Demand, the fastest-growing business inside Oracle*
- *Board of director of Blackbaud, Embarcadero Technologies (EMBT) and advisory board of WebEx*
- *Publicly acclaimed author of "Cloud: Seven Clear Business Models" and "The End of Software"*

Dr. Timothy Chou, a distinguished Lecturer at Stanford University, is a globally recognized thought leader and advisor in Cloud Computing and Software On Demand. Timothy was formerly the President of Oracle On Demand, with over 25 years of business and technology experiences in the Silicon Valley. Under his leadership as former President of Oracle on Demand, Oracle On Demand became the fastest growing business at Oracle and delivered enterprise applications as a service to over a quarter million companies, worldwide. Timothy has been featured in various publications including Forbes, Business Week, The Economist, New York Times and CNBC. Timothy is the author of the landmark book "The End of Software" which several years ago predicted much of the recent excitement in Software as a Service (SaaS). He recently completed the 2nd edition of the book "Cloud: Seven Clear Business Models".

"Under his leadership, Oracle experienced global momentum"

Over 50% of past participants in the 1st Annual Cloud Program in 2011 rated the overall program as exceeding expectation and is a "Must-Attend" program

2ND ANNUAL TRANSFORMATION STRATEGIES WITH CLOUD: FROM BUSINESS STRATEGY TO FINANCIAL VALUE CREATION

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Timothy is the author of the landmark book "The End of Software" which several years ago predicted much of the recent excitement in Software as a Service (SaaS). He recently completed the 2nd edition of the book "Cloud: Seven Clear Business Models". Timothy currently serves as a Board of Director at Nasdaq listed company Blackbaud, on the Advisory Board of Webex Inc., and is a member of the Strategic Advisory Board at Emergence Capital Partners. He previously served as a Board member of Embarcadero Technologies. Timothy holds a B.S. in Electrical Engineering from North Carolina State University and a Masters and Ph.D in Electrical Engineering from the University of Illinois.

EXECUTIVE SUMMARY

Program:	2nd Annual Transformation Strategies with Cloud: From Business Strategy to Financial Value Creation	Early Bird 1 (Register & pay by 8 Oct 2012):	S\$4,350
		Early Bird 2 (Register & pay by 29 Oct 2012):	S\$4,500
		Regular Tuition Fee:	S\$4,650
Dates:	3 - 5 December 2012 (3 days)	For limited period only:	
Location:	Shangri-la Hotel, Singapore	Registration for 2 participants, 10% on 2nd participant. For limited time only by 8 Oct, registration for 3 participants, the 4th participant will receive a complimentary seat (one discount scheme will apply).	

Note: GST is applicable only to participants from Singapore registered companies.

Program Essence :

This comprehensive 3-day executive leadership program: **2nd Annual Transformation Strategies with Cloud: From Business Strategy to Financial Value Creation** is developed for C-Level executives, senior or middle level executives involved in formulating strategy and emerging leaders in both technology and business. It is designed to provide you with a fundamental understanding of Cloud computing and strategic knowledge to create and execute transformational business strategies with this game-changing technology. Led by Dr. Timothy Chou of Stanford University, who was formerly President of Oracle On Demand and with over 25 years of technology and business experiences in Silicon Valley, you will gain a deep understanding of **how to leverage Cloud to significantly reduce your company's IT costs, how to create and execute transformational business strategies with Cloud and how to communicate the strategic value of Cloud to your senior management more effectively.** You will also gain a deeper understanding of **how this game-changing technology affects your company.** You will be engaged in case studies and will gain strategic and financial perspectives on how global companies including **General Electric, Daimler Benz, Kimberly Clark, Google** and **Qualcomm** leveraged Cloud to transform their business strategies.

PROGRAM OVERVIEW

Over the past five years, cloud computing has become one of the defining secular trends within industry. Based on Morgan Stanley's CIOs survey, **utilization of Cloud is estimated to grow at over 50% annually over the next three years** with over half of the CIOs highlighted that Cloud will **create significant cost savings while creating compelling strategic advantage for their companies**. The emergence of Cloud computing forces have led many companies to re-design their business strategy and leverage on the winning features of Cloud to enhance their strategic advantage, improve their business agility and penetrate new market while at the same time, substantially reducing their costs and capital expenditures.

KEY TAKEAWAYS

Through this program, you will be able to :

- Gain strong fundamentals of cloud computing, from business and technology point of view
- Leverage Cloud services to reduce your operating costs
- Develop breakthrough strategies and roadmap to implement Cloud services
- Communicate and present technology powered business case more effectively with senior management and board members
- Understand the changing role of technology and how it impact your business
- Bring and discuss your live case studies and gain financial and strategic perspectives on how other companies, including GE, Daimler Benz, Kimberly Clark, Google and Qualcomm leveraged Cloud to enhance their strategic positioning in their industry

This executive program will feature leading practices from Timothy Chou's landmark book "Cloud: Seven Clear Business Models" and "The End of Software" which **five years ago foretold much of the recent excitement in Software as a Service (SaaS) and was widely read as a primer to the on-demand model of software delivery and its benefits**. Timothy is a recognized thought leader and advisor in bringing enterprise applications to Cloud since 1999. As a former President at Oracle On Demand and presently a Distinguished Lecturer at Stanford University, Timothy is a pioneer in the cloud industry.

PARTICIPANT MIX

This executive program is designed for :

- C-Level executives, including CEOs, CIOs, COOs, CFOs and CROs
- Managing Directors, Vice Presidents, Directors, Heads and middle and senior level executives who have the responsibilities in the following functions: Information technology, information security, financial strategy, financial planning, business development, responsible for formulating and implementing strategy for their companies
- Middle and senior-level technical executives who are interested in understanding Cloud better from business, technology and finance point of view

MINI CASE STUDY ON CLOUD APPLICATION

Problem : A large Asian fast food company founded in 1975 has grown to over 1,800 restaurants worldwide with almost 200 new stores opening each year. Rapid expansion and acquisitions lead to disparate in-store systems with little integration. Lack of integrated processes made real-time informed decisions difficult. The CFO said **it was even difficult to figure out how much each store was spending on telephones**. One possible solution was to expand their Tier 1 HQ ERP solution worldwide, but this was too expensive.

Solution : Instead, the company chose cloud service to solve their integration challenge. They have been able to integrate with their traditional HQ ERP application and now have real-time visibility, including granular performance analysis, consolidated reporting and a complete audit trail. Online supply ordering enables the international group to restock from factory in a more efficient and cost-effective manner than the previous, manual supply process. Not only are they able to get better information, but also the rollout was quick and efficient. **Fifty stores were completed in Vietnam in 2 months and 190 stores completed in China, and 60 in North America at 1/10 the cost of using traditional applications and Tier 1 HQ ERP.**

QUOTES

“It’s no secret that over 75 percent of the IT budget is spent managing existing software applications. As a simple rule of thumb, just take the purchase price of your application software and multiply it by four, that’s what you’re spending to manage that software per year – it’s what I call the Rule of Four. “

– *Dr. Timothy Chou, Distinguished Lecturer, Stanford University*

“Customers can spend up to four times the cost of their software license per year to own and manage their applications, says Gartner, Inc.”

– *Dr. Timothy Chou, Distinguished Lecturer, Stanford University*

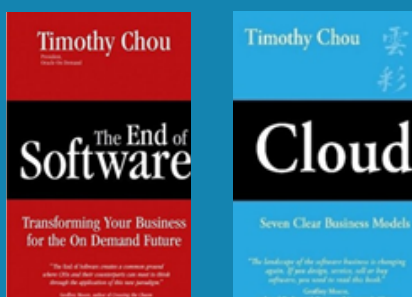
FACULTY DIRECTOR BIOGRAPHY

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Timothy has been featured in various publications including Forbes, Business Week, The Economist, and New York Times as well as on CNBC and NPR. A frequently invited speaker at investor and global conferences worldwide, he has been in demand as a thought leader on the subject of cloud computing, where his recent keynote speech engagements include Bell Canada, Daimler Benz, and CA Technologies.

Timothy is the author of the landmark book “The End of Software” which several years ago predicted much of the recent excitement in Software as a Service (SaaS). He recently completed the 2nd edition of the book “Cloud: Seven Clear Business Models”. He has also founded several new cloud computing companies ranging from a next generation application cloud service, an innovative approach to creating a new channel for cloud computing, an iPad application, and to power enterprise sales.

Timothy currently serves as a Board of Director at Nasdaq traded company Blackbaud (NASDAQ: BLKB), on the Advisory Board of Webex Inc., and is a member of the Strategic Advisory Board at Emergence Capital Partners. He previously served as a Board member of Embarcadero Technologies (NASDAQ: BLKB). Timothy holds a B.S. in Electrical Engineering from North Carolina State University and a Masters and Ph.D in Electrical Engineering from the University of Illinois.



PROGRAM OUTLINE

DAY 1 – BUSINESS MODELS AND CLOUD

Business Models

- An overview of the seven fundamental business models and the underlying economics
- Cloud computing in 60 minutes
- Learn the basic 5-layer stack

Application Cloud Services

- Learn the new business application companies in the past 10 years that have delivered their applications as a service and who has used their applications
- Case Studies: Salesforce, Taleo, Opentable, Rightnow Technologies, Google gmail, Webex, JDA
- Discussion of the business implications of Application Cloud Services

Data Center Cloud Services

- Understand the economics and value of data centers as the underlying of all cloud services
- Understand the cost to build and the cost to operate
- Case Studies: Microsoft, Amazon, Google
- Discussion of the business implications of Data Center Cloud Services

Compute & Storage Cloud Services

- Understand why Amazon's creation of compute & storage cloud services has ignited the industry
- Understand the workloads for these cloud services
- Cases studies: High growth, periodic, aperiodic, and on-off applications
- Public vs. Private Cloud Services
- Specialized Cloud Services
- Discussion of the business implications of Compute & Storage Cloud Services

DAY 2 – SECURITY AND CLOUD

Software Development Cloud Services

- Learn the new generation of both horizontal and vertical development environments
- Cases studies: Azure, Force.com, SuiteCloud, AppEngine
- Discussion of the business implications of new software development platforms

Operations Management Cloud Services

- Learn the new generation of cloud services that will replace the traditional solutions
- Cases studies: Service-now, CloudKick, New Era, CA Technologies
- Discussion of the business implications of new operations management platforms

Security & The Cloud

- Public vs. Private
- Learn about identity and access management, audit, compliance, testing and privacy

PROGRAM OUTLINE

DAY 3 – TRANSFORMATIONAL BUSINESS STRATEGIES AND CLOUD

“State of the Cloud

- A group of companies, and their current status in using application, software development, ops management, compute, storage and data center cloud services

Moving to the Cloud: Developing a Strategic Plan to reduce cost

- Applications strategy
- Software Development strategy
- Operations Management strategy
- Compute & Storage strategy
- Data Center strategy
- Case Studies include: City of San Francisco, Kimberly Clark, General Electric, Qualcomm
- Live Case Study – discussion on your environment

Purchasing Cloud Services: Developing a Strategic Framework

- Identify Key Objectives
- Identify Key Constraints
- Selection Process
- Service Level Agreements
- Contracting

TRANSFORMING BUSINESS STRATEGIES

Software Business Transformation

- Key challenges and approaches to transformation of a traditional software business to a cloud business

Data Center Business Transformation

- Key challenges and approaches to raise the bar and create differentiation in the data center business

Partner Transformation

- Key challenges and approaches for partners of software and hardware providers to adapt and thrive in the new world of cloud computing

Marketing and Selling Cloud Services

- Marketing and selling cloud services will also have to change based on the economics of the model
- We'll focus on how to rethink marketing and selling in particular the use of storytelling

Mobile & The Cloud

- Mobile changes many of the dimensions of the applications
- Discuss an example from public safety as well as other cases, which are powered by the ability for the device to hear, see and know where it is

Games & The Enterprise

- Electronic gamings, in particular multi-player games hold lessons for all of us in business
- Discuss key lessons learned from World of Warcraft and eBay

Service Economy

- All modern businesses are service businesses: 80% of the US economy and probably 100% of Singapore's economy is a service business
- So what is a service business? – how do you achieve that in your business?
- How do you use cloud computing to move beyond transactional systems to information-powered businesses?

TESTIMONIALS FROM EXECUTIVES WHO ATTENDED DR. CHOU'S PROGRAM AND FEEDBACK ON HIS BOOKS

"I had the chance to hear Timothy Chou speak earlier this year. His knowledge and experience really shine. His presentation ended up being one of the best presentations I have heard on cloud computing. Extremely insightful and thought provoking. I ending up taking his entire presentation back to work and sharing it with my staff on why we need to being doing more with cloud computing. I highly recommend him as a speaker"

Norm Fjeldheim / CIO, Qualcomm



"Timothy is a compelling and visionary speaker who engages the audience and is always thought provoking. His broad, global experiences across several industries and academia provide a credible context for his talks, making them come to life with numerous, tangible case studies. His keen wit and wry sense of humor keep his talks lively and engaging. I highly recommend this energetic futurist for your next external or internal event"

Keith Morrow / Former CIO, 7-11 and Blockbuster



"Timothy has corralled the chaos of the software industry into an engaging guide that provides insight into the current state of the industry, as well as emerging trends and changing dynamics. Tim's book on Cloud shows how winning SaaS companies are shaping the future. It's a must read for anyone interested in the anatomy of the software business."

*Greg Gianforte / Chairman,
Founder & CEO, RightNow Technologies*



"Chou's book offers a comprehensive look at what makes a software company tick and what the future of software is likely to be. Lucid and simple writing, examples and analogies that the layperson can relate to easily, and interesting anecdotes are what set this book apart. In writing this insightful and informative book, which could well predict the future of software, Timothy Chou has made a timely and thought-provoking contribution to our knowledge about an emerging field."

*Rudy Karsan / Chairman,
Founder, CEO, Kenexa*



FORTUNE 500 COMPANIES BENEFITTED FROM DR. CHOU'S PROGRAM

- Abbott Laboratories
- American Express
- Bank of America Corporation
- Chevron
- Colgate-Palmolive Company
- CA Technologies
- Daimler-Benz
- Deere
- DuPont
- ExxonMobil Global Corporation
- First Data Technologies
- General Electric
- GlaxoSmithKline
- Hewlett-Packard
- Honeywell
- IBM
- JPMorgan Chase & Co.
- Kimberly-Clark Corporation
- Levi Strauss & Co.
- Marriott International
- McDonald's Corporation
- Merck & Co., Inc.
- Microsoft Corporation
- Oracle
- Pfizer, Inc.
- Prudential Financial
- Qualcomm
- Red Hat
- SAP
- Siemens
- The Coca-Cola Company
- The Dow Chemical Company
- The Estee Lauder Companies
- The Hershey Company
- The Home Depot, Inc.
- The Procter & Gamble Company
- The Walt Disney Company
- Toyota Motor Sales U.S.A., Inc.
- Verizon

REGISTRATION PAGE

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____
Organisation: _____
Address: _____
Postal Code: _____

I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Please register the following participant(s) for this Program:

1st Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____ Date of Birth: _____

2nd Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____ Date of Birth: _____

3rd Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____ Date of Birth: _____

4th Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____ Date of Birth: _____

PROGRAM FEES

- 1ST EARLY BIRD FEE: S\$4,350**
(Registration and payment must be received by 8 October 2012)
- 2ND EARLY BIRD FEE: S\$4,500**
(Registration and payment must be received by 29 October 2012)
- REGULAR FEE: S\$4,650**
- GROUP DISCOUNT:** For 2 registrations from the same company and billing source, the 2nd participant enjoys a 10% discount.
- For registrations of 3 from the same company and billing source, the 4th participant receives a complimentary seat. One discount scheme applies per company.
- Note: GST is applicable only to participants from Singapore registered companies.
- Important Notice:** Payments are required with registration and must be received prior to the Course to guarantee your place.

PAYMENT METHODS

BY CHEQUE / BANK DRAFT:
Made payable to Clariden Global Pte Ltd and mail to: 3 International Business Park, #04-31, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:
Bank Name: **DBS BANK**
Bank Branch Code: **027**
Bank Address: **6 Shenton Way, DBS Building, Singapore 068809**
Bank Account No: **027-903583-8**
Bank Account name: **Clariden Global Pte Ltd**
Bank SWIFT Code: **DBSSGSG**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:
To make payment by credit card, please call our client services hotline at +65 6899 5030.

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +65 6567 4328



Call: +65 6899 5030



Website: www.claridenglobal.com

DATE AND LOCATION

This executive program will be held at:

Shangri-La Hotel, Singapore

3 - 5 December 2012

22 Orange Grove Road, Singapore 258350

Tel : +65 6737 3644

Fax : +65 6737 3257

Website : www.shangri-la.com/en/property/singapore/shangrila

The fee for this three-day executive program includes all written materials, lunch and refreshments.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "Clariden Global Pte Ltd. **ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

SPONSORSHIP

INTERESTED IN PROMOTING YOUR ORGANIZATION TO OUR PARTICIPANTS

For more information on sponsorship, tabletop displays & insert opportunities, please contact us at 6899 5030.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global Pte Ltd reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global Pte Ltd will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +65 6899 5030.

PRIVATE DISCLOSURE STATEMENT: Any information provided by you in relation to this event is being collected by Clariden Global Pte Ltd and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

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