

And so to the Cloud...

Will Venters

Carsten Sorensen

Daniel Osei-Joehene

Elasticity



PLAY YOUR FRIENDS NOW

[HOME](#) [BLOG](#) [SHOW](#) [NEWS](#) [PLAY](#) [BINGO](#) [BACKSTAGE](#) [FORUM](#)



Deal or No Deal online welcomes you to the official UK website and the home of the Channel 4 game show that has gripped viewers from [around the world](#).

Catch up on the latest Deal or No Deal game [show](#), [video clips](#), [news](#), [gossip](#) and watch exclusive DoND [contestant interviews](#) online.

Contestant applications are now closed

LATEST NEWS

CSI Jodie made a good case against the Banker

Try and make your dreams come true... [Read More](#)

Harry spanked the Banker [Read More](#)

Jean cruised her way to a big payout [Read More](#)

Liam was here to seize the day [Read More](#)

BLOG

Welcome to the Deal or No Deal Blog

Evil followers only please! [Read More](#)

LATEST UPDATE 03/06/2010 15:39:00

[Audience tickets](#)

[Subscribe to our Newsletter](#)

TV Schedule: 16:10 Mon - Fri Channel 4 17:10 Mon - Fri Channel 4+1 Sunday Channel 4 Times vary Also repeated on More 4

Business Models

- **Hollowed out (Carr 2008)**
- **Reinvention not Replication...**
- **Innovation in IT.**
- **Hybrids: not Private / Public**

Security

- **Brown-outs, Black-outs.**
- **SLAs**
- **Physical risk**
- **Loss of Control and Expertise:**

Standards and Regulation

Costing and Transparency

- **Toothless SLAs**
- **Race to the bottom**
- **Pace of innovation in IT.**
- **Limits of Scale** (Brynjolfsson 2010)
- **“Cloud 2.0” Automation** (Durkee 2010).

And so to the Cloud...

Will Venters

Carsten Sorensen

Daniel Osei-Joehene