THE FUTURE OF CLOUD COMPUTING

Integrated Cloud Technologies Will Take Our Connected Lives to a Whole New Level

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The DCIA is an international trade organization focused on the commercial advancement of cloud computing and related technologies.

Background

Nearly three out of five companies have integrated cloud services into their Information Technology (IT) strategy and are spending more than 10 percent of their total operating expenses on cloud services. This puts the cloud services market on track to surpass $250 billion in annual revenue by 2017.

Let's take a closer look at five key trends driving this phenomenon.

Mobile Cloud

Although the majority of applications today do most of the data storage and processing on mobile devices, that could change in a few years. We will see the entrance of a corporate back-end system as acceptance of the bring-your-own-device (BYOD) to work advances.

The mobile cloud will enable increased flexibility with a greater degree of real-time data sharing. In addition, mobile cloud computing programs will be downloaded directly from the Internet.

Measures to improve security and protect privacy must accompany this migration. Validating access to multiple clouds by means of single sign-ons will become the norm.

Big Data

Companies must determine how to bring their storage, transfer, recovery, and scrubbing activities together into an integrated Big Data resiliency department. One of the largest hurdles is synchronizing internal efforts with those conducted by cloud service providers.

The next level of scale will come from the real-time use of Big Data to effectively make decisions. The big picture for faster Big Data is data processing and visualization allowing us to integrate technology, culture, and strategy into a cohesive world.

DevOps

DevOps integrates two differing cultures – developers and operations – to help IT keep up with the increasing pace of change.

DevOps supports certain "truths:" shipping code faster and more error-free is inherently good; automated testing at scale makes a better, more secure product; the real value of engineering talent is the insight and creativity to solve real-world problems.

DevOps adoption has increased 26% since 2011, and will continue to expand as companies see the correlation between strong IT performance and competitive advantage.

Social Networking

Today there are 1.3 billion active users of the leading social media networks. In four years, global social media usage will nearly double.

In the future, the Internet will operate more like electricity, as an unseen part of the infrastructure that we notice only when it's not present.

The most dramatic change will not only be the amount of data available but also the decision-making power of that data. There will be more personal

ownership of data, and individuals will centrally manage data across multiple platforms. The great paradigm shift of social media is well underway.

Internet of Things (IoT)

The IoT is transforming everyday objects into an ecosystem of information that will enrich our lives. It will help us optimize our wellness. Programmable homes and energy management will provide increased physical security and savings in power consumption. Media entertainment and social networking will become seamless. Geolocation services and vehicular automation will be integrated. New services based on sensors, motors, and other machines will revolutionize transportation. Retail, public space, and factory environments will see components produce, consume, and process information to improve operations.

Society will need new, scalable, compatible, and secure solutions for the management of the IoT, and to support our new business models.

For the latest on IoT, check out "DCIA's IoT Marathon" on YouTube. The industry is doing amazing things, and I look forward to being involved in the advancement of cloud computing solutions.

Marty Lafferty is the Chief Executive Officer (CEO) of the Distributed Computing Industry Association (DCIA). His background includes senior management roles at leading global brands and progressive start-ups in high-value digital content delivery. His assignments have ranged from CEO of NBC's Olympic joint venture to Corporate & Services Marketing VP at Microsoft TV. As VP of TDBS, he led Turner Broadcasting's pioneering work in satellite-signal security technology. He also served as CEO of Zoom Culture, CMO of StreamSearch, and President of FutureVision.