

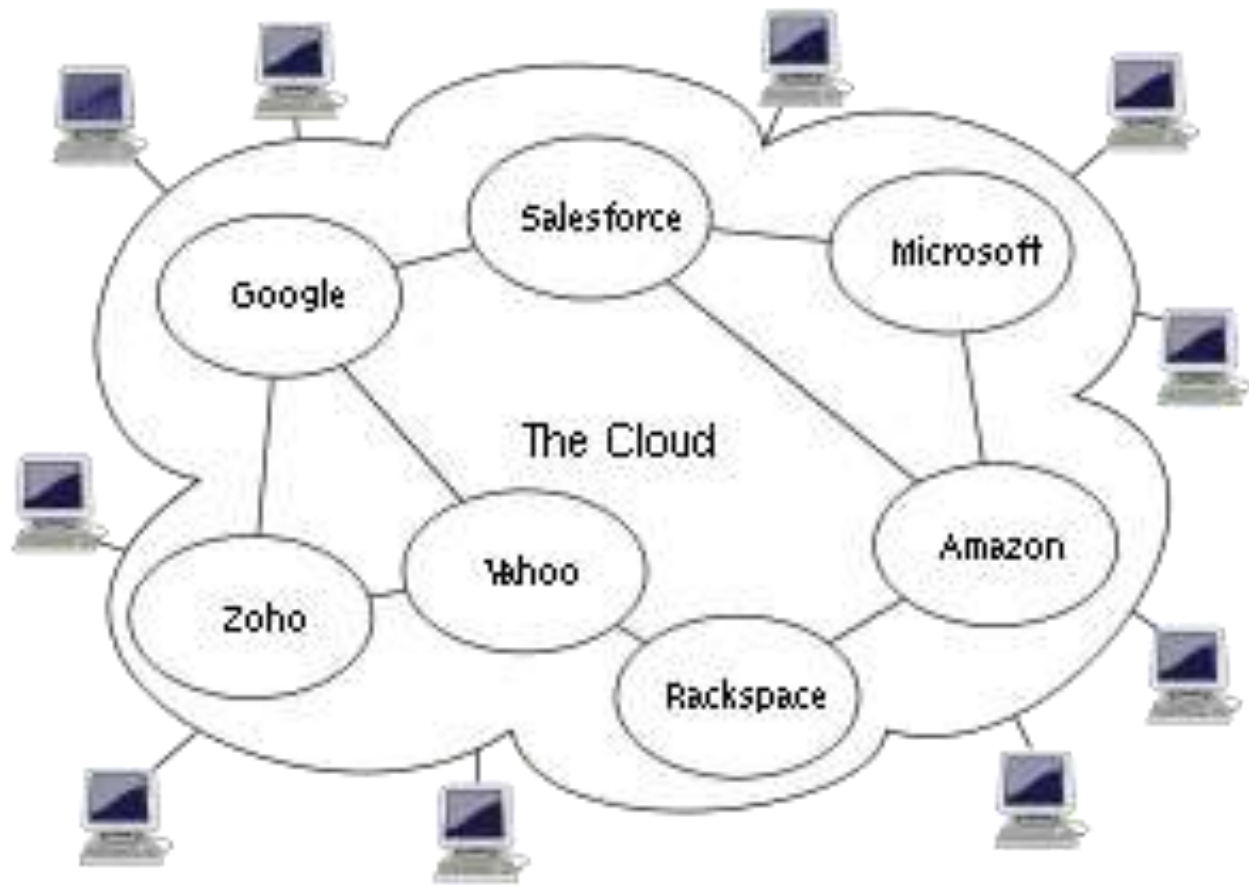
Cloud Computing

The future?

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The Cloud



Some examples

- Facebook
- Google docs/calendar/email
- Salesforce.com
- Content Management Systems (drupal, joomla, etc)
- Blogging software (wordpress, etc)
- Box.net (online storage), ActevaRSVP (online event registration), MailChimp and Vertical Response (email marketing), etc, etc, etc

Traditional vs Cloud Responsibilities

Traditional:

- Installation
- Maintenance
- Updates
- Investment in hardware

Cloud:

- Internet connection
- Um.....

Traditional vs Cloud Risks & Benefits

Traditional

Risks

- High maintenance & infrastructure costs
- Version consistency across an organisation.

Benefits

- You're "in control"
- Familiarity

Cloud

Risks

- Reliance on internet connection
- Who can access my data?

Benefits

- Low infrastructure & setup costs
- Easily integrated

Security & Backup

A Typical Non-Profit

- Backs up to tape each night, if you're lucky...
-which sits on someone's desk and in the event of a fire, is lost.
- Power cut? Computers go down.
- Server sits in a dusty corner, occasionally prodded by the accidental techie
- Sometimes there's a maintenance and support contract

A Cloud Computing Supplier

- 24-hour security, biometric scanning, video surveillance, buildings built to withstand earthquakes, floods and storms
- Humidity and temperature controls
- Back up power supply
- Incremental and full backups, cloned to secure tape archive
- Full details:
trust.salesforce.com/trust/security/

Ilbijerri Theatre

- Identified one of their key target audiences used social networking sites
- Started using Facebook in April for Comedy Festival
- Currently have 330 fans
- Post updates once or twice a week between productions, daily in the lead up to productions. Approx. 2 hours a week.
- Results and Benefits have included:
 - Record numbers of job applicants in response to recent posting
 - Partnership work with another theatre company to cross-promote their shows
 - People love photos, reviews, behind the scenes stuff
 - Creating a real community

UK Sailing Academy

- Registered charity providing sailing opportunities to young people
- Supplement their fundraising activities with paid for sailing training
- Used Salesforce.com for over 5 years
- Integrated google adwords
- Campaign for people looking to work in sailing

The Stats

- Generated over 4000 contacts (little/no work to actually engage with them)
- 142 people signed up for sailing courses as a result of follow-up
- Generated over \$400,000 worth of income (\$2800 per contact)
- Costs: \$20,000 for google clicks (\$3.75 per contact)

British Overseas Network for NGOs (BOND)

- Medium-sized peak body
- Use a Content Management System to manage their website.
- Integrates directly with their database
- Reduces admin work
- Improved networking and collaboration amongst members through online portal
- Stats and more stats
- Making Links conference for more

Why so good for non-profits?

- Quick to develop and implement so lower costs than more traditional software
- Lots of non-profits have people who work from home, volunteers, people delivering services away from the office, etc.
- Money savings from reduced infrastructure responsibilities, IT maintenance and upgrades

What the future holds...

- The Web is no longer just an application, a piece of software, but has become a platform for building new applications.
- Amazon, which began as an electronic bookstore in the mid-1990s, and has grown to provide Amazon Web Services including a platform for other eCommerce vendors.
- The generation raised on broadband connections, Google search and Facebook community membership will not fear to rely on Web-delivered applications and resources for both work and leisure.

Useful links

- TechSoup article: <http://blog.techsoup.org/node/952>
- ICT Hub: www.ictknowledgebase.org.uk
- Salesforce.com
- Google Adwords/Grants: www.google.com.au/grants/
- File storage and sharing: www.box.net
- Event registration: ActevaRSVP actevarsvp.com/
- Email marketing: MailChimp www.mailchimp.com
- Email marketing: Vertical Response
www.verticalresponse.com/

Useful Links cont.

- Zoho – online office tools, word, mail, spreadsheets, etc www.zoho.com
- Cloud computing definition:
www.youtube.com/watch?v=ae_DKNwK_ms
- SocialSourceCommons:
www.socialsourcecommons.org
- Aviary: www.aviary.com Photoshop and Illustrator