

# 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/](https://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](http://www.ictknowledgebase.org.uk)
- [Salesforce.com](http://Salesforce.com)
- Google Adwords/Grants: [www.google.com.au/grants/](http://www.google.com.au/grants/)
- File storage and sharing: [www.box.net](http://www.box.net)
- Event registration: ActevaRSVP [actevarsvp.com/](http://actevarsvp.com/)
- Email marketing: MailChimp [www.mailchimp.com](http://www.mailchimp.com)
- Email marketing: Vertical Response  
[www.verticalresponse.com/](http://www.verticalresponse.com/)

# Useful Links cont.

- Zoho – online office tools, word, mail, spreadsheets, etc [www.zoho.com](http://www.zoho.com)
- Cloud computing definition:  
[www.youtube.com/watch?v=ae\\_DKNwK\\_ms](http://www.youtube.com/watch?v=ae_DKNwK_ms)
- SocialSourceCommons:  
[www.socialsourcecommons.org](http://www.socialsourcecommons.org)
- Aviary: [www.aviary.com](http://www.aviary.com) Photoshop and Illustrator