


The "Cloud" and Web 2.0


Issues and Risks for Consideration

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Objectives

- *Understand what the "cloud" and "Web 2.0" encompass.*
- *Understand differences and similarities to other types of outsourcing.*
- *Identify and articulate key risks and issues in this space.*
- *Understand strategies to mitigate these risks.*

Web 2.0 and The "Cloud"

http://geekandpoke.typepad.com/geekandpoke/


In a Nutshell...

Cloud Taxonomy & Ontology - Draft v1.4 - Hoff

http://www.rationalsurvivability.com/blog/?p=604


The Vendor Landscape

http://www.opencrowd.com/views/cloud.php




Why Do This?

- Simple, easy to maintain tools
- Little downtime
- Low cost
- Easy to ramp up
- Encourage collaboration



*aaS

- SaaS – Software as a Service
 - Salesforce.com
- SaaS – Storage as a Service
 - Iron Mountain Connected® Backup
- CaaS – Communication as a Service
 - IP telephony and unified messaging
- IaaS – Infrastructure as a Service
 - Web hosting
- PaaS – Platform as a Service
 - End to end computing services



Key Benefits

- Cost reduction
 - Low barriers to entry
 - Low capital expense
 - Scalability to need
- Collaboration
- Simplicity
- Accessibility
 - Device independence
 - Location independence

Alignment with Outsourcing

- IT Outsourcing
 - Vendor may own the infrastructure and co-mingle information with other clients
 - Vendor may determine which applications will be supported
- Records Center Outsourcing
 - Records boxes generally co-mingled
 - Pay for consumption model
- HR and Benefits Outsourcing
 - Ability to scale to peak (annual enrollment)

Social Networking?

WEB 2.0 SLOGAN OF THE MONTH

WHEN YOU HAVE NOTHING TO SAY, SAY IT ON TWITTER

WITH OUR DISB-DIS-ZOIOUS TWITTER FACEBOOK-LIKE APPLICATION YOU CAN LEVERAGE THE POWER OF ALL THE EMPLOYEES OF ALL THE EMPLOYEES OF ALL THE EMPLOYEES OF YOUR COMPANY

BUT I'M THE ONLY EMPLOYEE OF MY COMPANY

YOU LOST YOURS TO BEING LEARNED TO THINK BIG

PART 4: THINK BIG

MAY

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Social Networking?


HI, WE'RE ABOUT TO DRINK A BEER IN A BAR. DO YOU WANN COME WITH US?

I HAVE THOUSANDS OF UNANSWERED EMAILS. I HAVE NOT TWITTERED TODAY. I HAVE TO WRITE MY MORE THAN THOUSAND FRIENDS. I HAVE TO SON FORTY-FIVE BLOBBED SINCE...

I HAVE NO TIME TO DRINK A BEER IN A BAR. I'M BUSY ENOUGH BEING SOCIAL

- There are some differences, but the common threads remain.
 - Use of the Internet
 - Simple applications
 - Extension of work into personal life


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 Does Social Networking Matter?

- Corporate YouTube
- Corporate Twitter
- Wikis
- Blogs



- How do we retain?
- How do we dispose?
- How do we hold?

 Related Trends

- Virtualization
 - One computer or server hosting multiple virtual servers or computers, utilizing excess computing power
 - Significant cost reduction
- “Bring your own computer”
 - The employee brings to work whatever sort of computer that he or she prefers and works within a virtual machine
 - Significant cost savings opportunity
 - Significant risks

 And Now, the Risks



HERE BE DRAGONS...



Risks

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But Wait, There's More!


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Key Risks

- **Security**
 - It's on the Internet and you likely use a browser to get to it
- **Resiliency, Availability, Accessibility**
 - Is it broken?
 - Is my connection broken?
- **E-discovery**
 - Exactly how does this work?
 - With shared storage, will someone else's data be exposed with mine?




Risks

- E-discovery and the Law
 - The law is probably ten years behind technology.
 - Legal expectations about ESI make assumptions that were true ten years ago
 - Jurisdiction is an increasingly critical issue – where is the information stored and where does it go?




Risks

- Computer Forensics
 - Can we obtain uncontaminated data?
 - How do we maintain chain of custody?
 - How do we show what has been deleted?
 - Are the logs good enough?
- Records Management
 - Can retention schedules be applied?
 - Is search and storage more important than disposition?




Risks

- Data Privacy
 - Where is the data?
 - Who has access to it?
 - How do we dispose of data no longer needed?
 - How do we disclose transfers and processing?
- Infrastructure Duplication
 - Some infrastructure may need to be maintained for power users and for tethered users




Risks

- Who Owns the Data?
 - The employee
 - The employer
 - The service provider
- Migration
 - Negotiating the divorce before the marriage
 - How do you change providers?
 - How do you get all of your data back?



Risk Mitigation

- Legal
 - Contractual language
 - Service Level Agreements
- Resiliency
 - Pre-planning
 - Multiple paths to connect
- Documentation
 - Understanding the environment
 - Preparing responses



Risk Mitigation

- Policy
 - Ensuring that employees have limits and the limits are enforced
- Encryption
 - Sensitive information must be encrypted
- Limit Remote Access and Downloads



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