



ITU ARAB FORUM ON FUTURE NETWORKS  
"BROADBAND NETWORKS IN THE ERA OF APP ECONOMY"

# THE CLOUD AT THE SERVICE OF APP ECONOMY

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# Outline

## Introduction

- 1- App economy
- 2- The value of Cloud Computing
- 3- Cloud to support the App Economy

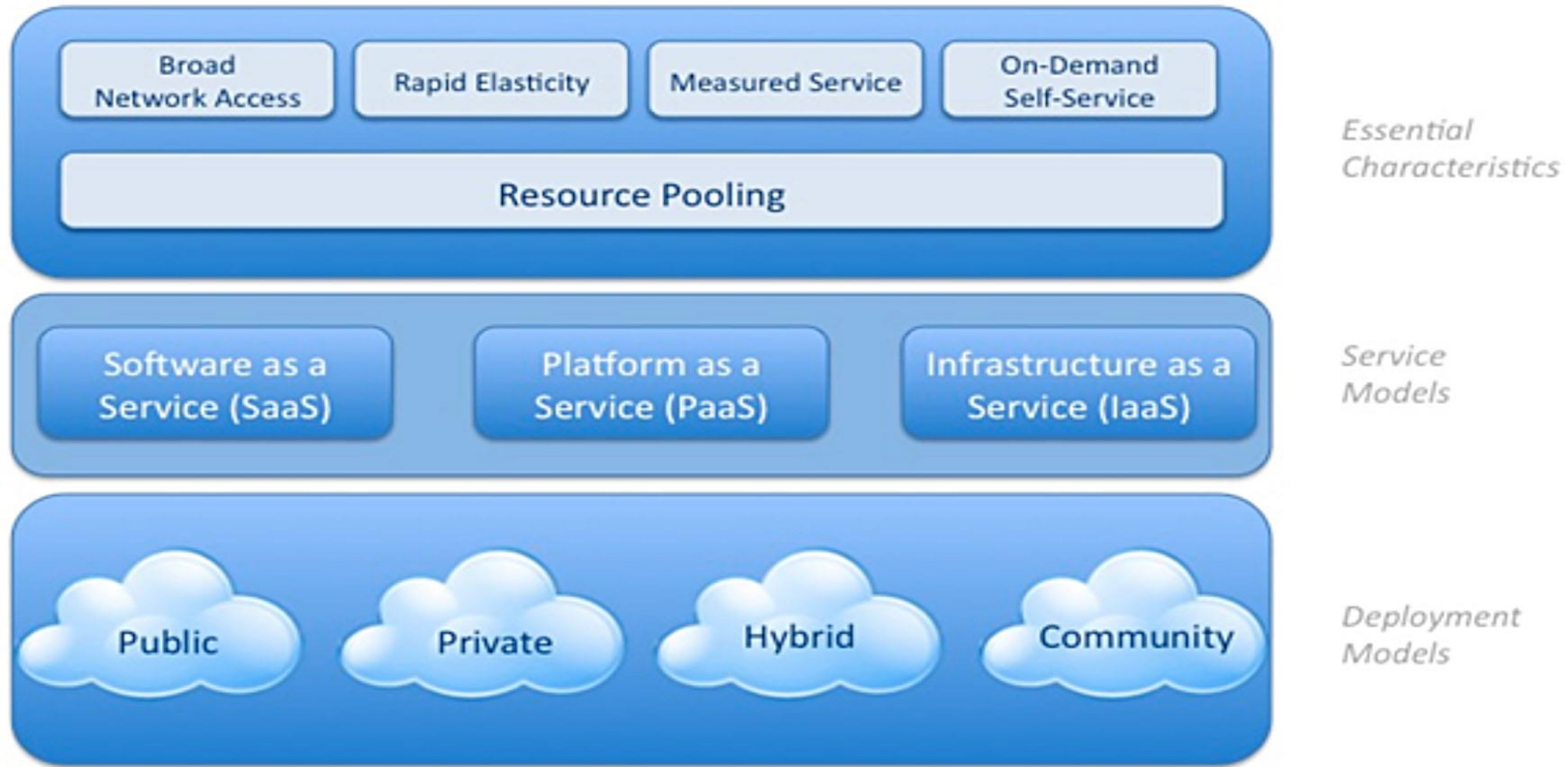
## Conclusion

# Introduction

- Cloud has already changed both everyday life and business.
- While much discussions relating to cloud involves its technological capabilities, it offers actually numerous opportunities to improve App economy

We need to determine how to take advantage of cloud's potential to optimize, innovate and offer new different value propositions.

# Introduction



Key technologies: Virtualisation, Outsourcing, resources sharing....

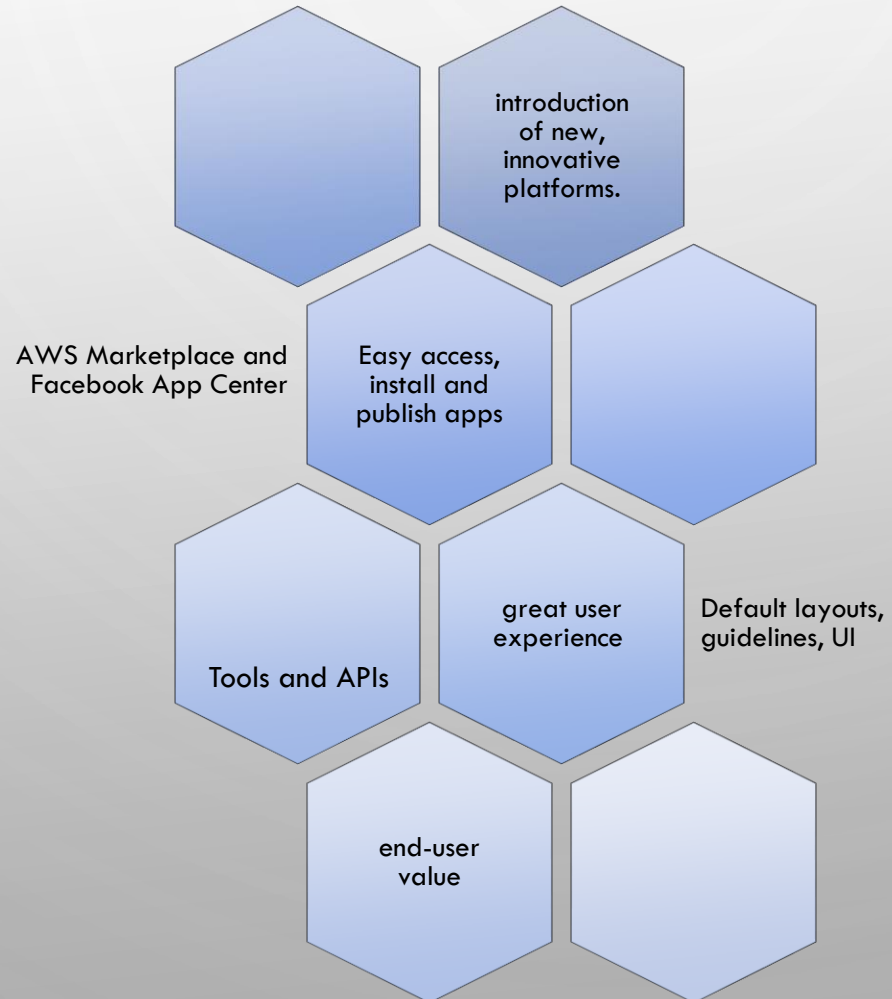
# APP ECONOMY



- The term “App Economy” is often used to refer to the economy that has been created due to the development and delivery of software applications for smart-phones, tablets, and Facebook.
- Mobile apps created new fortunes for entrepreneurs and changed the way business is done.
- The app economy encompasses the sale of apps, ad revenue or public relations generated by free apps, and the hardware devices on which apps are designed to run.

# APP ECONOMY

- To attract users and developers to use and build apps :



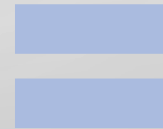
# APP ECONOMY

There's an App for That.

The emergence  
of the app  
store model



The  
proliferation of  
cloud services



Allow small  
app companies  
to access  
overseas  
markets.

# The value of Cloud Computing

- **For a startup, Cloud**
  - Accelerates deployment of new services without consuming the computing resources of the enterprise.
  - Reduces capital requirements for up-front investments in IT since the enterprise is able to utilize the resources of CC.
  - Offers the flexibility to meet sudden changes in demand and peaks.
  - **Teams** can focus more time on delivering business value and less time on non-productive activities.



# The value of Cloud Computing

- **Business managers** are turning to cloud computing to expand their businesses, the cloud:
  - Provides a quick and easy way to implement business process changes.
  - Offers new ways to engage with customers.
  - Allows work with collaborative communities.

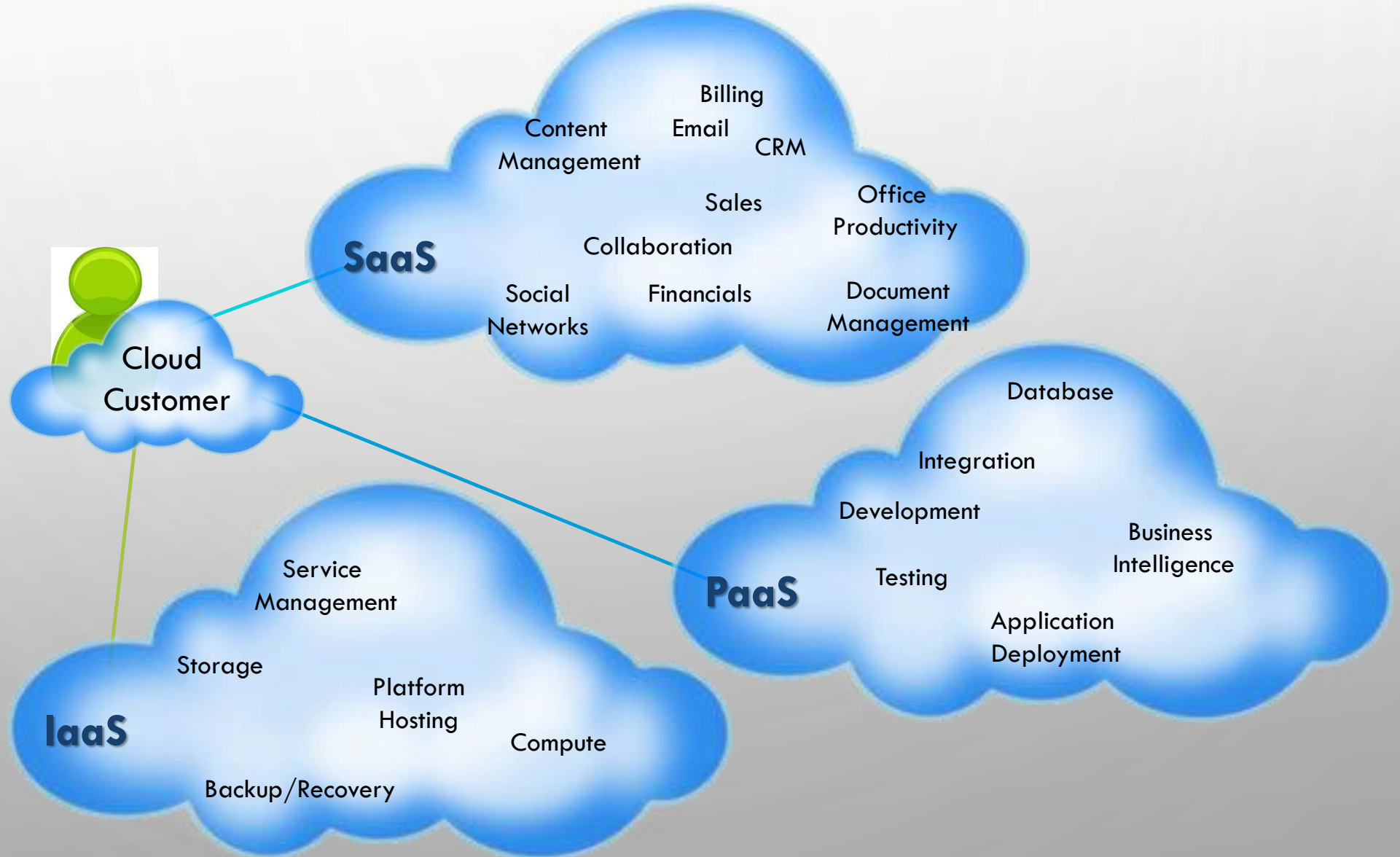
Companies are taking services and data and linking them together to create new and innovative applications or business processes.

# The value of Cloud Computing

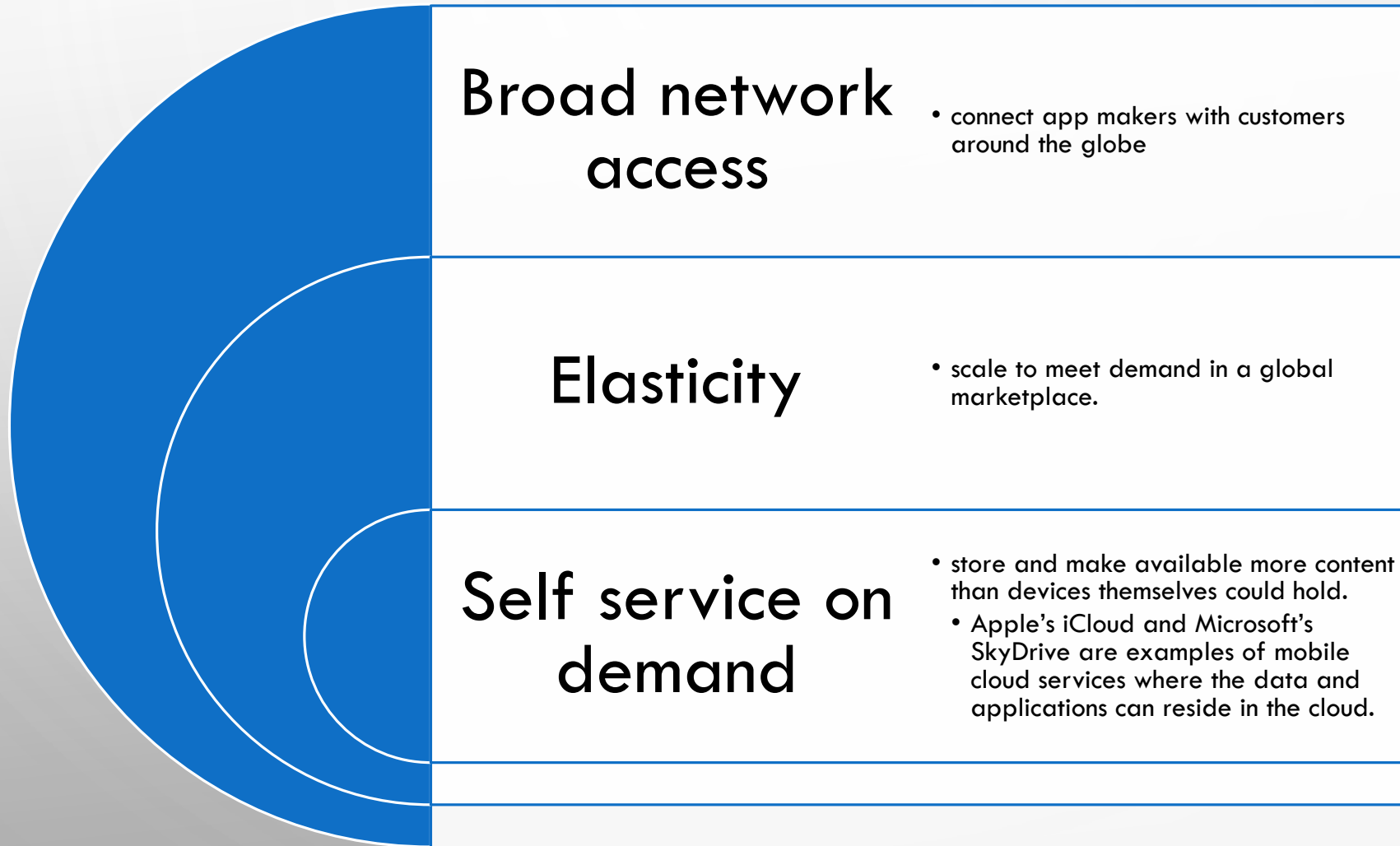
**Any organization** can exploit the power of cloud to help drive business innovation. It can:

- enter new lines of business or industries,
- reshape an existing industry
- transitioning into a new role in their industry value chain.

# CLOUD TO SUPPORT THE APP ECONOMY



# CLOUD TO SUPPORT THE APP ECONOMY





# CLOUD TO SUPPORT THE APP ECONOMY CHALLENGES

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**Data Location**

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**Compliance issues**

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**Vendor lock-in**

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**Privacy**



# Conclusion



Apps are everywhere and have the power to change everything.  
In App Economy evolution, cloud computing is imperative  
It is a key driver of app adoption in enterprise





Thank you