

Session summary  
THE ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2011  
16-18 JUNE 2011, ST. PETERSBURG

Session title: **Expanding Technology Horizons**  
**HOW CLOUD COMPUTING WILL RESHAPE THE DIGITAL AGE**

**Theme**

Nowadays more and more information is sent through cloud computing networks. Many businesses are now facing the problem how to adjust their IT capacity to meet new Cloud Computing demands.

**Moderator:**

Julia Angwin, Senior Technology Editor, The Wall Street Journal

**Panellists:**

Sergei Belousov, Executive Chairman of the Board and Chief Architect, Parallels  
Brian Bershad, Professor, Head of Engineering Centre, Google Seattle  
Philippe Camus, Chairman of the Board of Directors, Alcatel-Lucent  
Jean-Philippe Courtois, President, Microsoft International  
Anatoly Karachinsky, President, IBS Group Holding  
Tomas Kilroy, Senior Vice-President and General Manager, Sales & Marketing Group, Intel Corp.

**Front row participants:**

Sergey Andreev, General Director and President, ABBYY Group of Companies  
Viktor Orlovsky, Senior Vice-President, Sberbank

**Synopsis**

Participants of the sessions discussed potential opportunities and threats associated with cloud computing in today's world.

The session opened with a short video introducing cloud computing itself. Organisations should invest in new technologies to keep up-to-date; however, the introduction of cloud could be very slow. Cloud computing technology in most respects solves the problem of excessive capital expenditures on IT infrastructure through deploying clouds. Clouds represent a new IT services and IT solutions paradigm.

This was followed by a discussion during which the main topics raised in the video were dealt with in detail. There are three major trends in modern computing: cloud, a new way of accessing computing resources and services; mobile, the use of small smart devices; social, a new way of connecting people.

The cloud technologies provide access to application services anytime and anywhere there's access to the internet. It is possible to use a large volume of external resources and facilities via cloud computing that give a lot of flexibility. It's possible to transform the business process with clouds. They make it possible to receive as many resources as needed at any particular time, allowing a business to do things that were impossible before. At the same time cloud is not about saving money, it's about being able to do new things much faster and more simply, more flexibly, but it's not necessarily cheaper.

Another topic discussed was the network resources required for cloud computing. Existing network capacity might be insufficient to provide adequate speed for cloud services. 3G networks are expanding to provide speed for cloud service delivery. Furthermore, access to the cloud services may sometimes be too expensive for users. Participants raised the question of dealing with data traffic that, in their opinion, would increase dramatically in the next 5 years.

Participants drew particular attention to confidentiality and security issues associated with cloud computing. It was mentioned that confidentiality is dead in the existing environment. Also, participants noted that hacking is a problem for the cloud. Many companies are concerned with security problems

and wish to receive guarantees from cloud providers, yet providers are not ready to guarantee the total confidentiality of information placed on the clouds.

Participants agreed that clouds would transform existing business processes. The question is how soon the world will transfer to the clouds. Integration of clouds is a matter of time. Today, corporations are looking at new and more cost effective technologies. Efficient software applications are a real economic advantage. However, it was noted that there's no application software in the market that satisfies all current business needs.

*Disclosures*

*The views expressed are those of certain participants in the discussion and do not necessarily reflect the views of all participants or of the St. Petersburg International Economic Forum.*

*Copyright 2011*

*No part of this material may be copied, photocopied or duplicated in any form by any means or redistributed without the prior written consent of the St. Petersburg International Economic Forum.*

*17 June 2011*