



## CSCC is Connected With Your Cloud Customers



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# Agenda

What is the Cloud Standards Customer Council (CSCC), and who do they represent?

The CSCC represents DMTF's *customers' customers* Cloud Requirements

The CSCC shares Cloud Requirements from the customer's lens

How does customer "Thought Leadership" provide value to DMTF?

Where is the CSCC headed?

What if DMTF "Thought Leaders" were integrated into the CSCC?



# Cloud Standards Customer Council Membership

Membership has grown 10X since OMG's April 2011 announcement - over 600 organizations



# Strategic Alliances to Influence Standards Development

“

*Understanding customer requirements for cloud computing will be critical to enabling interoperable cloud management,” said Winston Bumpus, DMTF president. “DMTF looks forward to reviewing the requirements CSCC will outline and collaborating to maintain industry alignment and deliver standards that best meet customer demand.*

▶ **Winston Bumpus**  
DMTF president



# DMTF and CSCC – “A match made in the Cloud”

*THE Customer’s Voice for Cloud Standards!*



Provide customer-led guidance to multiple cloud standards-defining bodies

Establishing criteria for open standards based cloud computing

**1300+** Contributing Members

**600+** Organizations participating

## 2016 Deliverables

- Practical Guide to Hybrid Cloud Computing
- IoT Reference Architecture
- Microservices Reference Architecture
- ECommerce Reference Architecture
- More!

## 2015 Deliverables

- Web App Hosting Architecture
- Mobile Cloud Architecture
- Big Data Cloud Architecture
- Security for Cloud Computing V2
- Practical Guide to Cloud SLAs V2
- Practical Guide to PaaS

## 2013/2014 Deliverables

- Convergence of SoMoClo
- Analysis of Public Cloud SLAs
- Cloud Security Standards
- Migrating Apps to Public Cloud Services
- Social Business in the Cloud
- Big Data in the Cloud
- Practical Guide to Cloud Computing V2
- Migrating Apps: Performance Rqmnts
- Cloud Interoperability/Portability



# Gaining Cloud Requirements from the Customer's Lens

<b>Whitepaper</b>	<b>Date Published</b>	<b>TOTAL DLs Est.</b>
Practical Guide to Cloud Computing	Oct-11	17,994
Practical Guide to Cloud Service Agreements	Apr-12	19,227
Security for Cloud Computing: 10 Steps to Ensure Success	Aug-12	86,886
Impact of Cloud Computing on Healthcare	Nov-12	16,192
Public Cloud Service Agreements: What to Expect and What to Negotiate	Mar-13	8,371
Convergence of Social, Mobile and Cloud: 7 Steps to Ensure Success	Jun-13	12,350
Cloud Security Standards: What to Expect and What to Negotiate	Oct-13	10,268
Migrating Applications to Public Cloud Services: Roadmap for Success	Dec-13	14,982
Social Business in the Cloud: Achieving Measureable Business Results	Jan-14	1,833
Deploying Big Data Analytics Applications to the Cloud	May-14	5,403
Migrating Applications to the Cloud: Assessing Performance and Response Time Requirements	Oct-14	2,042
Interoperability and Portability for Cloud Computing: A Guide	Nov-14	3,288
Web Application Hosting Cloud Architecture	Dec-14	4,732
Customer Cloud Architecture for Mobile	May-15	3,894
Customer Cloud Architecture for Big Data and Analytics	Jul-15	2,746
Practical Guide to Platform-as-a-Service	Sep-15	2,689
Practical Guide to Hybrid Cloud Computing	Feb-16	4,767
Cloud Customer Architecture for IoT	Feb-16	2,314
<b>TOTAL DOWNLOADS Est.</b>		<b>219,978</b>



# How does Customer “Thought Leadership” provide value to DMTF?



Understanding customer requirements for cloud computing is critical to enabling interoperable cloud management.

DMTF’s view through the end-user lens is akin to a crystal ball as is what’s most important to their customer’s customers now and in the future.

DMTF promotes value by leveraging this perspective and aligning cloud services with the CSCC roadmap.



# Where is the CSCC Headed? Key Topic Coverage

## 1Q 2016

- Publish **Practical Guide to Hybrid Cloud Computing** whitepaper (PGCC/XaaS WG)
- Publish **IoT Reference Architecture** (XaaS WG)
- Publish update to **Web App Hosting Reference Architecture** (XaaS WG)

## 3Q 2016

- Publish update to **Cloud Security Standards** white paper (Security WG)
- Publish **Microservices Reference Architecture** (XaaS WG)
- Publish **API Management Reference Architecture** (XaaS WG)

1Q '16

2Q '16

3Q '16

4Q '16

## 2Q 2016

- Publish update to **Public Cloud Service Agreements** white paper (PG WG)
- Publish **eCommerce Cloud Reference Architecture** (XaaS WG)

## 4Q 2016

- Publish update to **Deploying Big Data Analytics Apps** white paper (Big Data WG)
- Publish update to **Impact of Cloud Computing on Healthcare** (Healthcare WG)
- Publish 2016 Business Report





What if DMTF “Thought Leaders” were integrated into the CSCC?

Thought Leader

*Open discussion to the floor.*



# Call to Action

## ▪ ***Join the CSCC Now!***

- To leverage customer use case based standards requirements
- To drive value to your Cloud Innovation Customers, we are the customers of your customers
- To predict change from the customer lens to Cloud Requirements
- Membership is free & easy:  
<http://www.cloud-council.org/become-a-member>

## ▪ ***Get Involved!***

- Join one or more of the CSCC Working Groups  
<http://www.cloud-council.org/workinggroups>

## ▪ ***Leverage CSCC Collateral***

- Visit <http://www.cloud-council.org/resource-hub>



**Thank You**

