Asia's Cloud

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Chairman
Cloud is not just for reducing costs, it is a transformative technology. This is particularly true in emerging markets. Asian executives understand this as reflected by the fact that they are more likely to describe cloud as having fundamental impact to their businesses.

Which of the following best describes the potential impact of cloud on your business model / operations?

- It will fundamentally change our business model: 43% (APAC), 45% (EMEA), 49% (AMERICAS)
- It will change our interaction with customers and suppliers: 49% (APAC), 45% (EMEA), 49% (AMERICAS)
- It will provide our management with greater transparency and...: 37% (APAC), 33% (EMEA), 30% (AMERICAS)
- It will reduce our costs: 45% (APAC), 44% (EMEA), 49% (AMERICAS)
- It will accelerate time to market: 44% (APAC), 35% (EMEA), 29% (AMERICAS)
- No significant impact: 15% (APAC), 13% (EMEA), 6% (AMERICAS)

KPMG 2011
TPP and Cloud Computing

Cloud Computing
- On-Demand,
- Broad Access,
- Pools of Resource,
- Rapid Elasticity,
- Measured Service

TPP Principles
- New Technologies,
- Equal Participation,
- Supply Chain Development,
- Regulatory Coherence
- Behind-The-Border
Cloud-Era Trade Agreement?

1. Ensure Data can easily flow across border

2. Strengthen intellectual property protection to encourage a level playing field

3. Promote a competitive marketplace by eliminating preferences for particular technologies or providers

4. Balance data stewardship with growth of digital economy