



LOGICAL

transnational logistics improvement through cloud computing
and innovative cooperative business models



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



CLOUD COMPUTING

A TOOL TO SUPPORT INNOVATION AND NEW BUSINESS MODEL

One important MEGATREND to 2020



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SMART Clouds: The Next Trend in Cloud Computing: The next paradigm shift in cloud computing will be the advent of SMART Clouds. These flexible customized clouds can address a particular business (or personal) need for a specific period of time and can be integrated with existing on-premise IT infrastructure base - seamlessly and securely. This new cloud momentum is expected to throw open new business models leading to a confluence of new technological applications and opportunities for software vendors.

F&S, M65B-18, 2010



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USE OF CLOUD COMPUTING BY COMPANIES



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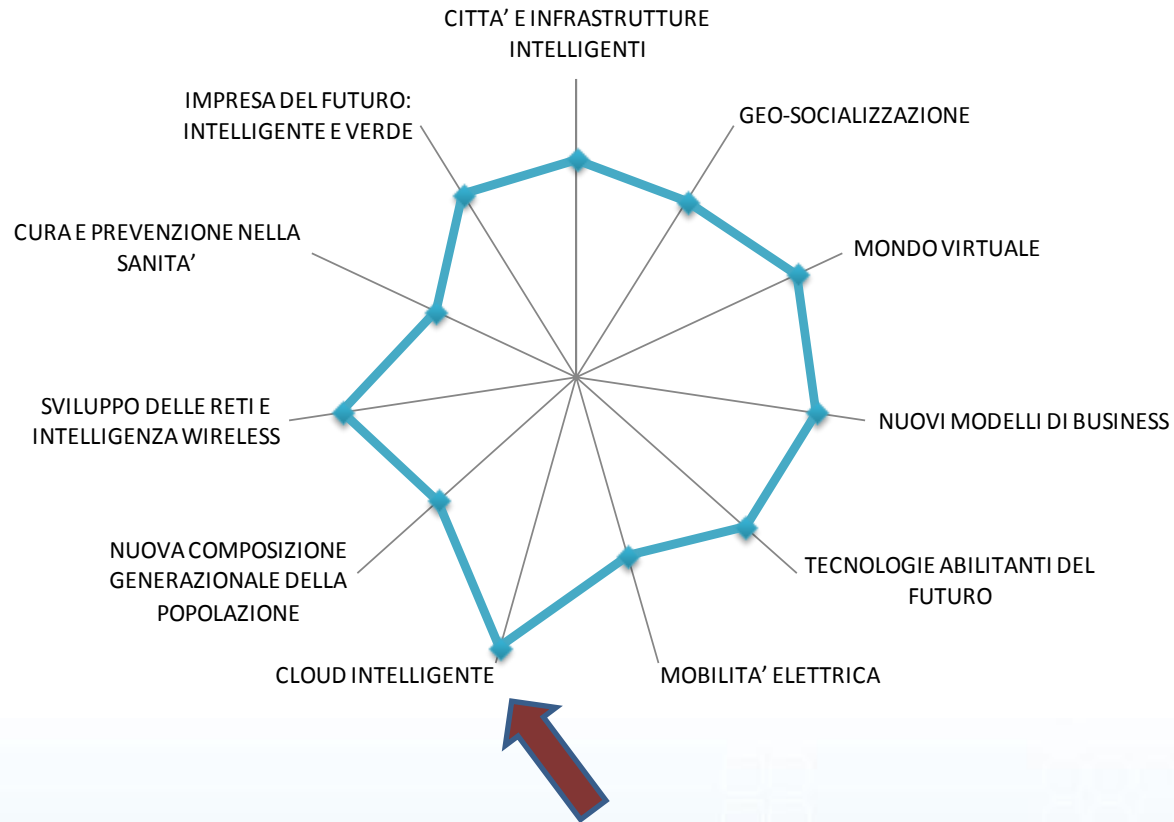
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- On demand access
- Devices independency
- Resource management client-independent
- Flexibility when needs change
- "Pay per use"



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SESSION II



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- Cloud computing in Bologna area (Marino Cavallo, Luigia Sampietro)
- Cloud computing in Polish companies (Jerzy Korczak)
- Supply chain management (Laurent Gomez)
- Cloud computing for mobile application (Marco Gambalunga)
- Cloud computing in the Bologna Interporto hub (Angelo Aulicino, Giuseppe Dall'Asta)

ORGANIZATION



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20 min presentation

5 min Q&A

Please, respect the times!