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### ABOUT CLOUD SLAM '09

The First Annual Virtual Conference on Cloud Computing is hosted online April 20-24, 2009. This global cloud computing event, covering the latest trends and innovations in the world of cloud computing, involves conference panels, workshops, and tutorials that will cover a range of the hottest topics in cloud computing. Conference tracks include: *Technology* (Data Centers, HPC, Cloud Storage, Hardware/Equipment, Software, Platforms, Virtualization, SaaS, E-government (eScience and eEducation), Security, Monitoring, Distributed Technologies, Data in Cloud, CDN); *Industry implementation Experiences* (transitioning traditional IT resources into the cloud); *Legal Aspects* (Compliance and Privacy); *Business Models*; and *Research*. Participants include the leading innovators in IT and the Internet.

Visit [cloudslam09.com](http://cloudslam09.com).

Source: MRI, Fall 2008

# Cloud Computing: Next-Gen Internet To Power Business

## Harnessing Power, Opportunity of On-Demand Computing, Storage, Applications, and Infrastructure

Only a few years ago, the term 'cloud' was a short-hand term for a wild and wide-open corner of the Internet where savvy developers would go to meet, brainstorm, design, build and test computing's next untamed inventions.

The Internet's top brands -- Amazon, eBay, Google, Yahoo, Facebook, iTunes and Salesforce.com were born in the cloud. In 2009, Cloud Computing comes to business, offering a powerful menu of options to improve business operations, technology support and even business models and customer offerings. This special section explores how Internet trailblazers are creating a new wave of Internet computing by partnering with the best names in business-computing.

"**Cloud Computing: Next-Gen Internet to Power Business**" is a guide to help business and government decision-makers harness the power, flexibility and opportunity of next-generation Internet. We will walk this prime audience of 4.8 million\* professionals through the best ways to:

- ★ Rapidly boost available computing power
- ★ Expand and secure data storage
- ★ Provide web-based applications to distributed workforces
- ★ Support customers with corporate and self-serve portals
- ★ Collaborate with partners and suppliers

We will cover emerging cloud technologies and solutions for Software-as-a-Service, Platform-as-a-Service, Web-based Portal and B2B Applications, Integration-as-a-Service, Web 2.0 Data Storage, Security and even legacy and mainframe hosting, along with other notable nascent Cloud Services architectures.

### ABOUT THE WRITER

Vance McCarthy, a leading editor/writer on Internet technologies, has worked at many of the leading publishers in business computing, including Ziff-Davis, IDC and is founding editor of Integration Developer News. Vance has covered the Internet, and the companies that helped invent and improve it, since its inception.

### YOUR PARTICIPATION

Establish your industry leadership position here in BusinessWeek's first *Cloud Computing* ad section. The venue is credible and you'll be in great company. Section article coverage is complimentary for advertising companies, and your content is developed for your approval prior to print following an interview with Vance McCarthy. Deliver your Cloud Computing message to 4.8 million\* savvy professionals worldwide in BusinessWeek, the world's best-read business weekly.