

Cloud Standards Customer Council

Does your Cloud have a Silver Lining?

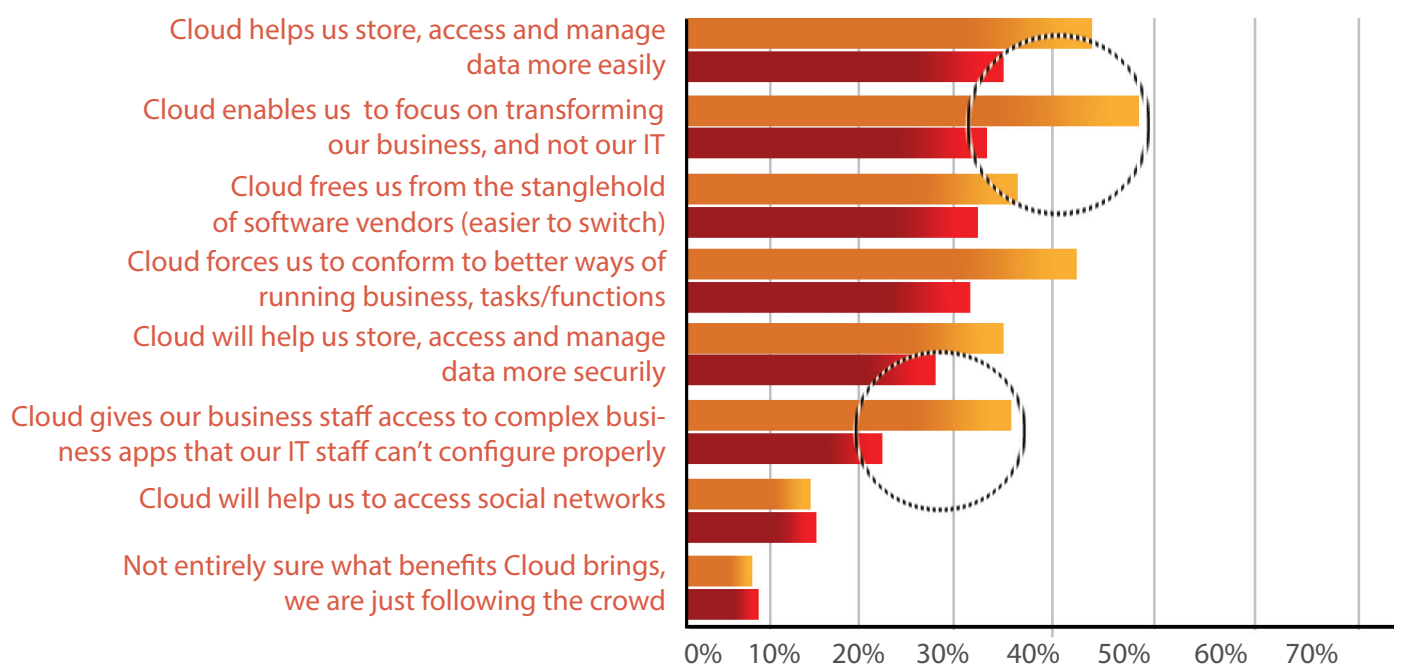
The Cloud Standards Customer Council (CSCC) is growing rapidly. In less than six months the group has exceeded 200 members. Why are companies such as Aetna, The Boeing Company, Citigroup, Costco Wholesale, Daimler AG, General Services Administration, Lockheed Martin, MITRE, Pacific Life, Red Hat, Symantec, UnitedHealth Group, Valspar and many more joining CSCC? Because they want to have their voices heard in the cloud.

Business leaders reveal a particular desire to use cloud to make their processes leaner, faster and more agile. Become a sponsor and reach this audience of key decision makers.

Take a look at the following study results to see why CSCC's mission is resonating with end users.

To What Extent Do the Following Aspects of the Cloud Value Proposition Appeal, as it Pertains to Your Job?

Answer Selected: Appeals to a Great Extent:



Who We Are

Efficient, effective companies connect in the cloud, and our organization breaks through the barriers to make cloud computing more accessible. The Cloud Standards Customer Council is an OMG end-user advocacy group dedicated to accelerating the cloud's successful adoption and to clarifying and addressing the standards, security, and interoperability issues surrounding the transition to the cloud. We are a community of international, national, regional, and local cloud consumer companies who recognize that a common interoperable platform for the cloud is essential to meet corporate needs today and tomorrow.

Mission

The Council complements existing cloud standards efforts with the goal of establishing a core set of client-driven requirements to ensure cloud users will have the same freedom of choice, flexibility, and openness they have with traditional IT environments. We are working to lower the barriers for widespread adoption of cloud computing by helping to prioritize key interoperability issues such as cloud management, reference architecture, hybrid clouds, as well as security and compliance issues. CSCC is also working to demystify moving to the cloud through resources such as the *Practical Guide to Cloud Computing*, which will be published in early October. A use cases resource document will also be published in the same timeframe.

What We Do

- Drive customer requirements into development process to gain acceptance by the Global 2000
- Deliver customer-focused content in the form of best practices, patterns, case studies, use cases, and standards roadmaps
- Raise awareness of industry trends
- Influence the standards development process for new cloud standards
- Facilitate the exchange of real-world stories, practices, lessons, and insights
- Establish a strong web presence to foster a sense of community and share webcasts and content

Become A Sponsor

Want to interact with decision makers that are very motivated to learn more about leveraging cloud computing? The CSCC is the place to be. The working groups are ramping up and producing thought leadership deliverables. Our end-user members are working together with our sponsors to define how cloud computing should work. If you want to have your company associated with thought leadership for cloud computing, you should become a sponsor. To find out more about CSCC sponsor opportunities, contact our BD team at bd-team@omg.org or +1-781-444 0404 today. Find your cloud's silver lining by sponsoring the Cloud Standards Customer Council!

Why Sponsor CSCC

CSCC membership is growing daily. In a short period of time, the membership has topped 200 member companies. Every single one of them is interested in cloud computing and figuring out how to make it work in their organization. End user organizations join for free. Vendors can join as sponsors.

The CSCC holds monthly virtual meetings and quarterly in-person events. There are currently 16 working groups. Each will be producing best practices, whitepapers and use cases. All of these will feature our sponsors. Contact us now to learn more about the benefits of sponsorship, which can include:

- Access to CSCC Member organizations: your logo on all email campaigns, press releases, deliverables, and signs at in-person events
- Ad placement on CSCC web page and in post-event e-newsletter
- Keynote speaking opportunities
- Hosting of podcasts and webcasts
- Lead generation from events, podcasts, webinars
- Market your whitepapers and webcasts to CSCC members and affiliates
- One seat on the Steering Committee
- Be seen as a thought leader in cloud computing
- Plus demo tables, exhibit passes and VIP passes to CSCC events