

# Course Catalog

## ***Purposeful Clouds Academy Course Catalog***

## Preface

Cloud Computing success is only attained when your **business decisions drive the technology decisions**. The Purposeful Clouds Academy training courses will ensure that you make these decisions quickly and effectively!

The Cloud's business appeal and validity has been rapidly expanding and evolving as exhilarating and significant new technologies and solutions are offered across the Cloud. A business-effective and logical transition to a Cloud Computing solution must be driven by knowledgeable and sound decisions and actions that the CEO, CFO, CIO and other leaders and stakeholders will support with more assurance and alacrity.

Keeping current with the Cloud's burgeoning growth and business value is an absolute must for you and everyone in your organization; from the "C"-level executives to the IT professionals who will influence and execute the Cloud's deployment and ultimately leverage its significant benefits to your business. The Purposeful Clouds Academy curriculum totally encompasses everything you need: from baseline knowledge to advanced solution-specific training.

Additionally, we have courses designed for those companies who want to take their products and services to the Cloud, enabling their customers to take advantage of the benefits of Cloud Computing.

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## Curriculum Overview

Purposeful Clouds Academy has courses in five departments:

- **Cloud business courses**  
This initial set of courses will ensure that your Cloud Computing knowledge will significantly contribute to you making smart, effective and ultimately successful Cloud Computing business decisions. Your goal must always be to utilize the technology to focus on and solve business issues. If using the Cloud to grow the business is your prime motivator then this is your essential starting point.
- **Cloud technology courses**  
These courses are each tailored to a specific technical subject.
- **Cloud security courses**  
A successful transition to Cloud Computing must guarantee these three attributes of your data:
  1. **Confidentiality** - Only those people who are supposed to see the data can see it
  2. **Integrity** - Only authorized processes are allowed to modify data and only in very specific ways
  3. **Availability** - The data is accessible when needed

Ensuring your businesses' security, performance standards and uptime is an unquestioned essential! This series will provide your team with the skills and knowledge to make and implement hyper-critical and often business-saving decisions and actions.

- **Taking your business to the Cloud**  
This set of courses is specifically designed for those companies who want to take their products and services to the Clouds, enabling their customers to take advantage of the benefits of Cloud Computing.
- **Executive Seminars**  
For your executives and senior management, we provide high-level highly interactive seminars on a variety of Cloud subjects.

More courses are in various stages of design, development or upgrade. If there is a course you would like that you do not see here, please let us know at [academy@purposefulclouds.com](mailto:academy@purposefulclouds.com).

Each of the courses briefly listed below has a detailed section later in this document.

## Cloud Business Courses

- **Cloud's Business Imperatives** (PCA 1000 series)  
Provides Key essential knowledge for smart, effective and ultimately successful Cloud Computing business decisions. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve. It defines Cloud Computing, explores the barriers and risks of going to the Cloud, and describes the various implementation models of the Cloud. It provides a high level view of the issues in selecting a Cloud Service Provider, and lists some good sources of knowledge on the Cloud.
- **Selecting a Cloud Service Provider** (PCA 1030 series)  
Selecting a Cloud Services Provider is undisputedly one of the single most important business decisions you will need to make ... and get right. The course starts by looking at the Cloud from a control viewpoint: how much control do you need in the key areas of security, performance and availability. It then talks about how to select the initial workload(s) to move into the Cloud, and the first ten questions used to define the requirements on your Cloud Service Providers. It concludes with the "ABC"s of shopping for a Cloud Service Providers.

## Cloud Technology Courses

- **Cloud Knowledge Fundamentals** (PCA 3000 series)  
This course is designed for the technical audience, those who are responsible for the architecture, planning, implementation and operations of a Cloud migration. It provides clarity of perception and comprehension of how Cloud Computing works, its benefits and pitfalls are essential knowledge components for every technical decision and activity for, or in the Cloud.
- **Infrastructure as a Service (IaaS) Fundamentals** (PCA 3100 series)  
This course is focused on imparting the basic knowledge of how Infrastructure as a Service fits in Cloud Computing and what workload characteristics are best suited for an IaaS solution. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve. It defines Cloud Computing and describes the various implementation services and models of the Cloud. It looks at the specifics of IaaS, focusing on the benefits and risks. It finishes up with an exploration of IaaS typical usage and a market overview.
- **Platform as a Service (PaaS) Fundamentals** (PCA 3200 series)  
This course is focused on imparting the basic knowledge of how Platform as a Service fits in Cloud Computing and what workload characteristics are best suited for an PaaS solution. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve. It defines Cloud Computing and describes the various implementation services and models of the Cloud.

It looks at the specifics of PaaS, focusing on the benefits and risks. It finishes up with an exploration of PaaS typical business usage and a market overview.

- **Software as a Service (SaaS) Fundamentals** (PCA 3300 series)  
This course is focused on imparting the basic knowledge of how Software as a Service fits in Cloud Computing and what workload characteristics are best suited for an SaaS solution. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve. It defines Cloud Computing and describes the various implementation services and models of the Cloud. It looks at the specifics of SaaS, focusing on the benefits and risks. It finishes up with an exploration of SaaS typical usage and a market overview.
- **Cloud Security and Compliance** (PCA 3500 series)  
This course is designed for the technical audience, those who are responsible for the architecture, planning, implementation and operation of a Cloud migration or for those managers plus those responsible for data security. Enhancing upon previously acquired basic Cloud Computing knowledge, it focuses on the security and compliance issues and opportunities in the Cloud from an operations and IT viewpoint.

### Cloud Security Courses

- **Cloud Security Essentials** (PCA 5000 series)  
Provides the essential knowledge for planning and executing a secure transition to Cloud Computing. It starts by looking at the basic security issues organizations face independent of the Cloud, then provides a view of the major compliance and legal requirements you face. It provides a set of ten security questions that you should get answered before moving into the Cloud, then concludes with a discussion on how Cloud Service Providers can impact your data security, positively and negatively.

### Taking Your Business to the Cloud Courses

- **Building Cloud Business** (PCA 8000 series)  
Based on our Cloud's Business Imperatives course, this course is focused on providing the knowledge necessary to make smart, effective and ultimately successful business decisions on taking your own products or services to the Cloud. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve for you and your customer. It defines Cloud Computing, explores the barriers and risks of going to the Cloud, and describes the various implementation models of the Cloud. It provides a high level view of the issues your customer should use in selecting a Cloud Service Provider, and lists some good sources of knowledge on the Cloud.
- **Secrets to Selling Cloud Business** (PCA 8030 series)  
Growing in scope from our *Building Cloud Business* course, this course is



directed at providing the knowledge and business decision criteria essential to marketing and selling your own products or services to the Cloud.

- **Building and Selling Cloud Business** (PCA 8100 series)  
This course is a combination of PCA 8000 *Building Cloud Business* and PCA 8030 *Secrets of Selling Cloud Business*. As such, it covers both sides of taking company to the Cloud: what do you need to know about the Cloud to take your products and services to the Cloud, and how do you market and sell those products and services in the Cloud.

### Executive Seminars

- **Security and Compliance**  
This two-hour substantially interactive executive-level seminar is designed to present senior management an overview into the potential security and compliance issues related to moving to the Cloud. It provides a confidential forum to give your organization's leaders critical insight into this important aspect of Cloud Computing as it relates to your own situation and future business strategies and goals.

## Cloud's Business Imperatives (PCA 1000)

PCA 1001: Classroom, PCA 1002: Virtual Classroom, PCA 1003: Distance Learning

***"More than 25% of all IT will be delivered via non-traditional models such as the Cloud by 2012."***

Source: Gartner

The *Cloud's Business Imperatives* course provides Key essential knowledge for smart, effective and ultimately successful Cloud Computing business decisions. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve. It defines Cloud Computing, explores the barriers and risks of going to the Cloud, and describes the various implementation models of the Cloud. It provides a high level view of the issues in selecting a Cloud Service Provider, and lists some good sources of knowledge on the Cloud.

### Course learning emphasis

Galvanizing your businesses to grow profitable revenue in these challenging economic times makes it essential that you increase your knowledge and understanding of the business issues, realities, decision criteria and problems that need to be confronted and solved and how Cloud Computing will help.

The primary learning outcome from the courses in this series is that your Cloud Computing knowledge will immediately contribute to helping you make smart, effective and ultimately successful Cloud Computing business decisions.

### Course objectives

- Clear away the incorrect information fog and beliefs that seem to constantly swirl around Cloud Computing
- Provide understanding of Cloud Computing nomenclature, attributes, models and services
- Understand how to utilize Cloud Computing to focus on and solve business issues
- Ensure that your Cloud Computing knowledge will significantly contribute to you making smart, effective and ultimately successful Cloud Computing business decisions

### Audience

Organizational leaders, executives and anyone who will be making decisions on growing business revenue and profitability with Cloud Computing technology solutions.

## Course prerequisites

There is no pre-reading or advance preparation required for this course.

## Course learning modules

- 1. Course goals and function**  
Setting expectations and creating the learning environment to ensure that your Cloud Computing knowledge will significantly contribute to successful Cloud Computing business decisions.
- 2. Cloud business imperatives**  
Real understanding of the prevailing business issues in the areas of
  - Accounting (financial)
  - Aggravation (operations and management)
  - Agility (ability to react to opportunities and threats quickly)
- 3. Cloud Computing defined**  
Understanding and appreciating how the Cloud's scope and infrastructure allows vendors to supply computing, platform, software and services to their customers.
- 4. Fact, barriers and risks**  
Understand the facts, barriers and risks up front; then you can make effective Cloud Computing business decisions.
- 5. Cloud model definitions**  
Ensure that you fully understand the business values of the four Cloud Business Models:
  - Private Cloud
  - Public Cloud
  - Community Cloud
  - Hybrid Cloud
- 6. Selecting Cloud Service Providers (CSPs)**  
One of the most worthwhile and decision-prudent actions you can take is to really understand the ABC's of shopping for the right CSP for your business.
- 7. Cloud computing knowledge sources and resources**  
Grow and strengthen your Cloud knowledge and boost your business decision-making skills with these information-rich sources.

### Course delivery logistics

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Cloud's Business Imperatives* course can be delivered in any of our standard delivery options.

#### **PCA 1001: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 8 hour delivery and exercise session with an 8:00AM start  
-- or --  
8 hours starting at 1:00PM and flowing into the next morning
- Class size limits: minimum: 5, maximum 16

#### **PCA 1002: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: Two 3-hour delivery sessions on one day  
-- or --  
Two 3-hour delivery sessions over two days
- Class size limits: minimum: 5, maximum 25

#### **PCA 1003: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Four 1-hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 5, maximum 50

## Selecting a Cloud Services Provider (PCA 1030)

PCA 1031: Classroom, PCA 1032: Virtual Classroom, PCA 1033: Distance Learning

***"Only 30% of respondents evaluate cloud computing vendors prior to deploying their products."***

Source: uncompiled.com / Symantec and the Ponemon Institute; findings from a joint survey of IT professionals (April 2010)

*Selecting a Cloud Services Provider* is undisputedly one of the single most important business decisions you will need to make ... and get right. The course starts by looking at the Cloud from a control viewpoint: how much control do you need in the key areas of security, performance and availability. It then talks about how to select the initial workload(s) to move into the Cloud, and the first ten questions used to define the requirements on your Cloud Service Providers. It concludes with the "ABC"s of shopping for a Cloud Service Providers.

### Course learning emphasis

Selecting a Cloud Services Provider (CSP) will undisputedly be one of the single most important business decisions you will need to make ... and get right!

Forrester analyst James Staten predicts that many companies will go down the path of Cloud deployments and will fail. Staten said however that this experience should not be ignored ... "This is a good thing. Because through this failure you will learn what it really takes to operate a Cloud environment. Knowing this, your strategy should be to fail fast and fail quietly."

We disagree with Mr. Staten. We believe that you do not have to fail; and that you will leave the course with all the factual knowledge you need to substantially mitigate or remove the propensity for failure!

### Course objectives

- Understanding of all the critical business criteria and components that encompass the effective choice of a CSP
- The provision of systematic guidance to an all-encompassing and logically sequenced process that will greatly improve the outcome of your CSP selection to the benefit of your company

### Audience

1. Organizational leaders, executives and anyone who will be making decisions on establishing the criteria and process for selection of a Cloud Services Provider

2. Anyone who will be involved in the preparation of your organizations RFP to prospective CSPs and those who will be decision-makers in the selection of the CSP

### Course prerequisites

It is strongly recommended that in the interest of optimal learning value retention that the participants on this course previously attended the *Cloud's Business Imperatives* course.

### Course learning modules

1. **Course goals and function**  
Setting expectations and creating the learning environment to ensure that your CSP selection will significantly contribute to a successful Cloud Computing transition.
2. **Cloud business imperatives**  
Really understand what specifically each of the Cloud service models (PaaS, IaaS and SaaS) offers your business. Start to use your new knowledge to specifically categorize your major business issues:
  - Accounting (financial)
  - Aggravation (operations and management)
  - Agility (ability to react to opportunities and threats quickly)
3. **How much control do you need?**  
Understanding the three critical issues of security, performance and availability. You will have exactly the same security requirements in the Cloud; the Cloud “simply” changes the where, how, and who of access to your data. Understand the implications of the 10 business requirements questions and start to think of how you will need to use them in your organization.
4. **Selecting workloads**  
The Cloud is not yet ready for everything, so you do need to be careful in selecting what moves to the Cloud now. Get suggestions for selecting the 1st workload based upon clear measurable business benefit (cost savings, reduced aggravation, better agility), with a low risk of damaging the business.
5. **Building Requirements**  
The 10 questions in this module are a logical and all-encompassing way to gather and understand all the decision criteria and data elements vital to the development of an effective CSP selection exercise. You will really explore and understand the service and support levels your business must have.

**6. Selecting Cloud Service Providers (CSPs)**

Understand and apply the “ABCs of shopping for CSPs”. The CSP is your key partner in the journey to the Cloud and must provide cost savings and increased agility while maintaining appropriate levels of security, performance and uptime at a hopefully, low risk to your business. Pay attention to the “let the buyer be wary” advice in this module.

**Course delivery logistics**

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Selecting a Cloud Service Provider* course can be delivered in any of our standard delivery options.

**PCA 1031: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 8 hour delivery and exercise session with an 8:00AM start  
-- or --  
8 hours starting at 1:00PM and flowing into the next morning
- Class size limits: minimum: 5, maximum 16

**PCA 1032: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: Two 3-hour delivery sessions on one day  
-- or --  
Two 3-hour delivery sessions over two days
- Class size limits: minimum: 5, maximum 25

**PCA 1033: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Four 1-hour delivery sessions to meet your schedule requirements

- Class size limits: minimum: 5, maximum 50



## Cloud Knowledge Fundamentals (PCA 3100)

PCA 3001: Classroom, PCA 3002: Virtual Classroom, PCA 3003: Distance Learning

The *Cloud Knowledge Fundamentals* course is designed for the technical audience, those who are responsible for the architecture, planning, implementation and operations of a Cloud migration. It provides clarity of perception and comprehension of how Cloud Computing works, its benefits and pitfalls are essential knowledge components for every technical decision and activity for, or in the Cloud.

### Course learning emphasis

This course provides clarity of perception and comprehension of how Cloud Computing works, its benefits and pitfalls are essential knowledge components for every technical decision and activity for, or in the Cloud.

The primary learning outcome from the courses in this series is that your Cloud Computing knowledge will immediately contribute to helping you make smart, effective and ultimately successful Cloud Computing strategic, tactical and operational decisions.

### Course objectives

- Clear away the incorrect information fog and beliefs that seem to constantly swirl around Cloud Computing.
- Provide understanding of Cloud Computing nomenclature, attributes, models and services.

### Audience

Auditors, operations managers and their teams, and IT development management and all teams involved with implementing Cloud Computing technology solutions.

### Course prerequisites

There is no pre-reading or advance preparation required for this course.

### Course learning modules

#### 1. Course goals and function

#### 2. Cloud drivers

A brief review of the prevailing business issues underlying decisions to move to the Cloud.

#### 3. Cloud computing defined

Understanding and appreciating how the Cloud's scope and infrastructure

allows vendors to supply computing, platform, software and services to their customers.

**4. Facts, barriers and risks**

Identify the facts, barriers and risks up front; then you can make effective Cloud Computing decisions!

**5. Cloud model definitions**

Ensure that you fully understand recognize the business values of the four Cloud Business Models: Public Cloud, Private Cloud, Community Cloud, and Hybrid Cloud.

**Course delivery logistics**

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Cloud Knowledge Fundamentals* course can be delivered in any of our standard delivery options.

**PCA 3001: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 6 hour delivery and exercise session
- Class size limits: minimum: 5, maximum 16

**PCA 3002: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 5 hour delivery session
- Class size limits: minimum: 5, maximum 25

**PCA 3003: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.

- Duration: Three 1 hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 5, maximum 50

## Infrastructure as a Service (IaaS) Fundamentals

(PCA 3100)

PCA 3101: Classroom, PCA 3102: Virtual Classroom, PCA 3103: Distance Learning

***SMB and Enterprise companies are planning to increase their IaaS usage 2.5 times between 2010 and 2012.***

Source: Forrsights Software Survey

The *Infrastructure as a Service (IaaS) Fundamentals* course is focused on imparting the basic knowledge of how Infrastructure as a Service fits in Cloud Computing and what workload characteristics are best suited for an IaaS solution. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve. It defines Cloud Computing and describes the various implementation services and models of the Cloud. It looks at the specifics of IaaS, focusing on the benefits and risks. It finishes up with an exploration of IaaS typical usage and a market overview.

### Course learning emphasis

Electrifying your business planning to grow cost-effective and profitable revenue in these tough economic times makes it crucial that you increase your knowledge and understanding of the Cloud services, their risks and benefits and the business issues that they can resolve. The primary learning outcome of this course is that your Cloud Computing knowledge and specific understanding of how Infrastructure as a Service (IaaS) may contribute; stimulating you and your team to make smart, effective and ultimately successful Cloud Computing business decisions.

You will learn that IaaS [sometimes referred to Hardware as a Service or HaaS] is a provisioning model in which an organization outsources the equipment used to support operations, including storage, hardware, servers and networking components. The service provider owns the equipment and is responsible for housing, running and maintaining it. The client typically pays on a per-use basis.

### Course objectives

- Clear away the incorrect information fog that seems to constantly swirl around Cloud Computing and IaaS
- Provide unbiased and vendor-neutral understanding of IaaS nomenclature, attributes, risks, benefits and specific service offerings
- Understand how to utilize Cloud Computing generally, and IaaS specifically to focus on and solve business issues

- Ensure that your Cloud Computing and IaaS knowledge will significantly contribute to you making smart, effective and ultimately successful Cloud Computing business decisions

### Audience

This course focuses on organizational leaders, executives and anyone who will be making decisions on growing the business' revenue and profitability with Cloud Computing technology solutions.

### Course prerequisites

There is no pre-reading or advance preparation required for this course.

### Course learning modules

- 1. Cloud Computing: the business imperatives**  
Real understanding of the prevailing business issues in the areas of
  - Accounting (financial)
  - Aggravation (operations and management)
  - Agility (ability to react to opportunities and threats quickly)
- 2. Cloud Computing services and models overview and definition**  
Understanding and appreciating how the Cloud's scope and infrastructure allows vendors to supply computing, platform, software and services to their customers and the four Cloud Business Models:
  - Private Cloud
  - Public Cloud
  - Community Cloud
  - Hybrid Cloud
- 3. IaaS and the potential benefits and risks**  
Understand the facts, barriers and risks up front; then you can make effective Cloud Computing business decisions.
- 4. IaaS typical usage and market overview**  
Explores the typical applications and workloads well suited for IaaS, and looks at the current market for IaaS solutions.

### Course delivery logistics

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery

options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Infrastructure as a Service (IaaS) Fundamentals* course can be delivered in any of our standard delivery options.

### **PCA 3101: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 4 hour delivery and exercise session
- Class size limits: minimum: 4, maximum 16

### **PCA 3102: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 3 hour delivery session
- Class size limits: minimum: 4, maximum 25

### **PCA 3103: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Two 1 hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 4, maximum 50

## Platform as a Service (PaaS) Fundamentals

(PCA 3200)

PCA 3201: Classroom, PCA 3202: Virtual Classroom, PCA 3203: Distance Learning

***SMB and Enterprise companies are planning to increase their PaaS usage more than three times between 2010 and 2012.***

Source: Forrsights Software Survey

The *Platform as a Service (PaaS) Fundamentals* course is focused on imparting the basic knowledge of how Platform as a Service fits in Cloud Computing and what workload characteristics are best suited for an PaaS solution. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve. It defines Cloud Computing and describes the various implementation services and models of the Cloud. It looks at the specifics of PaaS, focusing on the benefits and risks. It finishes up with an exploration of PaaS typical business usage and a market overview.

### Course learning emphasis

Electrifying your business planning to grow cost-effective and profitable revenue in these tough economic times makes it crucial that you increase your knowledge and understanding of the Cloud services, their risks and benefits and the business issues that they can resolve. The primary learning outcome of this course is that your Cloud Computing knowledge and specific understanding of how Platform as a Service (PaaS) may contribute; stimulating you and your team to make smart, effective and ultimately successful Cloud Computing business decisions.

You will learn that PaaS is a paradigm for delivering operating systems and associated services over the Internet without download or installation. PaaS is sometimes called "cloudware" because it moves resources from privately owned computers into the Cloud. It is a platform that includes all the systems and environments comprising the end-to-end life cycle of developing, testing, deploying and hosting web applications to fully leverage existing services within the Cloud.

### Course objectives

- Clear away the incorrect information fog that seems to constantly swirl around Cloud Computing and PaaS
- Provide unbiased and vendor-neutral understanding of PaaS nomenclature, attributes, risks, benefits and specific service offerings
- Understand how to utilize Cloud Computing generally, and PaaS specifically to focus on and solve business issues

- Ensure that your Cloud Computing and PaaS knowledge will significantly contribute to you making smart, effective and ultimately successful Cloud Computing business decisions

### Audience

This course focuses on organizational leaders, executives and anyone who will be making decisions on growing the business' revenue and profitability with Cloud Computing technology solutions.

### Course prerequisites

There is no pre-reading or advance preparation required for this course.

### Course learning modules

- 1. Cloud Computing: the business imperatives**  
Real understanding of the prevailing business issues in the areas of
  - Accounting (financial)
  - Aggravation (operations and management)
  - Agility (ability to react to opportunities and threats quickly)
- 2. Cloud Computing services and models overview and definition**  
Understanding and appreciating how the Cloud's scope and infrastructure allows vendors to supply computing, platform, software and services to their customers and the four Cloud Business Models:
  - Private Cloud
  - Public Cloud
  - Community Cloud
  - Hybrid Cloud
- 3. PaaS and the potential benefits and risks**  
Understand the facts, barriers and risks up front; then you can make effective Cloud Computing business decisions.
- 4. PaaS typical usage and market overview**  
Explores the typical applications and workloads well suited for PaaS, and looks at the current market for PaaS solutions.

### Course delivery logistics

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery



options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Platform as a Service (PaaS) Fundamentals* course can be delivered in any of our standard delivery options.

### **PCA 3201: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 4 hour delivery and exercise session
- Class size limits: minimum: 4, maximum 16

### **PCA 3202: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 3 hour delivery session
- Class size limits: minimum: 4, maximum 25

### **PCA 3203: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Two 1 hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 4, maximum 50

## Software as a Service (SaaS) Fundamentals

(PCA 3300)

PCA 3301: Classroom, PCA 3302: Virtual Classroom, PCA 3303: Distance Learning

***SMB and Enterprise companies are planning to more than double their SaaS usage between 2010 and 2012.***

Source: Forrsights Software Survey

The *Software as a Service (SaaS) Fundamentals* course is focused on imparting the basic knowledge of how Software as a Service fits in Cloud Computing and what workload characteristics are best suited for an SaaS solution. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve. It defines Cloud Computing and describes the various implementation services and models of the Cloud. It looks at the specifics of SaaS, focusing on the benefits and risks. It finishes up with an exploration of SaaS typical usage and a market overview.

### Course learning emphasis

Electrifying your business planning to grow cost-effective and profitable revenue in these tough economic times makes it crucial that you increase your knowledge and understanding of the Cloud services, their risks and benefits and the business issues that they can resolve. The primary learning outcome of this course is that your Cloud Computing knowledge and specific understanding of how Software as a Service (SaaS) may contribute; stimulating you and your team to make smart, effective and ultimately successful Cloud Computing business decisions.

You will learn that SaaS is a software distribution model in which applications are hosted by a vendor or cloud service provider and made available to customers over a network, typically the Internet, based on some defined usage rate. SaaS is becoming an increasingly prevalent delivery model as underlying technologies that support web services and service-oriented architecture (SOA) mature and new developmental approaches become popular.

### Course objectives

- Clear away the incorrect information fog that seems to constantly swirl around Cloud Computing and SaaS
- Provide unbiased and vendor-neutral understanding of SaaS nomenclature, attributes, risks, benefits and specific service offerings
- Understand how to utilize Cloud Computing generally, and SaaS specifically to focus on and solve business issues

- Ensure that your Cloud Computing and SaaS knowledge will significantly contribute to you making smart, effective and ultimately successful Cloud Computing business decisions

### Audience

This course focuses on organizational leaders, executives and anyone who will be making decisions on growing the business' revenue and profitability with Cloud Computing technology solutions.

### Course prerequisites

There is no pre-reading or advance preparation required for this course.

### Course learning modules

- 1. Cloud Computing: the business imperatives**  
Real understanding of the prevailing business issues in the areas of
  - Accounting (financial)
  - Aggravation (operations and management)
  - Agility (ability to react to opportunities and threats quickly)
- 2. Cloud Computing services and models overview and definition**  
Understanding and appreciating how the Cloud's scope and infrastructure allows vendors to supply computing, platform, software and services to their customers and the four Cloud Business Models:
  - Private Cloud
  - Public Cloud
  - Community Cloud
  - Hybrid Cloud
- 3. SaaS and the potential benefits and risks**  
Understand the facts, barriers and risks up front; then you can make effective Cloud Computing business decisions.
- 4. IaaS typical usage and market overview**  
Explores the typical applications and workloads well suited for SaaS, and looks at the current market for SaaS solutions.

### Course delivery logistics

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery

options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Software as a Service (SaaS) Fundamentals* course can be delivered in any of our standard delivery options.

**PCA 3301: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 4 hour delivery and exercise session
- Class size limits: minimum: 4, maximum 16

**PCA 3302: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 3 hour delivery session
- Class size limits: minimum: 4, maximum 25

**PCA 3103: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Two 1 hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 4, maximum 50

## Cloud Security and Compliance (PCA 3500)

PCA 3501: Classroom, PCA 3502: Virtual Classroom, PCA 3503: Distance Learning

The *Cloud Security and Compliance* course is designed for the technical audience, those who are responsible for the architecture, planning, implementation and operation of a Cloud migration or for those managers plus those responsible for data security.

### Course learning emphasis

Enhancing upon previously acquired basic Cloud Computing knowledge, this course focuses on the security and compliance issues and opportunities in the Cloud from an operations and IT viewpoint.

The primary learning outcome from the courses in this series is that your Cloud Computing knowledge will immediately contribute to helping you make smart, effective and ultimately successful technical Cloud Computing security decisions.

### Course objectives

- Providing the essential knowledge for a secure transition to Cloud Computing thereby guaranteeing the confidentiality, integrity and availability of you data.
- This course will provide your team with the skills and knowledge to make and implement hypercritical and often business-saving security decisions and actions.

### Audience

Auditors, operations managers and their teams, and IT development management and all teams involved with implementing Cloud Computing technology solutions.

### Course prerequisites

It is strongly recommended that in the interest of optimal learning value and knowledge retention that the participants on this course previously attended the *Cloud Knowledge Fundamentals* course (PCA 3000 series).

### Course learning modules

#### 1. Course goals and function

#### 2. Data security overview

Understand the three critical issues of security, performance and uptime.

Recognize the risks and implications to your business based on where your

data exists in the Cloud. Make sure you know what really needs security in the Cloud.

**3. Compliance tutorial**

The essential knowledge and tools you need to do due diligence on discovering and identifying the implications and risks inherent in all the government, financial, healthcare and international privacy laws to your business.

**4. Cloud security questions**

The security risk is all yours! Developing the skill to systematically work through 10 critical security questions; what you will learn will be super-critical to making effective Cloud security decisions.

**Course delivery logistics**

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Cloud Security and Compliance* course can be delivered in any of our standard delivery options.

**PCA 3501: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 5 hour delivery and exercise session
- Class size limits: minimum: 5, maximum 16

**PCA 3502: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 4 hour delivery session
- Class size limits: minimum: 5, maximum 25

**PCA 3503: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Three 1 hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 5, maximum 50

## Cloud Security Essentials (PCA 5000)

PCA 5001: Classroom, PCA 5002: Virtual Classroom, PCA 5003: Distance Learning

***"Despite security concerns and the expected growth in cloud computing, only 27% of respondents said their organizations have procedures for approving cloud applications that use sensitive or confidential information."***

Source: uncompiled.com / Symantec and the Ponemon Institute; findings from a joint survey of IT professionals (April 2010)

The *Cloud Security Essentials* course provides the essential knowledge for planning and executing a secure transition to Cloud Computing. It starts by looking at the basic security issues organizations face independent of the Cloud, then provides a view of the major compliance and legal requirements you face. It provides a set of ten security questions that you should get answered before moving into the Cloud, then concludes with a discussion on how Cloud Service Providers can impact your data security, positively and negatively.

### Course learning emphasis

Nobody notices a clean house, they only notice dust on the furniture. In the same way, you will never be recognized for having a secure IT environment. But you will get noticed if you don't.

You will have exactly the same critical security requirements as you move to the Cloud. The Cloud simply changes the where, how and who:

- Where is your data?
- How is it being accessed?
- Who can access it?

If something is worth protecting today in your IT environment, it is worth protecting in the Cloud. Likewise, don't spend time and money securing data beyond what is required.

This initial Cloud security course series will help your management and technical staffs understand both the complexity and opportunity that the Cloud can bring in the security area.



## Course objectives

- Providing the essential knowledge for a secure transition to Cloud Computing thereby guaranteeing these three critical attributes of your data:
  - **Confidentiality** - Only those people who are supposed to see the data can see it
  - **Integrity** - Only authorized processes are allowed to modify data and only in very specific ways
  - **Availability** - The data is accessible when needed
- This course will provide your team with the skills and knowledge to make and implement hyper-critical and often business-saving security decisions and actions

## Audience

Anyone, at all organizational levels, who will be making strategic or tactical decisions on Cloud Computing security goals, processes, practices and standards.

## Course prerequisites

It is strongly recommended that in the interest of optimal learning value retention that the participants on this course previously attended the *Cloud's Business Imperatives* course.

## Course learning modules

1. **Course goals and function**  
Setting expectations and creating the learning environment to ensure that your knowledge will ensure that you make and implement hypercritical and often business-saving decisions and actions.
2. **Business issues review**  
Understand how the scope and attributes of PaaS, IaaS and SaaS can impact the security of your data. Really know what specifically each of the Cloud services models offer your business for ensuring data security.
3. **Data security overview**  
Really understand the 3 major critical business issues of security, performance and uptime. Understand the risks and implications to your business based on where your data exists in the Cloud. Make sure you know what really needs security in the Cloud.
4. **Compliance Tutorial**  
The knowledge and tools you need to do due diligence on discovering and

identifying the implications and risks inherent in all the government, financial, healthcare and international privacy laws to your business.

**5. Cloud Security Questions**

The security risk is all yours! Developing the skill to systematically work through 10 critical security questions; what you will learn will be super-critical to making effective Cloud security decisions.

**6. Cloud Service Providers (CSPs)**

Understand how your CSP will be your key partner in a secure journey to the Cloud; make certain you really know and identify the scope, range, risks and potential pitfalls in their offering, and critically measure the CSP against your needs.

**Course delivery logistics**

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Cloud Security Essentials* course can be delivered in any of our standard delivery options.

**PCA 5001: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 8 hour delivery and exercise session with an 8:00AM start  
-- or --  
8 hours starting at 1:00PM and flowing into the next morning
- Class size limits: minimum: 5, maximum 16

**PCA 5002: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: Two 3-hour delivery sessions on one day  
-- or --  
Two 3-hour delivery sessions over two days
- Class size limits: minimum: 5, maximum 25

**PCA 5003: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Four 1-hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 5, maximum 50

## Building Cloud Business (PCA 8000)

PCA 8001: Classroom, PCA 8002: Virtual Classroom, PCA 8003: Distance Learning

***"Total IT services related to Cloud Computing will grow to US\$8 trillion by 2013."***

Source: Gartner

The *Building Cloud Business* course is focused on providing the knowledge necessary to make smart, effective and ultimately successful business decisions on taking your own products or services to the Cloud. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve for you and your customer. It defines Cloud Computing, explores the barriers and risks of going to the Cloud, and describes the various implementation models of the Cloud. It provides a high level view of the issues your customer should use in selecting a Cloud Service Provider, and lists some good sources of knowledge on the Cloud.

### Course learning emphasis

The Cloud is here to stay, and every prediction is that its growth will be phenomenal. Can your business take advantage of that revenue potential?

The primary learning outcome from the courses in this series is that your Cloud Computing knowledge will immediately contribute to helping you make smart, effective and ultimately successful Cloud Computing business decisions on whether you can take your products and services to the Cloud, in what order, and how.

### Course objectives

- Clear away the incorrect information fog and beliefs that seem to constantly swirl around Cloud Computing
- Provide understanding of Cloud Computing nomenclature, attributes, models and services
- Understand how to utilize Cloud Computing to focus on and solve business issues for your customers
- Ensure that your Cloud Computing knowledge will significantly contribute to you making smart, effective and ultimately successful Cloud Computing business decisions

### Audience

Organizational leaders, executives and anyone who will be making decisions on growing business revenue and profitability by taking their business to the Cloud.

## Course prerequisites

There is no pre-reading or advance preparation required for this course.

## Course learning modules

- 1. Course goals and function**  
Setting expectations and creating the learning environment to ensure that your Cloud Computing knowledge will significantly contribute to successful Cloud Computing business decisions.
- 2. Cloud business imperatives**  
Real understanding of the prevailing business issues in the areas of
  - Accounting (financial)
  - Aggravation (operations and management)
  - Agility (ability to react to opportunities and threats quickly)
- 3. Cloud Computing defined**  
Understanding and appreciating how the Cloud's scope and infrastructure allows vendors to supply computing, platform, software and services to their customers.
- 4. Fact, barriers and risks**  
Understand the facts, barriers and risks up front; then you can make effective Cloud Computing business decisions.
- 5. Cloud model definitions**  
Ensure that you fully understand the business values of the four Cloud Business Models:
  - Private Cloud
  - Public Cloud
  - Community Cloud
  - Hybrid Cloud
- 6. Selecting Cloud Service Providers (CSPs)**  
CSPs are a key component of anyone's journey to the Cloud. Whether you want to become a CSP, need to partner with one or more, or want to help your customers choose the best candidate, this module helps you understand the issues around shopping for the right CSP.
- 7. Cloud computing knowledge sources and resources**  
Grow and strengthen your Cloud knowledge and boost your business decision-making skills with these information-rich sources.

### Course delivery logistics

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Building Cloud Business* course can be delivered in any of our standard delivery options.

#### **PCA 8001: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 8 hour delivery and exercise session with an 8:00AM start  
-- or --  
8 hours starting at 1:00PM and flowing into the next morning
- Class size limits: minimum: 5, maximum 16

#### **PCA 8002: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: Two 3-hour delivery sessions on one day  
-- or --  
Two 3-hour delivery sessions over two days
- Class size limits: minimum: 5, maximum 25

#### **PCA 8003: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Four 1-hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 5, maximum 50

## The Secrets to Selling Cloud Business (PCA 8030)

PCA 8031: Classroom, PCA 8032: Virtual Classroom, PCA 8033: Distance Learning

***"Total IT services related to Cloud Computing will grow to US\$8 trillion by 2013."***

Source: Gartner

The *Secrets to Selling Cloud Business* course is focused on imparting the sales campaign knowledge necessary for you to take an unfair and growing share of the Cloud Computing market. It starts by looking at the Cloud from a business perspective: what problems can the Cloud solve for you and your customer. It defines Cloud Computing, explores the barriers and risks of going to the Cloud, and describes the various implementation models of the Cloud. It also helps you guide your customers' determination of what business application they should take to the Cloud first.

### Course learning emphasis

The Cloud is here to stay, and every prediction is that its growth will be phenomenal. Can your business take advantage of that revenue potential?

The fundamental learning outcome from the courses in this series is that your Cloud Computing knowledge will immediately contribute to helping you make smart, effective and ultimately successful Cloud Computing business decisions on whether you can take your products and services to the Cloud, in what order, and how.

### Course objectives

- Clear away the incorrect information fog and beliefs that seem to constantly swirl around Cloud Computing
- Provide understanding of Cloud Computing nomenclature, attributes, models and services
- Be familiar with the selling of Cloud Computing to solve business issues for your customers
- Ensure that you become your customer's trusted advisor in the area of Cloud Computing

### Audience

Sales and marketing professionals and leaders responsible for returning a profit by selling your piece of the Cloud.

### Course prerequisites

There is no pre-reading or advance preparation required for this course.

### Course learning modules

- 1. Selling in the Cloud marketplace**  
Most business issues are related to each other in some way but viewed differently from the perspective of the particular person you are trying to sell to. The benefit of your Cloud solution needs to be “adjusted” to focus on that executive’s point of view.
- 2. Cloud business imperatives**  
Real understanding of the prevailing business issues in the areas of
  - Accounting (financial)
  - Aggravation (operations and management)
  - Agility (ability to react to opportunities and threats quickly)
- 3. Cloud Computing defined**  
Understanding and appreciating how the Cloud’s scope and infrastructure allows vendors to supply computing, platform, software and services to their customers.
- 4. Fact, barriers and risks**  
Understand the facts, barriers and risks up front; then you can make effective Cloud Computing business decisions.
- 5. Cloud model definitions**  
Ensure that you fully understand the business values of the four Cloud Business Models:
  - Private Cloud
  - Public Cloud
  - Community Cloud
  - Hybrid Cloud
- 6. Selecting the first business application to move to the Cloud**  
Selecting that first business application is a thoughtful and deliberate balancing act in five dimensions. Learn how to guide your customer in making this important decision.

### Course delivery logistics

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery



options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Secrets to Selling Cloud Business* course can be delivered in any of our standard delivery options.

**PCA 8031: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 8 hour delivery and exercise session with an 8:00AM start  
-- or --  
8 hours starting at 1:00PM and flowing into the next morning
- Class size limits: minimum: 5, maximum 16

**PCA 8032: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: Two 3-hour delivery sessions on one day  
-- or --  
Two 3-hour delivery sessions over two days
- Class size limits: minimum: 5, maximum 25

**PCA 8033: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Four 1-hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 5, maximum 50

## Building and Selling Cloud Business (PCA 8100)

PCA 8101: Classroom, PCA 8102: Virtual Classroom, PCA 8103: Distance Learning

***"Total IT services related to Cloud Computing will grow to US\$8 trillion by 2013."***

Source: Gartner

The *Building and Selling Cloud Business* course is a combination of PCA 8000 *Building Cloud Business* and PCA 8030 *Secrets of Selling Cloud Business*. As such, it covers both sides of taking company to the Cloud: what do you need to know about the Cloud to take your products and services to the Cloud, and how do you market and sell those products and services in the Cloud.

### Course learning emphasis

The Cloud is here to stay, and its growth will be phenomenal. Can your people and business take immediate advantage of this revenue potential?

The learning outcome from this course is that your Cloud Computing knowledge will immediately contribute to helping you make smart, effective and ultimately successful Cloud Computing business decisions on whether you can take your products and services to the Cloud, and how to sell them effectively.

### Course objectives

- Clear away the incorrect information fog and beliefs that seem to constantly swirl around Cloud Computing
- Provide understanding of Cloud Computing nomenclature, attributes, models and services
- Be familiar with the Cloud marketplace and selling Cloud Computing to solve business issues for your customers
- Ensure that you become your customer's trusted advisor in the area of Cloud Computing

### Audience

Sales and marketing professionals and leaders responsible for returning a profit by selling your piece of the Cloud.

### Course prerequisites

There is no pre-reading or advance preparation required for this course.

## Course learning modules

- 1. Selling in the Cloud marketplace**

Most business issues are related to each other in some way but viewed differently from the perspective of the particular person you are trying to sell to. The benefit of your Cloud solution needs to be “adjusted” to focus on that executive’s point of view.
- 2. Cloud business imperatives**

Really understand the prevailing business issues in the areas of accounting (financial), aggravation (operations and management), and agility.
- 3. Cloud computing defined**

Understanding and appreciating how the Cloud’s scope and infrastructure allows vendors to supply computing, platform, software and services to their customers.
- 4. Facts, barriers and risks**

Understand the facts, barriers and risks up front; then you can make effective Cloud Computing business decisions.
- 5. Cloud model definitions**

Ensure that you and your customers fully understand the business values of the four Cloud Business Models: Public Cloud, Private Cloud, Community Cloud, and Hybrid Cloud.
- 6. Selecting the first business application to move to the Cloud**

Selecting that first business application is a thoughtful and deliberate balancing act in five dimensions. Learn how to guide your customer in making this important decision.
- 7. Attributes of Cloud Service Providers (CSP’s)**

CSPs are a key component of anyone’s journey to the Cloud. Whether you want to become a CSP, need to partner with one or more, or want to help your customers choose the best candidate, this module helps you understand the issues around shopping for the right CSP.
- 8. Cloud computing knowledge sources and resources**

## Course delivery logistics

The content of the courses is the same across all delivery options. Certain exercises and activities are adapted to work in the virtual or distance learning delivery options. The amount of time for discussions and other group or team learning exercises is also correspondingly adjusted. Custom delivery options are available.

The *Building and Selling Cloud Business* course can be delivered in any of our standard delivery options.

**PCA 8101: Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: 8 hour delivery and exercise session with an 8:00AM start  
-- or --  
8 hours starting at 1:00PM and flowing into the next morning
- Class size limits: minimum: 5, maximum 16

**PCA 8102: Virtual Classroom**

- Classroom-based facilitator-led and delivered lectures, group discussions, discovery and experiential learning sessions, comprehension quizzes and group and team learning interactive exercises.
- Duration: Two 3-hour delivery sessions on one day  
-- or --  
Two 3-hour delivery sessions over two days
- Class size limits: minimum: 5, maximum 25

**PCA 8103: Distance Learning**

- Facilitator-led Internet-enabled audio and visual lectures with a ten minute question and answer period at the end of each session.
- Duration: Four 1-hour delivery sessions to meet your schedule requirements
- Class size limits: minimum: 5, maximum 50

## Security and Compliance Executive Seminar

This two-hour substantially interactive executive-level seminar is designed to present senior management an overview into the potential security and compliance issues related to moving to the Cloud. It provides a confidential forum to give your organization's leaders critical insight into this important aspect of Cloud Computing as it relates to your own situation and future business strategies and goals.

### Audience

Executive management and the senior management in audit, security, financial, and IT organizations.

### Agenda

**1. The Cloud in Two Minutes**

A brief review of the prevailing business issues underlying decisions to move to the Cloud.

**2. Attributes of data security**

An interactive dialogue on the various locations of your data within and outside of your infrastructure and the importance of protecting the confidentiality, integrity and availability attributes of your data

**3. Threats to data security and the cost of a security breach**

A "harsh-reality" review of the threats to your data and the actual cost to your organization of a security breach, with some mitigation strategies.

**4. Compliance overview**

An overview of privacy, PCI, and other important and wide-ranging compliance and regulatory requirements; in the USA and worldwide.

**5. Cloud security questions**

The security risk is all yours! We provide a quick review of the six most important questions to get answered before you move to the Cloud.

### Delivery options

- On-site conference-room facilitator-led and delivered interactive session (2 hours).
- Facilitator-led Internet-enabled interactive session (2 hours).

## Training Delivery Options

Purposeful Clouds Academy is passionately dedicated to providing you with training that is cost-effective, time-effective and learning-effective. The design, development and delivery of our courses will always take full advantage of the latest learning retention-enhancing delivery solutions to facilitate and ensure that you and everyone in your business benefits from the optimum in training and business value.

We offer each of our standard courses in three delivery options:

1. **Classroom**

Facilitator-led on-site classroom experiential learning courses. Each course is composed of modules focused on specific learning goals. Each module is composed of interactive lectures and challenging knowledge reinforcing exercises, a module summary, group discussions, and comprehensive quizzes.

2. **Virtual Classroom**

Facilitator-led Internet-enabled audio and visual course. The content is identical to the Classroom option, with interactive lectures, module summaries, and group discussions. The quizzes and team learning exercises have been modified to fit the Internet-delivery paradigm. Each course is delivered as a series of two- or three-hour on-line sessions that can be spread over multiple days to accommodate your scheduling requirements. This course option usually takes about 75% of the time of the Classroom delivery option.

3. **Distance Learning**

Facilitator-led Internet-enabled audio and visual presentations. The content is identical to the Classroom option, with lectures and module summaries. Each course is delivered as a series of one-hour sessions composed of 45-50 minutes of lecture and 10-15 minutes of discussion and Q&A. This course option usually takes about 50% of the time of the Classroom delivery option.

The delivery option is the last digit of our course ID. For example, PCA 1002 is the *Cloud Business Imperatives* course delivered as a Virtual Classroom course.

### Dedication To Effective Training

There is a vividly clear, compelling and constant common theme throughout our courses: ***You will only attain Cloud Computing success when the business decisions drive the technology decisions!***

All of our courses give the learner access to both Purposeful Clouds Academy developed and other highly effective tools to plan and simplify their journey to success in the Cloud.

Purposeful Clouds Academy courses will routinely be deployed with Kirkpatrick's Level One and Two pre- and post-course knowledge evaluations. More exacting levels of learning evaluation and measurement (Kirkpatrick Levels Three and Four) and the appropriate reporting may be added to meet your requirements through our Custom Training Services.

### Certification

If you decide, or your marketplace dictates, that formal knowledge certification is a requirement, we will work with you to develop and deploy an effective and defensible certification program. We subscribe to the belief that learning is not a spectator sport; participant's knowledge levels must be measured and known. You may find our White Paper *Knowledge testing: A pragmatic look at its use and value from a business perspective* of interest. For more information, contact us at [academy@purposefulclouds.com](mailto:academy@purposefulclouds.com).

### Kirkpatrick Training Evaluation Model

Donald Kirkpatrick is Professor Emeritus of the University of Wisconsin in North America and a past president of the American Society for Training and Development (ASTD). He is best known for creating a highly influential model for training evaluation, consisting of four levels of learning evaluation. Kirkpatrick's ideas were first published in 1959, in a series of articles in the US Training and Development Journal but are better known from a book he published in 1975 entitled, "Evaluating Training Programs".

-- Source: Wikipedia.

The Kirkpatrick's evaluation model measures training effectiveness at four levels:

1. **Reaction** - what the learners thought and felt about the training's value
2. **Learning** - the resulting increase in knowledge or capability
3. **Behavior** - extent of behavior and capability improvement and implementation/application
4. **Results** - the effects on the business or environment resulting from the learners' performance

For in-depth detail on this evaluation model see the Kirkpatrick Evaluation Model (<http://www.businessballs.com/kirkpatricklearningevaluationmodel.htm>), or visit the Kirkpatrick Partners website (<http://www.kirkpatrickpartners.com/>), the official site of the Kirkpatrick Model.

**Please note:** Our reporting under the Kirkpatrick Evaluation Model will always strictly conform to all country, state and other local laws governing personal privacy and confidentiality, such as the European Economic Council (EEC) Works Council regulations.

## Custom Training Services

Purposeful Clouds can create and deliver a custom learning plan to meet your unique requirements. We focus on supporting your Cloud strategy and your staff's initial and desired level of Cloud knowledge. We will listen to your needs and work to understand your business realities.

- We will tailor our existing courses to focus on your specific areas of need, or create new courses.
- We will tailor the exercises to exactly match your existing and future IT environments.
- We will tailor the delivery of the same material to match the needs of different audiences in your organization: executive, sales and marketing, technical, support, ...
- We will tailor the delivery mechanism and duration options to match your needs, with minimum sacrifice to learning quality and retention.
- If desired, we will tailor and deliver training to your customers and partners under your brand.

For more information or to arrange for an initial custom learning planning session, please contact us at [academy@purposefulclouds.com](mailto:academy@purposefulclouds.com)

We start with our *Training Course Development Criteria* questionnaire. When completed, this document provides Purposeful Clouds with baseline information essential to the commencement of a course design, development and delivery project. This exercise aids in the design of training materials and supportive documents that realistically meet the desired goals and outcome of the training to the target audience. You can find our questionnaire on our web site [www.purposefulclouds.com](http://www.purposefulclouds.com), Purposeful Clouds Academy, then *Custom training services*.



For questions, contact Purposeful Clouds Academy at [academy@PurposefulClouds.com](mailto:academy@PurposefulClouds.com).

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