

For a Healthy Cloud Market

John Woodley

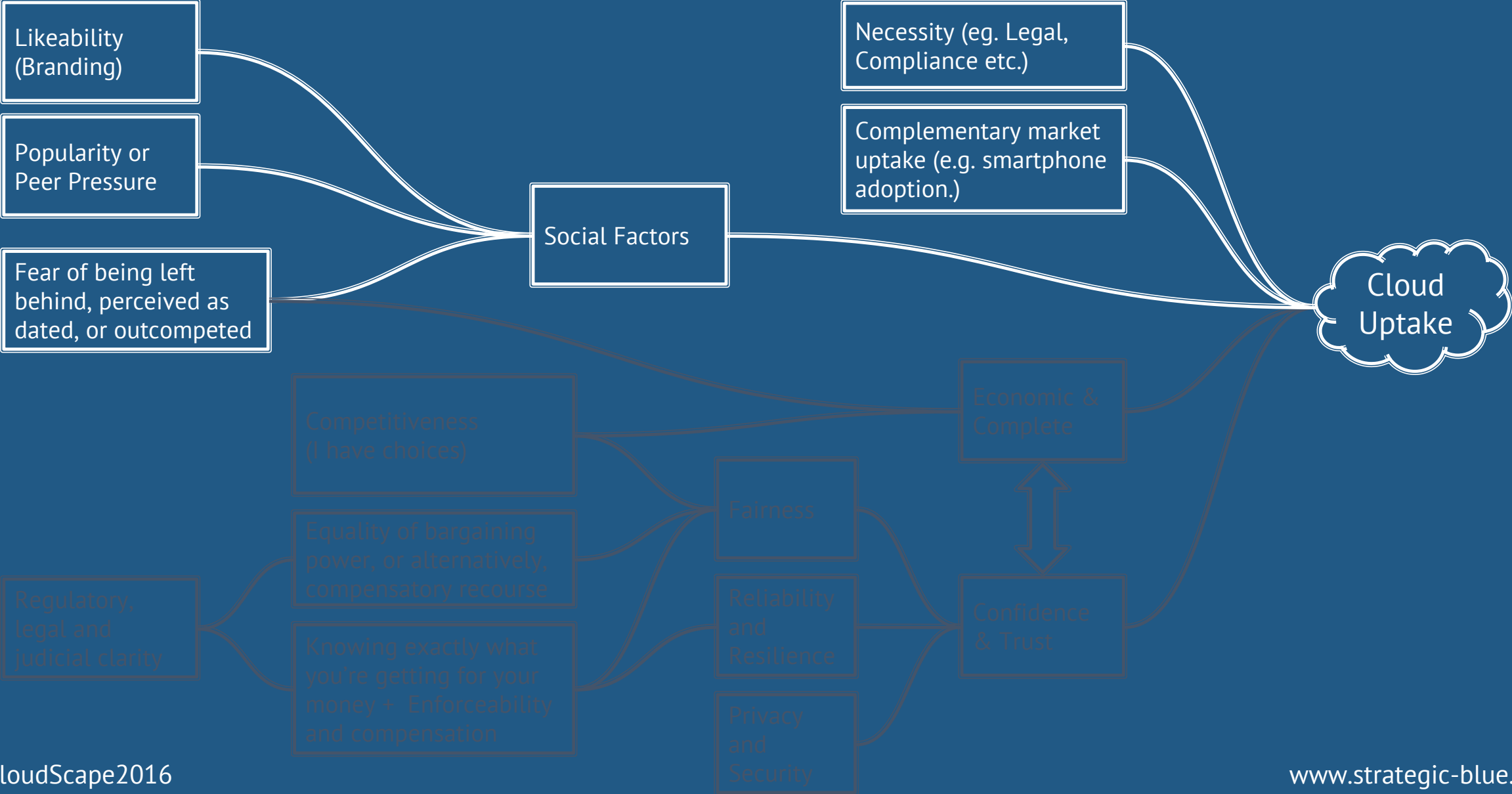
- Address market asymmetry
- Build a complete market
- Create price transparency

A + B + C = Uptake

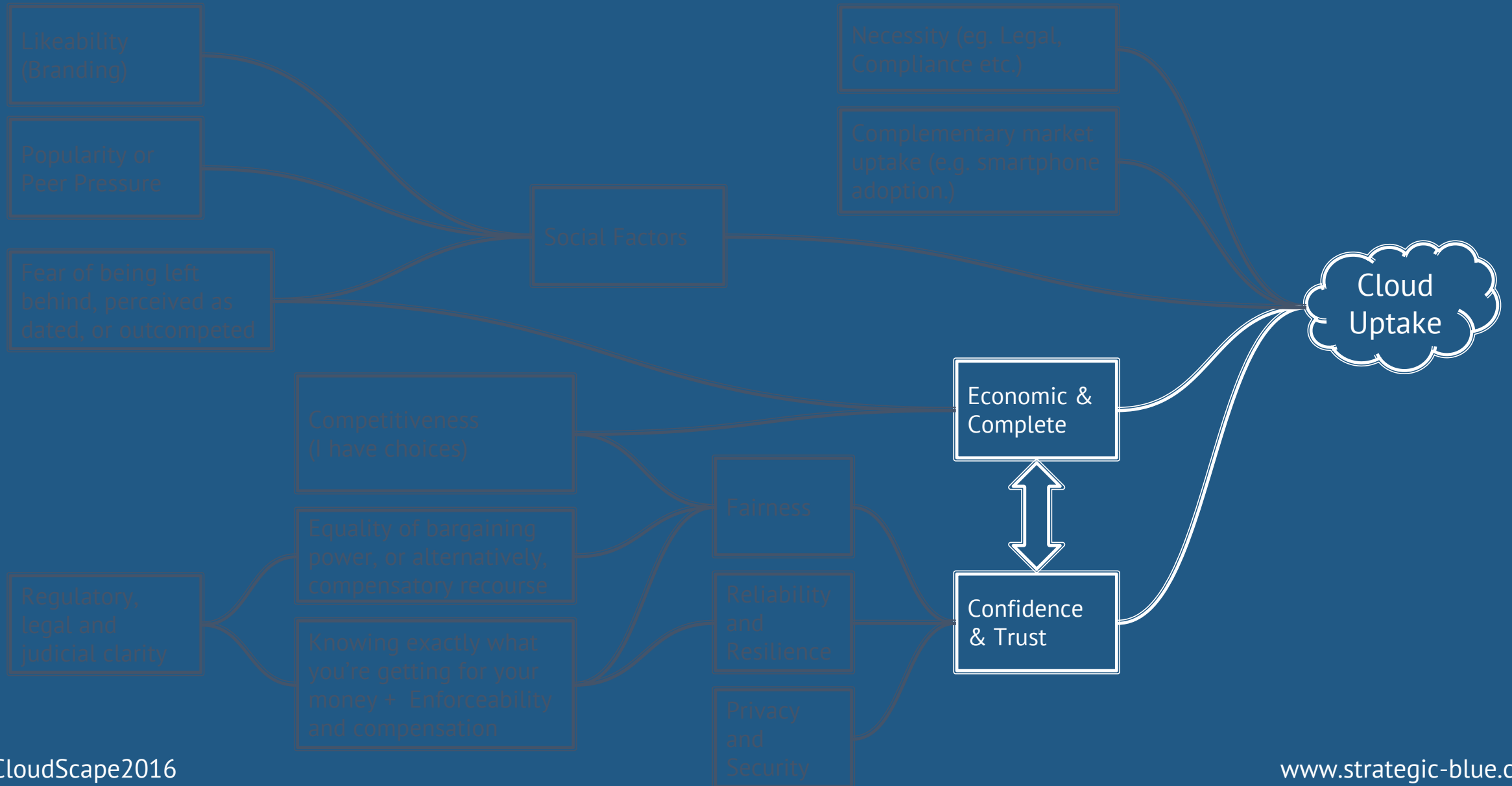
THE OBJECTIVE



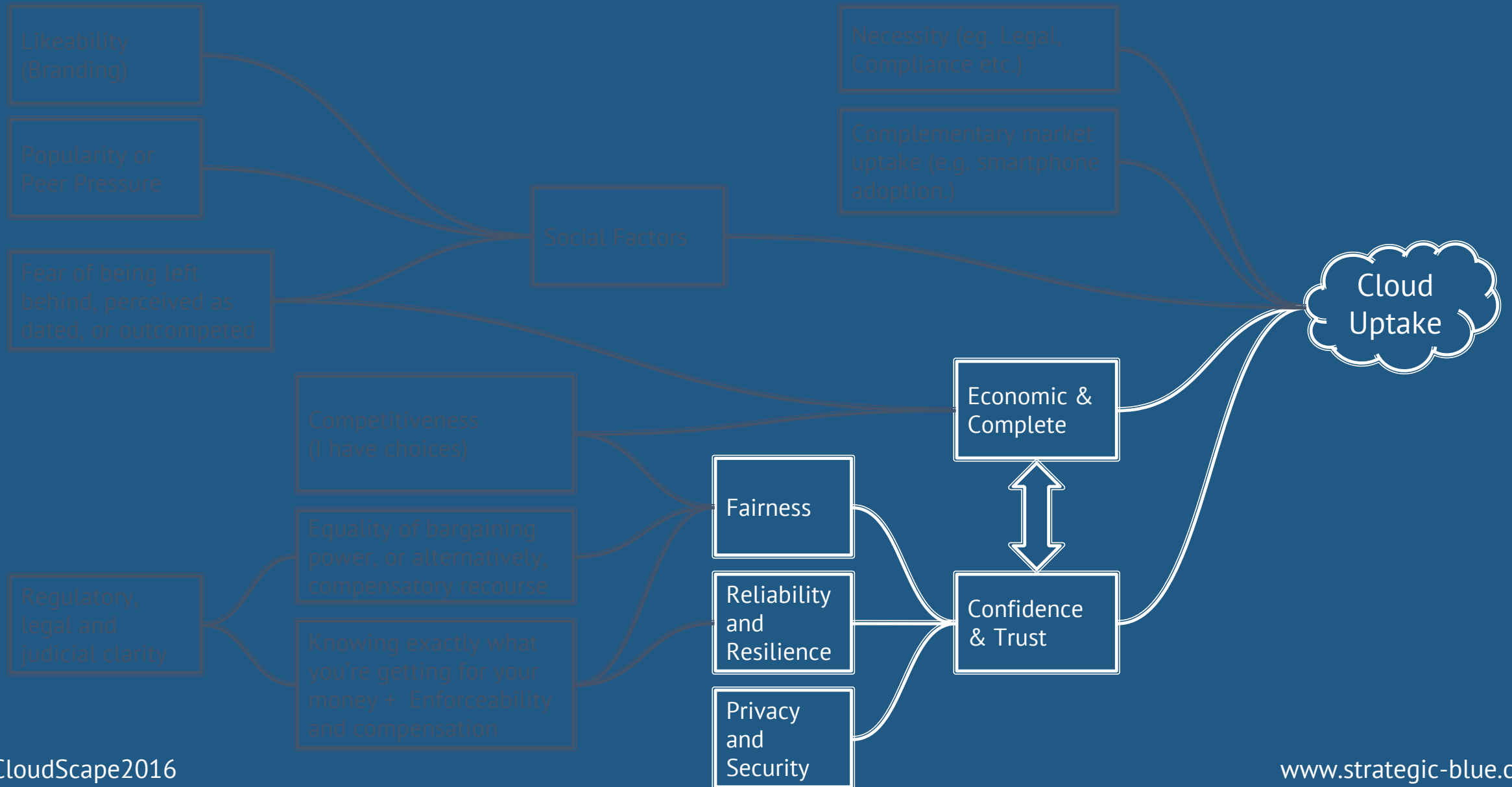
DRIVING CLOUD UPTAKE



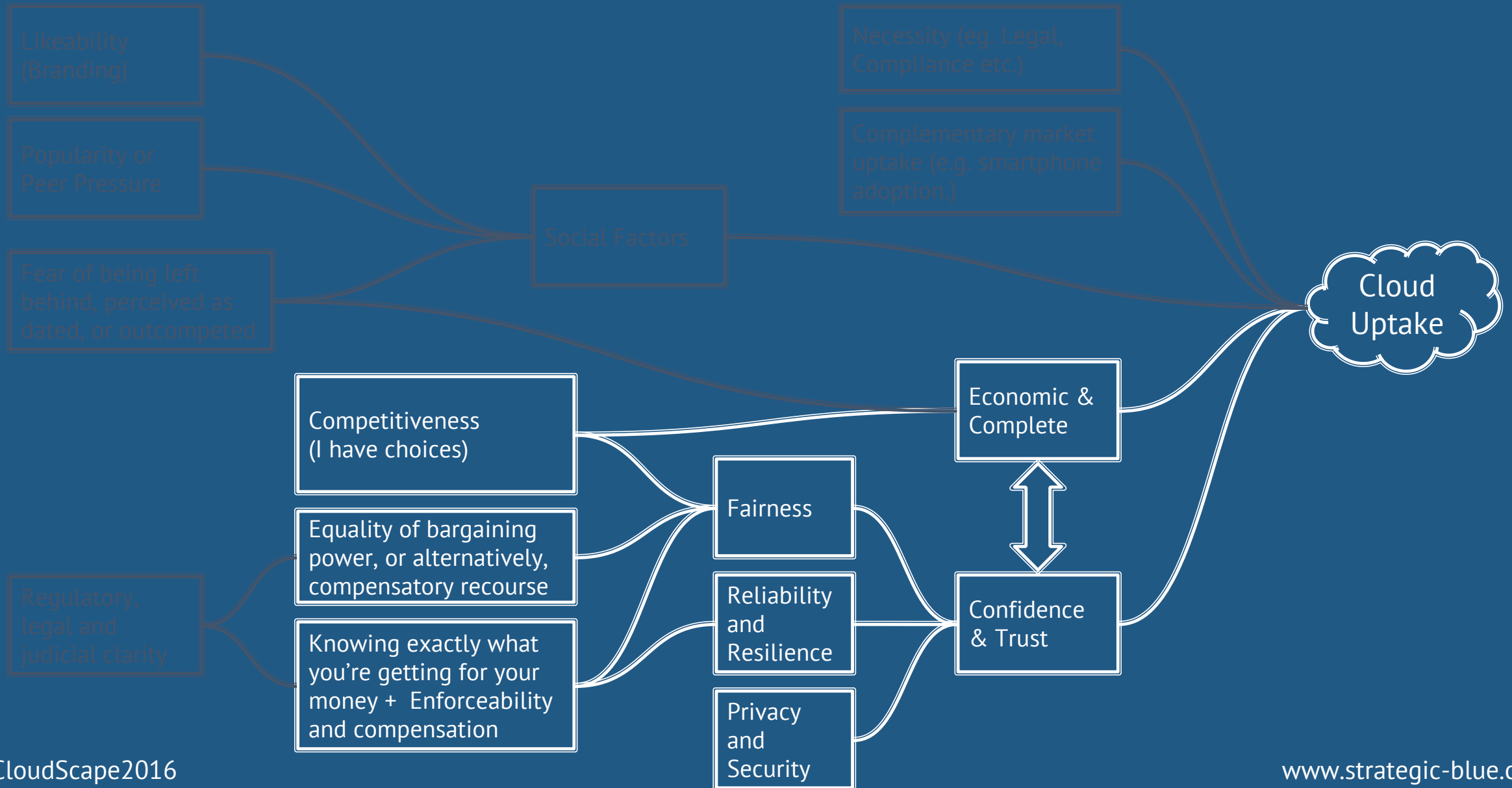
DRIVING MARKET UPTAKE



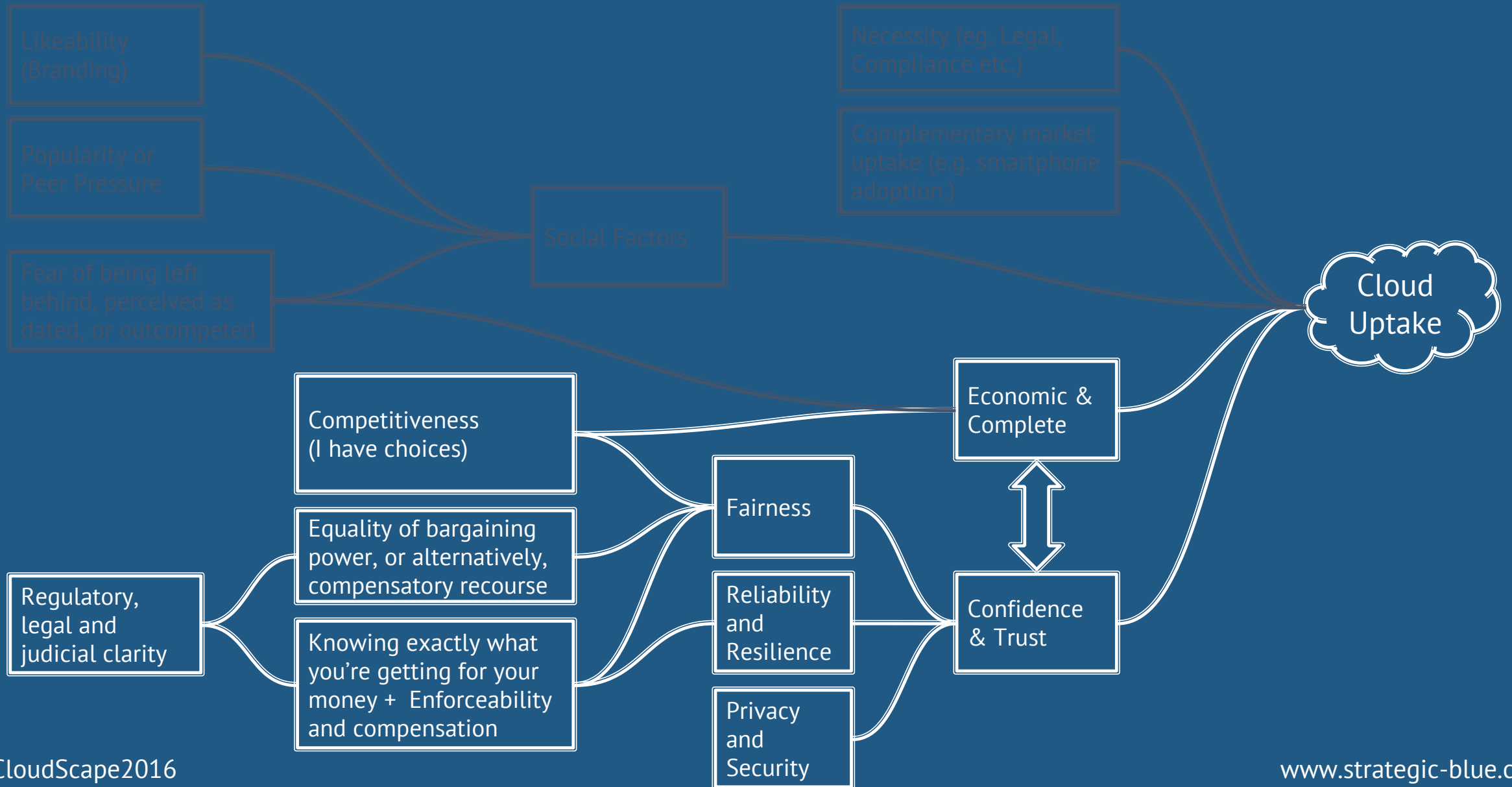
DRIVING MARKET UPTAKE



DRIVING MARKET UPTAKE

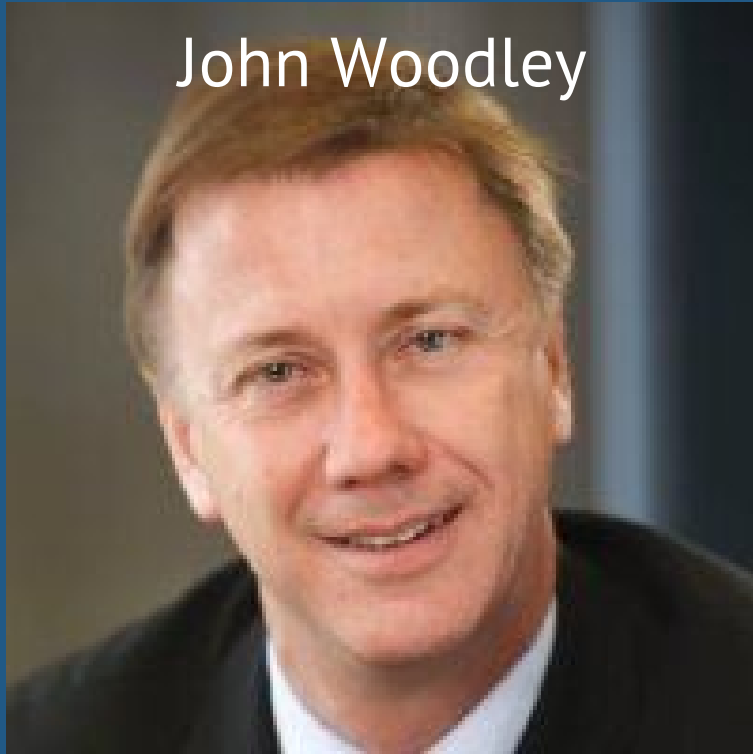


DRIVING MARKET UPTAKE



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APPENDIX

