





2.10pm	<p><b>Example 2 LinkedIn</b>  LinkedIn is the world's largest professional network with 135 Million worldwide accounts</p> <p><b>LinkedIn has 1 million new users every ....?</b></p>	<p><b>Slide 16</b>  <b>Slide 17</b></p>	<p><b>Chat/Hold/Send</b></p>	
2.12pm	<p><b>Example 3 WordPress and Blogger</b>  133M Blogs indexed since 2002  77% of Internet users read blogs</p>	<p><b>Slide 18</b>  Weblog/Blog</p>	<p>None</p>	<p>None</p>
2.13pm	<p><b>Example 4 Email</b>  Hotmail 5GB  Yahoo Unlimited  Gmail 7GB</p>	<p><b>Slide 19</b></p>	<p>Use tick to indicate how many of participants have one or more of these email accounts</p>	
2.14pm	<p><b>Example 5 Backup Storage</b>  Dropbox 2GB  iCloud 5GB</p>	<p><b>Slide 20</b></p>	<p>Use tick to indicate how many of participants have one or more of these storage accounts</p>	
2.15pm	<p><b>Example 6 Microblogging</b>  Twitter is an online social networking and micro blogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as "tweets".  Created in March 2006  200 million users as of 2011, generating over 200 million tweets and handling over 1.6 billion search queries per day.</p> <p><b>Which of the following has the greatest number of followers?</b></p>	<p><b>Slide 21</b>  <b>Slide 22</b>  <b>Slide 23</b>  <b>Slide 24</b></p>	<p><b>Whiteboard and Annotation Tools</b></p> <p>David Cameron  CNN Breaking News  Stephen Fry  Lady Gaga  Justin Bieber  Katy Perry  Barack Obama</p>	<p>Check annotation rights and microphone</p>
2.20pm	<p><b>Example 7 Document Sharing</b>  Google Docs  Office 365</p>	<p><b>Slide 25</b></p>		

2.21pm	<b>Example 8 Video and Photo Sharing</b> You Tube Flickr Slideshare	Slide 26		
2.22pm	<b>Advantages and Disadvantages</b> <b>How many advantages and disadvantages can you suggest?</b>	Slide 22	Use annotation tools to suggest advantages and disadvantages	Make sure annotation tools are available
2.25pm	<b>Advantages</b> <b>Flexibility:</b> Cloud computing means that staff can access the files and data that they need even when they're working remotely and/or outside office hours. <b>Collaboration:</b> Staff can also work collaboratively on files and documents, even when they're not physically together. Documents can simultaneously be viewed and edited from multiple locations. <b>Easy to Deploy:</b> Cloud computing can be very quick and easy to get up and running. Consider, for example, how quickly you can set up a Gmail or Hotmail account and start emailing. Downloading and installing software, on the other hand, takes much longer. <b>Cost:</b> Cloud computing is often cheaper and less labour-intensive for companies. This means that you only need to pay for it when you need it, and it also offers flexibility, in that it can be quickly and easily scaled up and down according to demand. <b>Unlimited Storage:</b> Because it's online, it offers virtually unlimited storage compared to server and hard drive limits. <b>Green Credentials:</b> Many international businesses choose cloud computing because of its green credentials. Microsoft recently claimed that cloud	Slide 27 Slide 28 Slide 29	<b>Polling</b> Select the three most important advantages for your organisation	Load Advantage Poll

	computing can reduce a business's carbon emissions by as much as 30%, as businesses don't need to power an entire server, they only use (and pay for) what they need online.			
2.30pm	<p><b>Disadvantages</b></p> <p><b>Security:</b> While some experts argue that cloud computing is more secure than traditional server methods, businesses are still concerned that they will lose control of business assets.</p> <p><b>Privacy:</b> Some people wonder how much data and what kind of data companies are able to collect about them and their business.</p> <p><b>Dependency:</b> Risk of losing Internet connectivity and being tied to the financial health of another company</p> <p><b>Decreased Flexibility:</b> No easy migration to another supplier.</p> <p><b>Unstable Cost Structure:</b> Hidden Costs</p> <p><b>Integration:</b> Difficult to integrate with existing systems</p>	<b>Slide 30</b>	<p><b>Polling</b></p> <p>Select the three most important disadvantages for your organisation</p>	Load Disadvantage Poll
2.35pm	<b>Questions</b>	<p><b>Slide 31</b></p> <p>Question Slide</p>		
2.40pm	<b>Recap of Objectives</b>	<p><b>Slide 32</b></p> <p>Objectives Slide</p>		
2.40pm	<b>Close of session</b>	<p><b>Slide 33</b></p> <p>Contact Details Slide</p>	<b>Further reading</b>	Share Further Reading Document