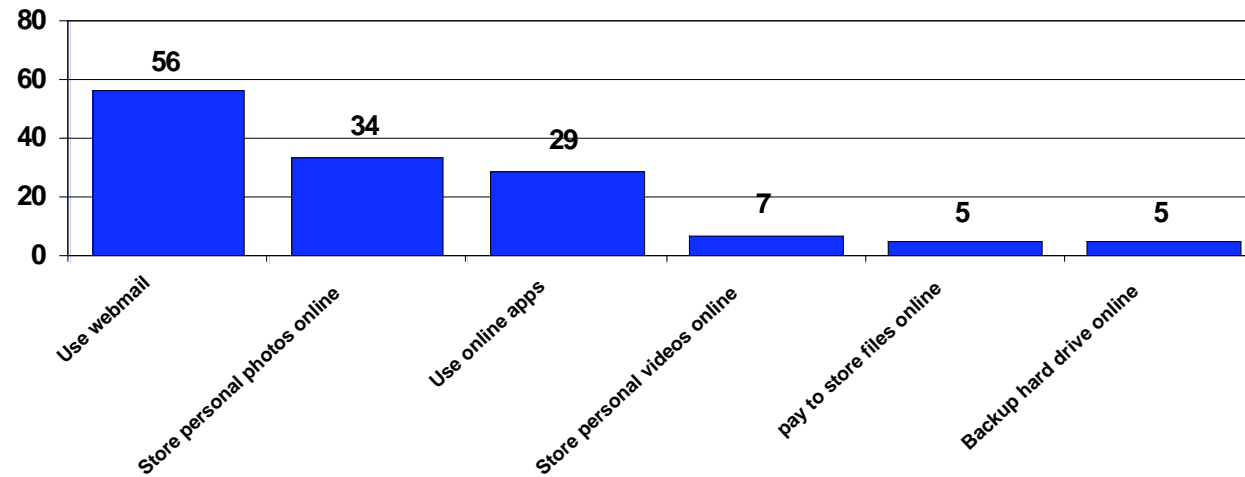


Share of cloud computing activities

Survey of 1,533 Internet users, April-May 2008



Percent of internet users



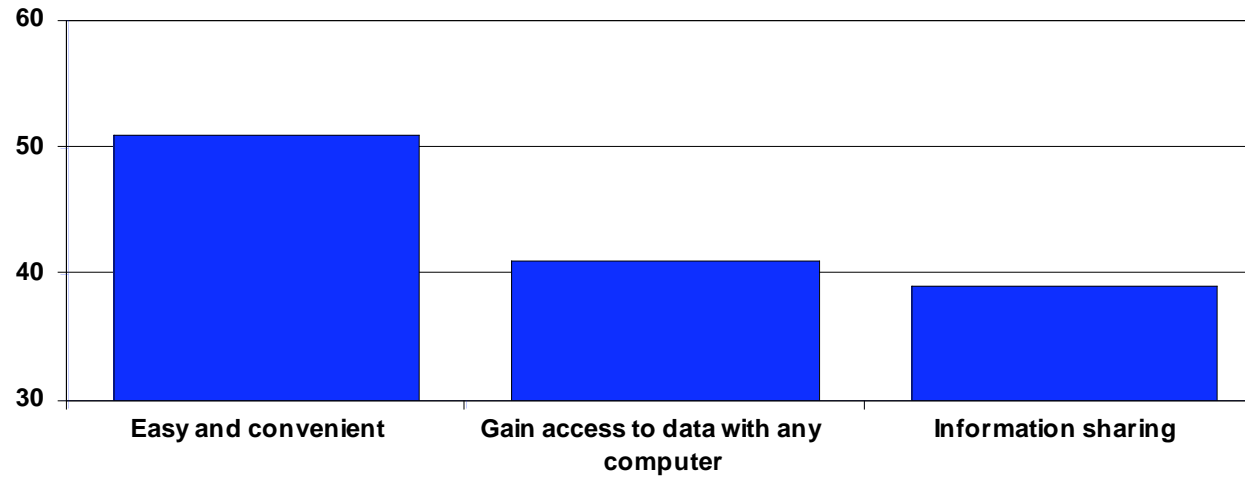
Source: Pew Research Center.

Why users use cloud computing?

Survey of 1,533 Internet users, April-May 2008



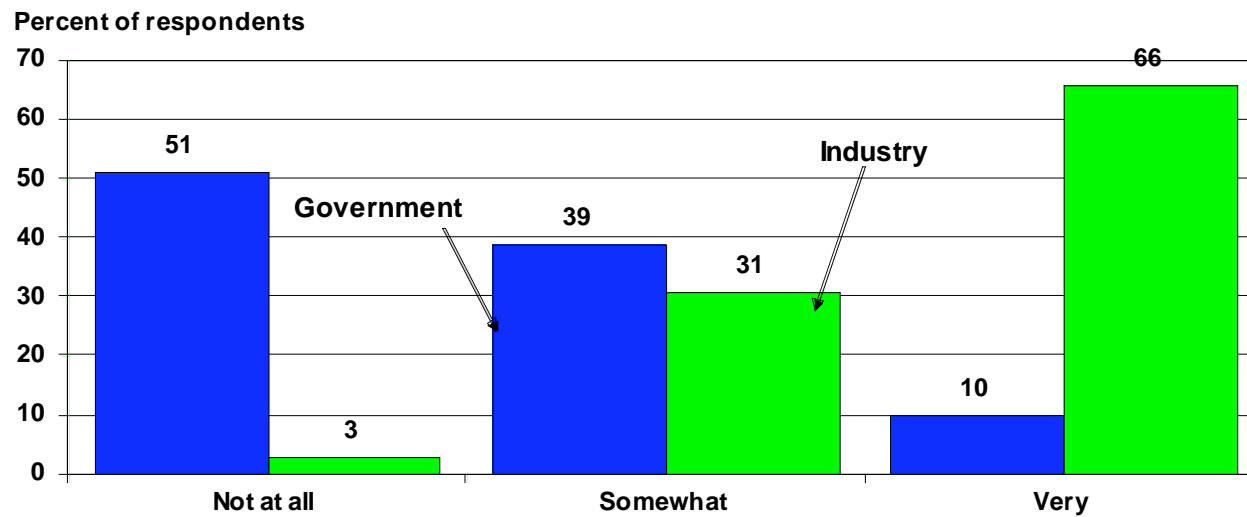
Percent of Internet users



Source: Pew Research Center.

Are people familiar with cloud computing?

Online survey, 2009



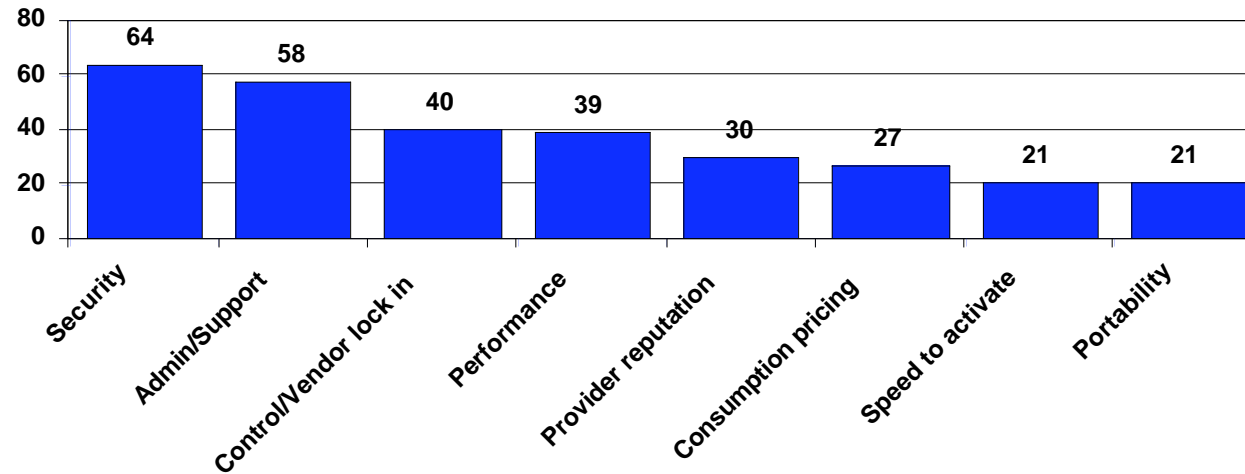
Source: Dataline, <http://www.slideshare.net/kvjacksn/government-cloud-computing-survey-2-kevin-jackson>.

Top concerns in cloud computing among companies

Survey of 644 C-level executives and company decision makers, 2009



Percent of respondents



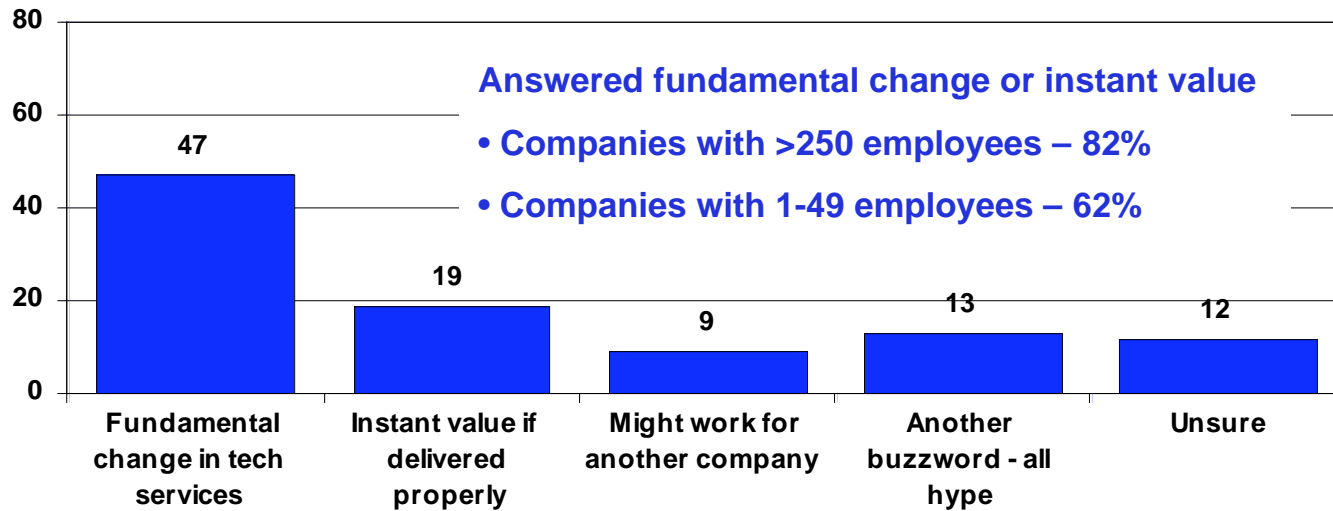
Source: 2009 Cloud Computing Trends Report.

Initial perceptions of cloud computing

Survey of 644 C-level executives and company decision makers, 2009



Percent of respondents



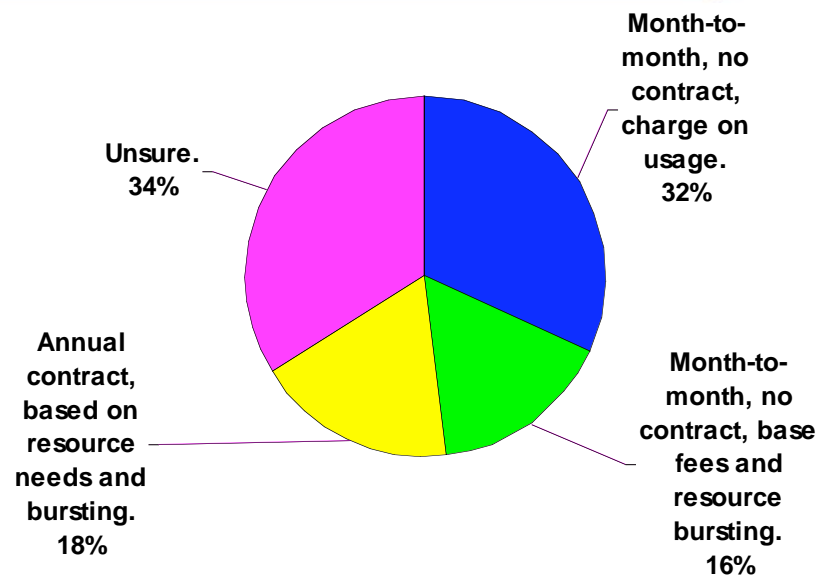
Source: 2009 Cloud Computing Trends Report.

Preferred methods of payment for cloud computing

Survey of 644 C-level executives and company decision makers, 2009



32% of companies with 250+ employees preferred annual contracts compared to 13% of companies with 1-49 employees.



Source: 2009 Cloud Computing Trends Report.

Driving factors for cloud computing consumers

Survey of 644 C-level executives and company decision makers, 2009

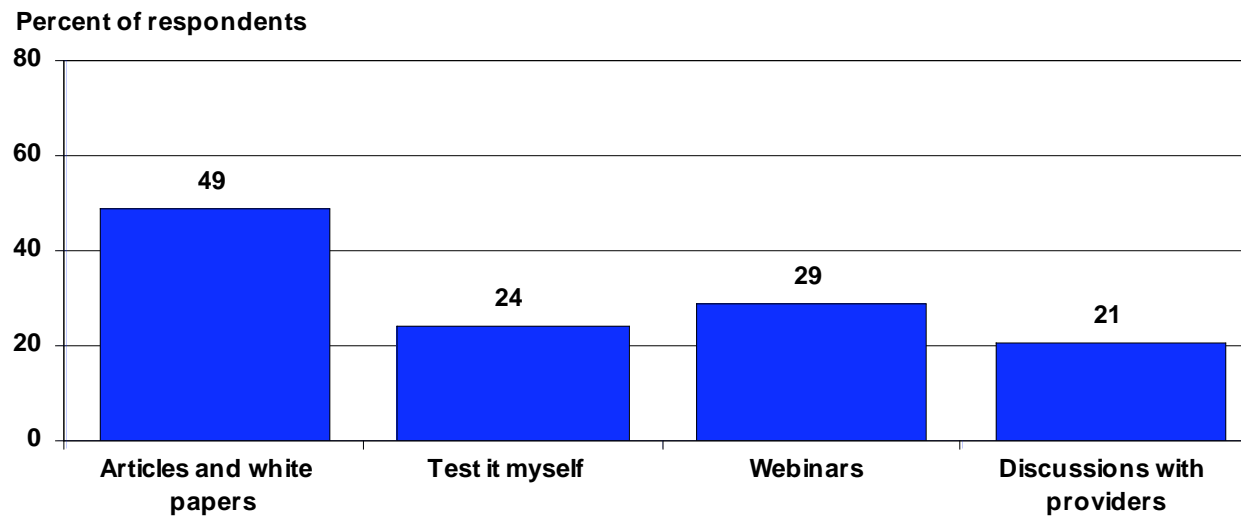


Company size	Top three factors
>250 employees	<ol style="list-style-type: none">1. Reduced costs2. Uptime3. Scalability
50-249 employees	<ol style="list-style-type: none">1. Reduced costs2. Uptime3. Scalability
1-49 employees	<ol style="list-style-type: none">1. Reduced costs2. Uptime3. Performance

Source: 2009 Cloud Computing Trends Report.

Learning preferences for cloud computing

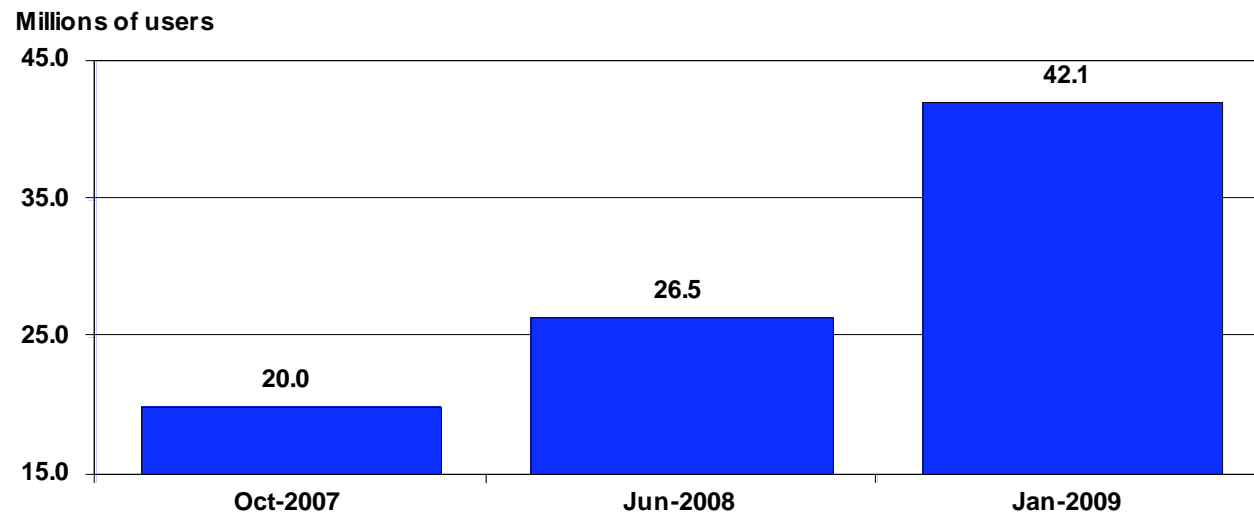
Survey of 644 C-level executives and company decision makers, 2009



Source: 2009 Cloud Computing Trends Report.

Growth in total Facebook users

United States, 2007 to 2009



Source: Facebook's Social Ads Platform.

Growth in Facebook users by age group

United States, 2007 to 2009



Age	Percentage in Oct 2007	Growth Oct 2007 to Jun 2008	Growth Jun 2008 to Jan 2009
0-17	19.12%	14.77%	29.62%
18-24	61.81%	15.62%	20.58%
25-34	14.17%	97.56%	101.54%
35-54	3.41%	172.94%	276.44%
55+	0.83%	97.07%	194.27%
Unknown	0.67%	-40.82%	-70.45%

Source: Facebook's Social Ads Platform.

International Facebook usage, 2009



**More than 35 translations available on the site,
with more than 60 in development**

**More than 70% of Facebook users are outside
the United States**

Source: <http://www.collegemogul.com/2/4/09/Facebook-5th-Birthday-Interesting-Statistics-3-Co-Founders>.

Extent of Facebook usage, 2009

Average user has **120 friends** on the site

More than **3 billion minutes** are spent on Facebook each day
(worldwide)

More than **15 million users** update their statuses at least once
each day

More than **3.5 million users** become fans of Pages each day

Facebook's platform size, 2009

More than 660,000 developers and entrepreneurs from more than 180 countries

More than 52,000 applications currently available on Facebook Platform

140 new applications are added per day

More than 95% of Facebook members have used at least one application built on Facebook Platform

Source: <http://www.collegemogul.com/2/4/09/Facebook-5th-Birthday-Interesting-Statistics-3-Co-Founders>.

Semantic Web

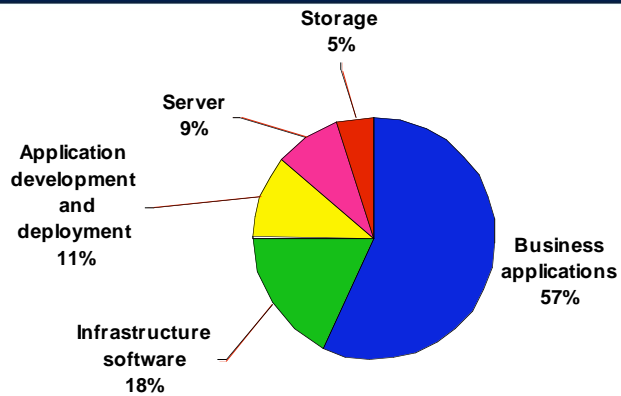


An evolving extension of the World Wide Web in which the semantics of information and services on the web is defined, making it possible for the web to understand and satisfy the requests of people and machines to use the web content.

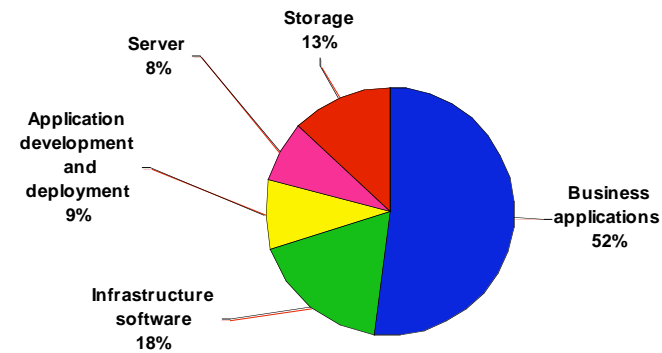
Source: Wikipedia

Cloud computing spending breakdown

Percentage of total worldwide IT spending, 2008 and 2012



2008: \$16.2 bil.

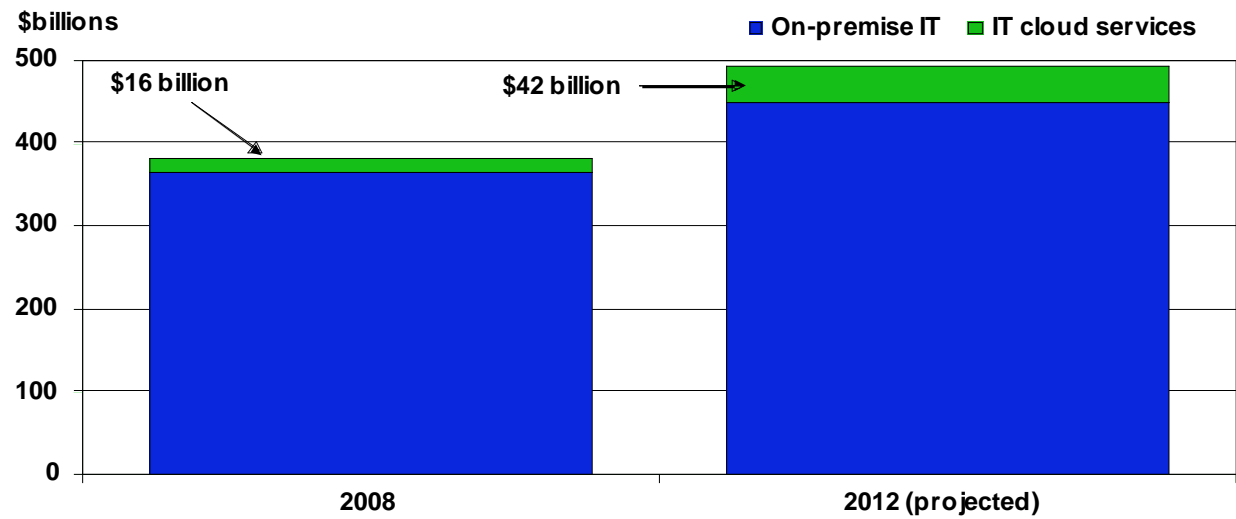


2012 (projected): \$42.3 bil.

Source: IDC, Oct 2008.

Projected spending on cloud computing

Worldwide, 2008 and 2012



Source: IDC, Oct 2008.

Examples of traditional vs cloud computing

Traditional	Cloud computing
File server	Mozy online backup
MS Outlook, Apple Mail	Gmail, Yahoo!, MSN
SAP CRM / Oracle CRM / Siebel	SalesForce.com
Quicken / Oracle Financials	Intacct / NetSuite
Microsoft Office / Lotus Notes	Google Apps
Stellent	Valtira
Off-site Backup	Amazon S3
Server, racks, and firewall	Amazon EC2, GoGrid, Mosso

Source: <http://fyi.oreilly.com/2009/04/cloud-computing--an-excerpt-fr.html>.