

Flexiant's Tony Lucas Speaking at GigaOM's Structure Event

Submitted by: Proud PR

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Sharing personal experience on how to build an international cloud platform, Wednesday June 20 at 8.55am

Edinburgh, Scotland – 18 June 2012 – Flexiant, a leading European provider of cloud orchestration (<http://www.flexiant.com/flexiant-cloud-orchestrator/>) software for on-demand, fully automated provisioning of cloud services, today announced that Tony Lucas, Senior Vice President and founder of Flexiant (<http://www.flexiant.com>), will be speaking at GigaOM's Structure (<http://event.gigaom.com/structure/>) conference in San Francisco, 20 June 2012.

Drawing on his experience building Europe's first cloud platform at the hosting company XCalibre (<http://www.excalibre.co.uk/>) in 2007, and more recently from his founding of Flexiant, Lucas will be sharing his thoughts and vision on how service providers can successfully build, manage and expand international cloud platforms.

"Cloud technology is disrupting the service provider market, not least because it is threatening existing business models and changing them forever," states Lucas. "The cloud is not a disruptive threat, but an international market opportunity for those service providers who can overcome the challenges of delivering a consistent, cross-border cloud service. The first challenge that service providers must face however is building a cloud platform that is genuinely agile, flexible and scalable. Only once they have achieved this can they look to take their offering international."

The 5th annual Structure conference brings together the leaders innovating, shaping and defining the evolution of cloud computing. Organised by GigaOM, the leading provider of online media, events and research for global technology innovators, Structure looks beyond the impact the cloud has on the way IT is organised, to its broader impact on all the building blocks of the computing industry.

See below for full details of Lucas's speaking slot:

A cloud without borders: International market perspectives

There are no international border controls in the business of cloud computing. Your customer here is as close as your customer in Asia. But this mondo cloud computing market also presents major challenges before the major rewards flow, such as payments, language and local business cultures. We talk to three major vendors from Chinese, British and German markets about their perspective on international cloud markets and what needs to be solved before the cloud truly flows into a global market.

Moderated by:

Joe Weinman - SVP, Telx

Speakers:

Tony Lucas - Founder, Flexiant

Juergen Urbanski - VP Cloud Architectures and Technologies, T-Systems

Jinzy Zhu - SVP, Global IT Strategy and Business Development Department, Huawei Technologies Co.

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Resources

- Read Tony Lucas's account of building Europe's first cloud computing platform in this whitepaper: How to overcome the barriers to building a truly scalable cloud infrastructure (<http://learning.flexiant.com/the-future-of-the-service-provider/>)
- Visit the Learning Centre (<http://www.flexiant.com/learning-centre/>) for a range of customer videos, case studies and whitepapers.

About Flexiant

Flexiant is a leading European provider of cloud orchestration software for on-demand, fully automated provisioning of cloud services. Flexiant's software gives cloud service providers business agility, freedom and flexibility to scale, deploy and configure cloud services, simply and cost-effectively. Vendor agnostic and supporting multiple hypervisors, Flexiant Cloud Orchestrator is a software suite that is service provider ready, enabling cloud service provisioning through to granular metering, billing and reseller management. Used by over one hundred organisations worldwide, from small hosters to large Managed Service Providers (MSPs) and Enterprises, Flexiant Cloud Orchestrator is simple to understand, simple to deploy and simple to use. Flexiant customers include NetGroup, FP7 Consortium, ITEX, TransEnt, Fast2host and Boston Group. Visit www.flexiant.com.

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