



# Finding Solutions in the Clouds

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leading advocate for Web technologies

~ 19,500 employees,

smart, committed and creative

geographically dispersed



Recognized for Innovation

~ 20,000 employees,

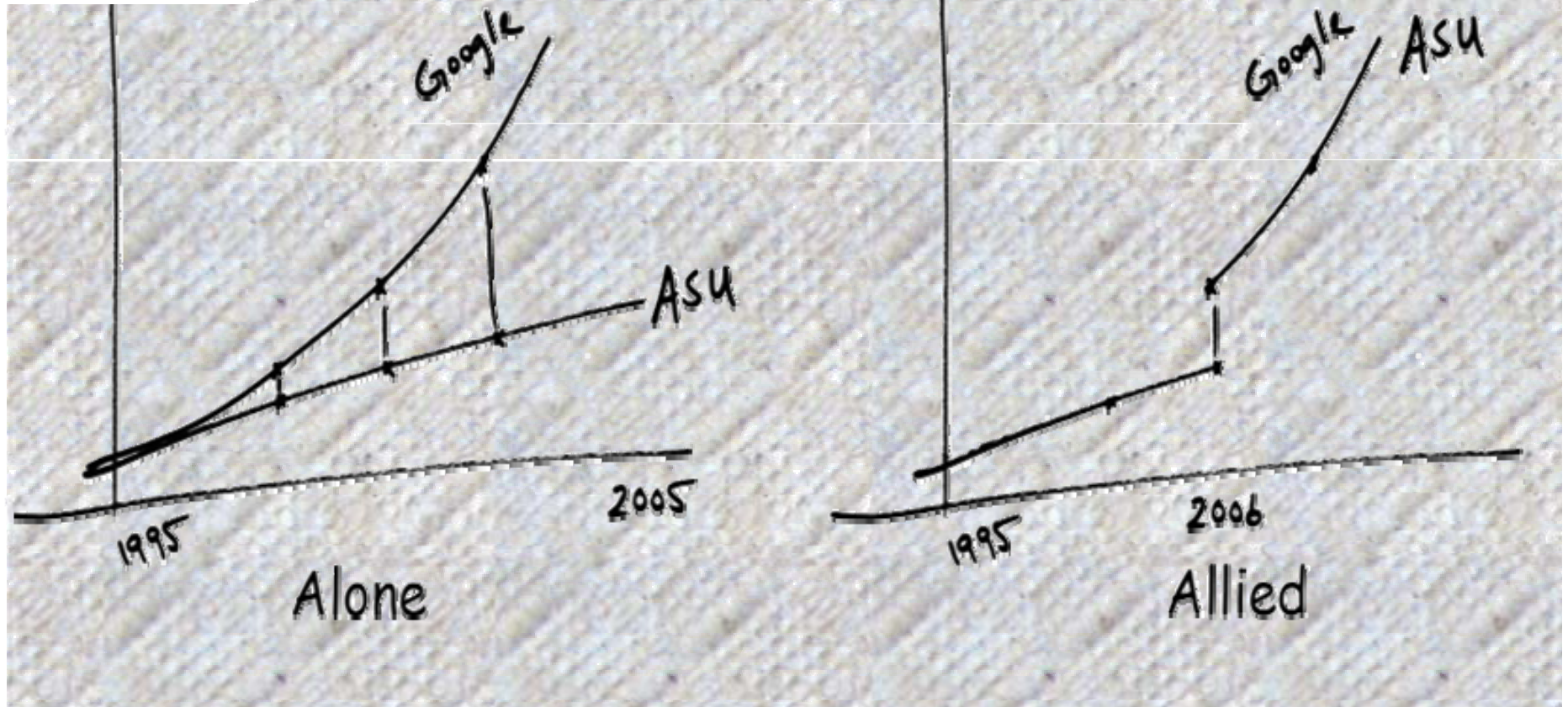
smart, committed and creative

geographically dispersed

# EPA Information Access Strategy

Explore **search** partnerships **other** Federal agencies Most provide mechanisms **their Web** sites  
establish **needs** engage resolve technical **issues** HOW partners coordinate across eg technologies taxonomies  
tagging standards must agree organizations US Draft **Access Strategy** Recommendation Improve  
peoples' understanding **data** promote appropriate **use** transparency **by** providing better documentation  
Determining metadata complicated many types diverse audience **uses** determine will be useful its  
**audiences** guidance support do 's developers **need** front line providers understand **these** serve best  
way identify key Organize into formats Develop introductory materials **topics** general provides vast amount levels  
Developing resource intensive challenging since programs work complex scientific regulatory \* set priorities among various  
format level detail language **Agency** aim analytical Additional effort required pre make accessible notify availability  
important encourage addition identifiers order integration ensure analysis stay current informed updates Strengthen state  
tribal local collectors **Environmental** interest collected throughout government  
maintained different locations address allow integrate analyze easily accessed analyzed **new** empower **people**  
**find** Push increasing easy implement so expect increased demand **them** Agency's Infrastructure further development  
while encouraging innovation publishing **users** published non applications Indirect pose security risks remains **available**  
regardless obtain poses Collaborative There growing collaboration **staff** external take advantage existing enable adoption  
path **Technology** Exsamples RSS Really Simple Syndication **using** variety ways members interested **public** news  
developments **resources** now used alert media press releases ENVIROFLASH partnership health broadcast Air Quality

# Getting on the right curve



# Unlimited Scalability

Scale matters, a lot!

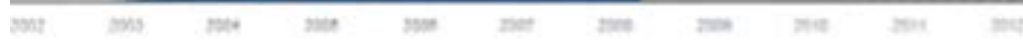


Stanford 1999



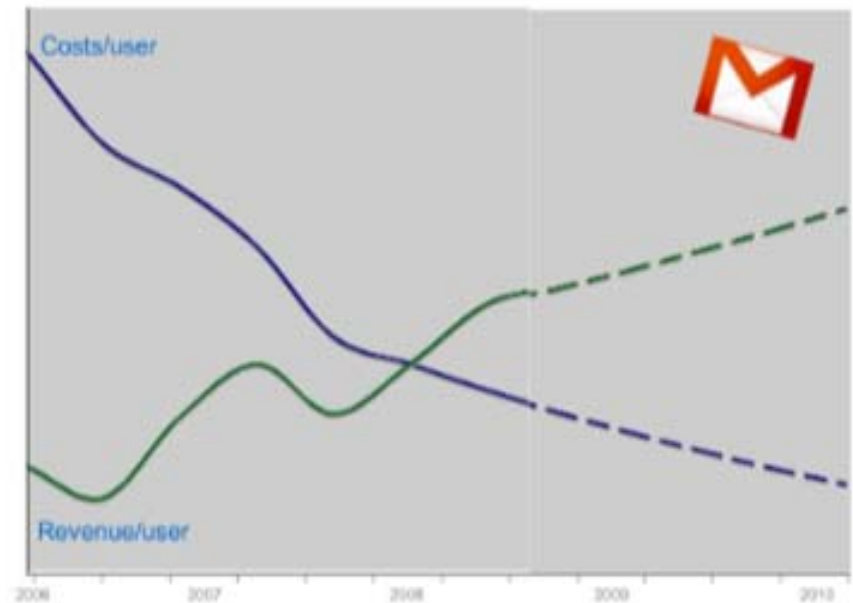
Oregon 2006

Storage Capacity

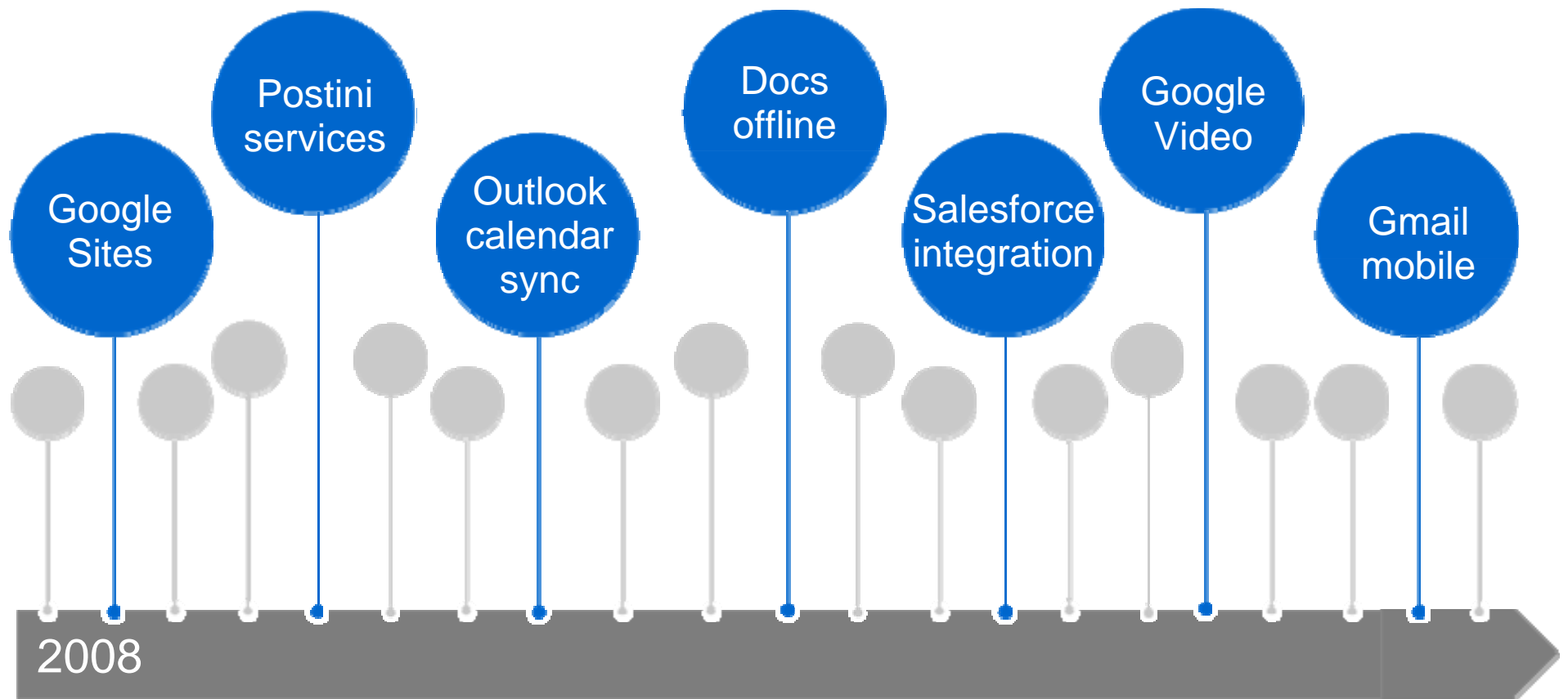


Source: Forrester and Prognosis

And scale drives unit costs toward zero



# Continuous Innovation



53 major feature releases (so far...)

# 1. End-users will be set free

 Search Videos

Home My Videos Upload

## Cooking for Burning Man 101



video

8/27/08

Views: 122, Viewers: 13

☆☆☆☆☆ Ratings: 2

Anyone who has been to Burning Man before can tell you that it is an extremely harsh and challenging environment physically, emotionally, and culinarily! Come hear two veteran burners/culinary team members talk about the best ways to set up your Burning Man kitchen/food plan. You'll come away with some useful recipes and vital Burning Man tips & tricks. Who knows, you may even find your playa carpool buddy!

Speakers: Mirit Cohen, Michael Whelpley

Tags:

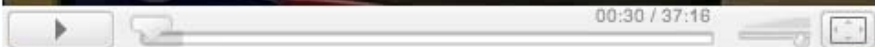
[Cooking](#), [Lecture](#), [Training](#), [Marketing](#), [mattg](#), [Burning Man](#) [Add a tag](#)

Embed this video:

Put this video on other webpages.

[Show](#)

Downloads: [Standard](#) [High](#)



[+ Scenes](#)

High Quality

Comments (1) [Add a comment](#)

# End-user created mashups

## Customer Escalation: Initech

+ Create new page ✎ Edit page ⌵ More actions

Updated 1 min. ago [See earlier versions](#)

Navigation

- [Escalation Status Dashboard](#)
- [Sitemap](#)

Recent site activity

- [Escalation Status Dashboard](#) edited by rajan
- [Home](#) created by rajan
- [View all](#)
- [Edit sidebar](#)

### Escalation Status Dashboard

#### AltoStrat Ticket Status

The Basics	Dates
ID: <b>52</b> Status: <b>resolved</b> Mkted Priority: <b>0 min</b> Owner: <b>ask</b>	Created: Tue Oct 26 12:39:39 2001 Starts: Not set Started: Tue Oct 26 22:18:05 2001 Last Contact: Wed Oct 31 20:44:40 2001 Due: Fri Nov 2 12:30:06 2001 Updated: Wed Oct 31 20:41:40 2001 by ask
Related Items	People
Depends on: Depends on by: Parents: Children: Refers to: Referred to by:	Owner: ask Requestors: beeldbulp@beeldbulps.nl CC: AdminCo
	More about user: ask
	Comments about this user: Autogenerated on ticket submission This user's 25 highest priority tickets

#### Initech System Status

Legend:   
— Query & Insert Time   
— Connect Time   
— User Count

#### Project Status

Initech Project Status published via [Google Docs](#) - updated automatically every 5 minutes

#### Key Functionality Summary

Feature	Status	Priority	Owner	Comments
Robotic arm for widget creation	<span style="color: red;">■</span>	1	Bob	Works as advertised
Photovoltaic sensor for quality control	<span style="color: yellow;">■</span>	3	Joe	back on track
Adapter to existing input line	<span style="color: yellow;">■</span>	3	Tsai-ling	In progress
Assembly line apparatus	<span style="color: green;">■</span>	7	Jane	done
Process management console	<span style="color: red;">■</span>	4	David	I'm typing in the same
We should check these numbers	<span style="color: green;">■</span>	3	Adonal	The numbers look go

#### Milestone Calendar

Jun 8 - 14 2008

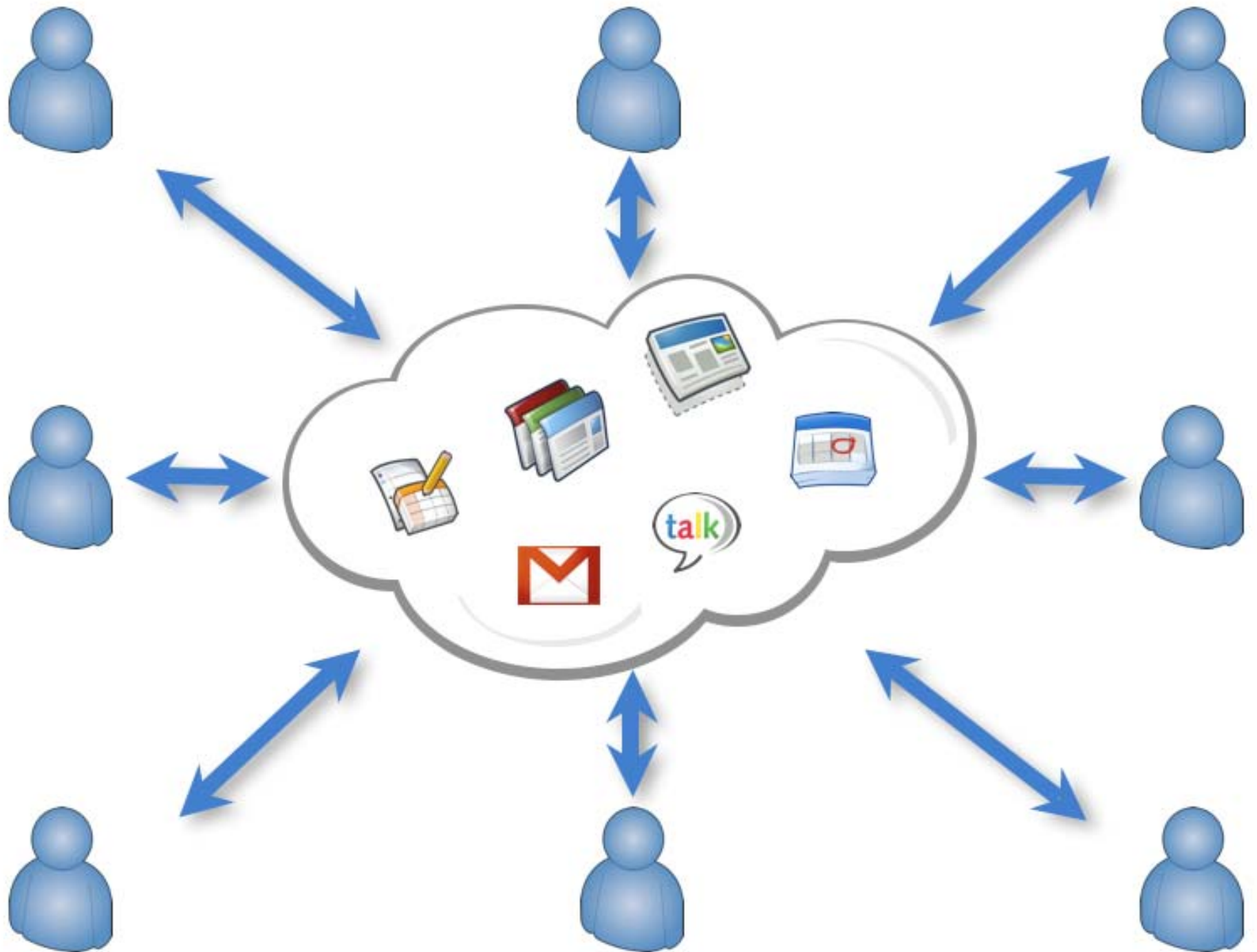
Sun 6/8	Mon 6/9	Tue 6/10	Wed 6/11	Thu 6/12	Fri 6/13	Sat 6/14
			8:00am Initech/Altostrat		7:30am Review meeting @Initech/Altostrat	

## 2. Agency data will be set free



# 3.The enterprise will become more social

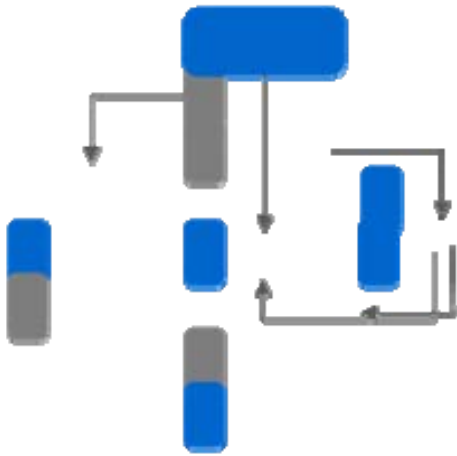




Myth?

The cloud is  
less secure

# Today's Security challenge



60%

of corporate data resides unprotected on PC desktops and laptops



1-out-of-10

laptop computers will be stolen within 12 months of purchase



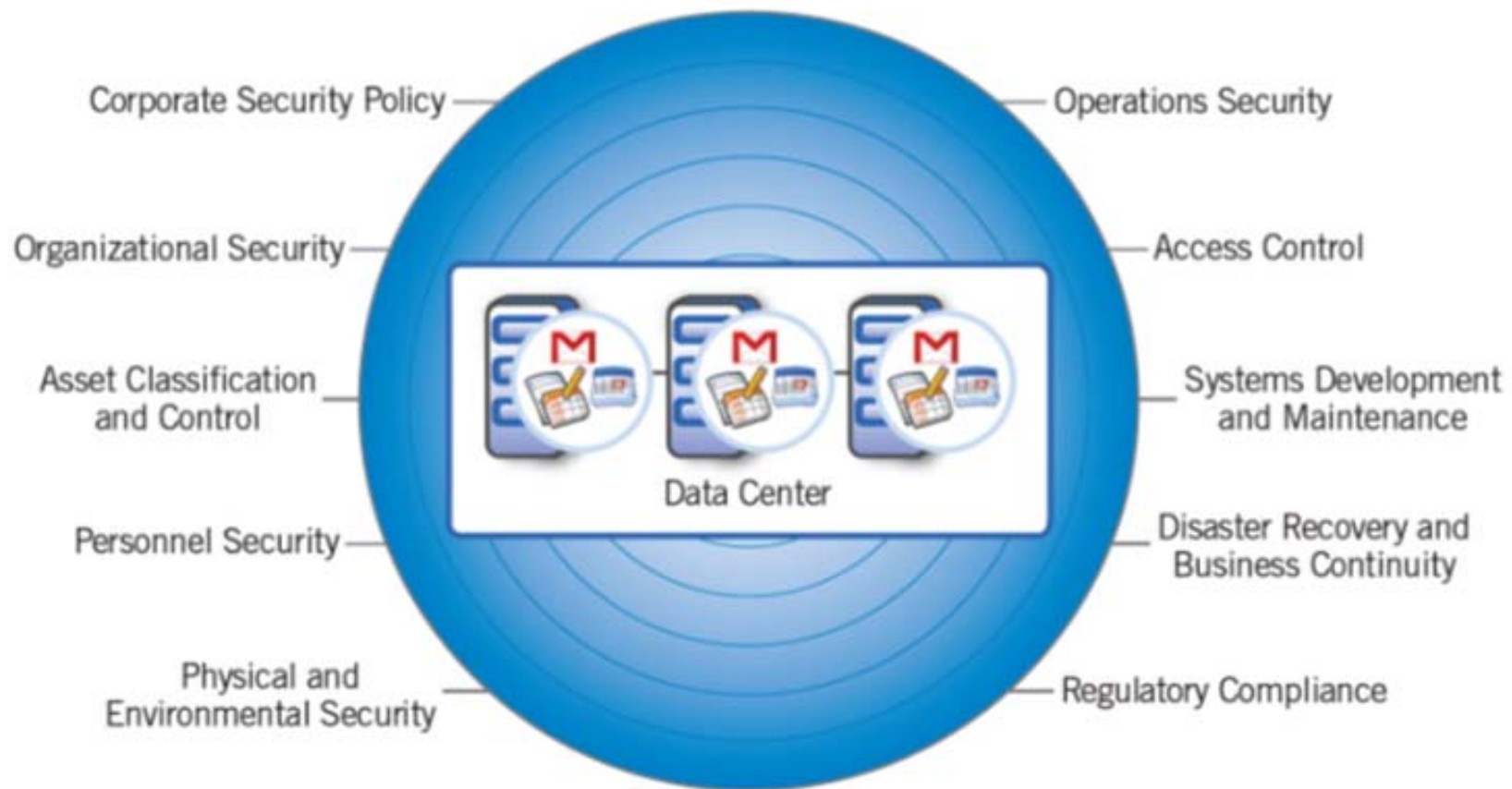
66%

of USB thumb drive owners report losing them, over 60% with private corporate data on them

# Google is Secure

Google has taken a compressive view of security

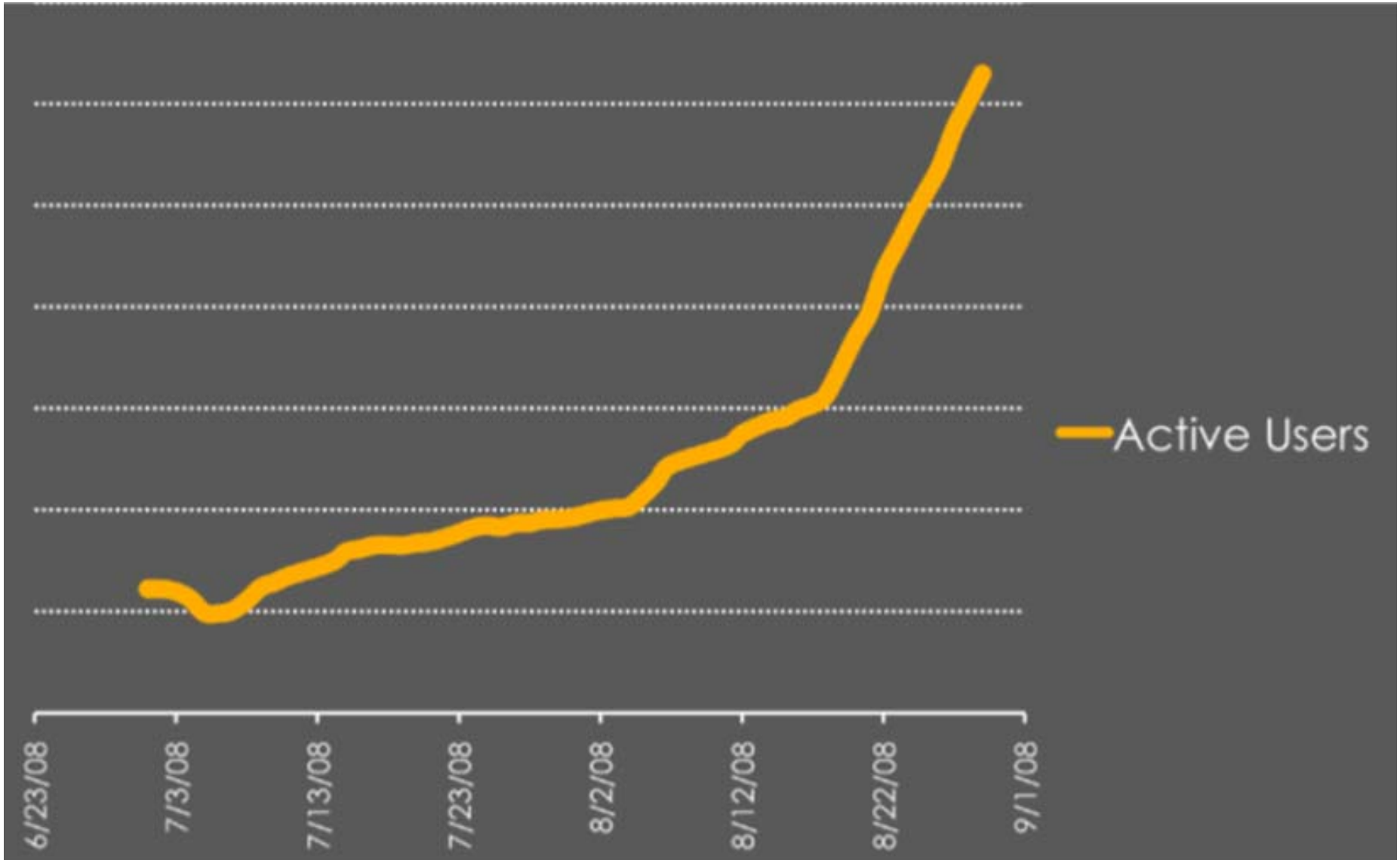
## Security Controls for Google Apps



Myth?

The cloud isn't  
ready yet

# More than 10M active users on Google Apps



# The cloud has arrived

**Genentech**  
IN BUSINESS FOR LIFE

salesforce.com®  
Success On Demand.™

workday®

  
Taylor Woodrow

**citi**®

**FLEXTRONICS**



  
SANMINA-SCI®

  
**SUNTRUST**

  
**CISCO**

**THE CARLYLE GROUP**

**Telegraph**.co.uk

 vmware®

 **Commerce Bank**  
Member FDIC

  
**UNIVERSITY  
of VIRGINIA**

 **FIDELITY**  
NATIONAL FINANCIAL™

 **H.B. Fuller**

  
District of Columbia

 **alltel**  
wireless

**Thornburg**

Human Resources

# Got Spam?



## Consumer Brnds



## Financial Svcs



## Legal



## Consulting



## Technology



## Retail



## Pharma/Chemical



## Energy



## Manufacturing



## EMEA



Myth?

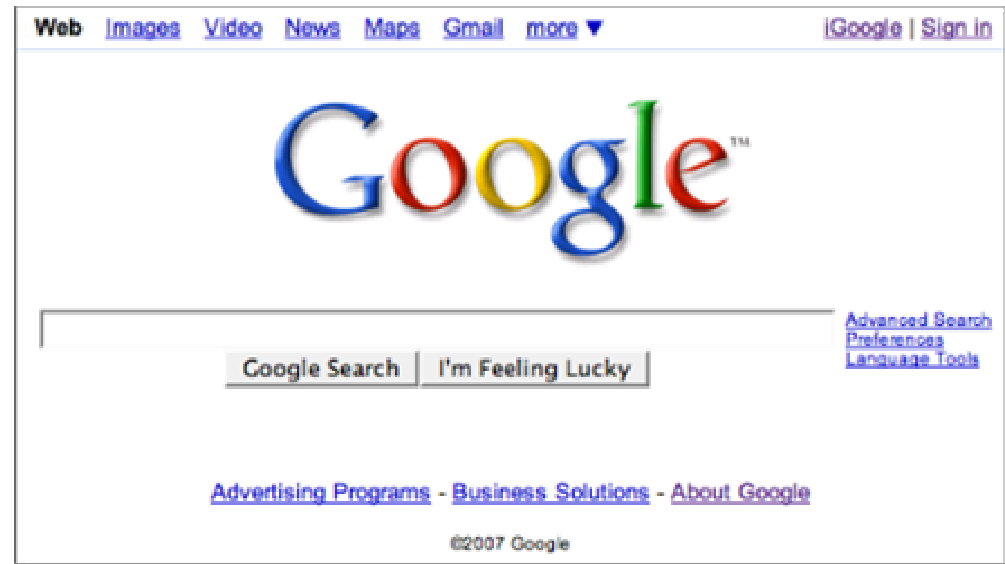
The cloud is  
less capable

# Simple != Lightweight

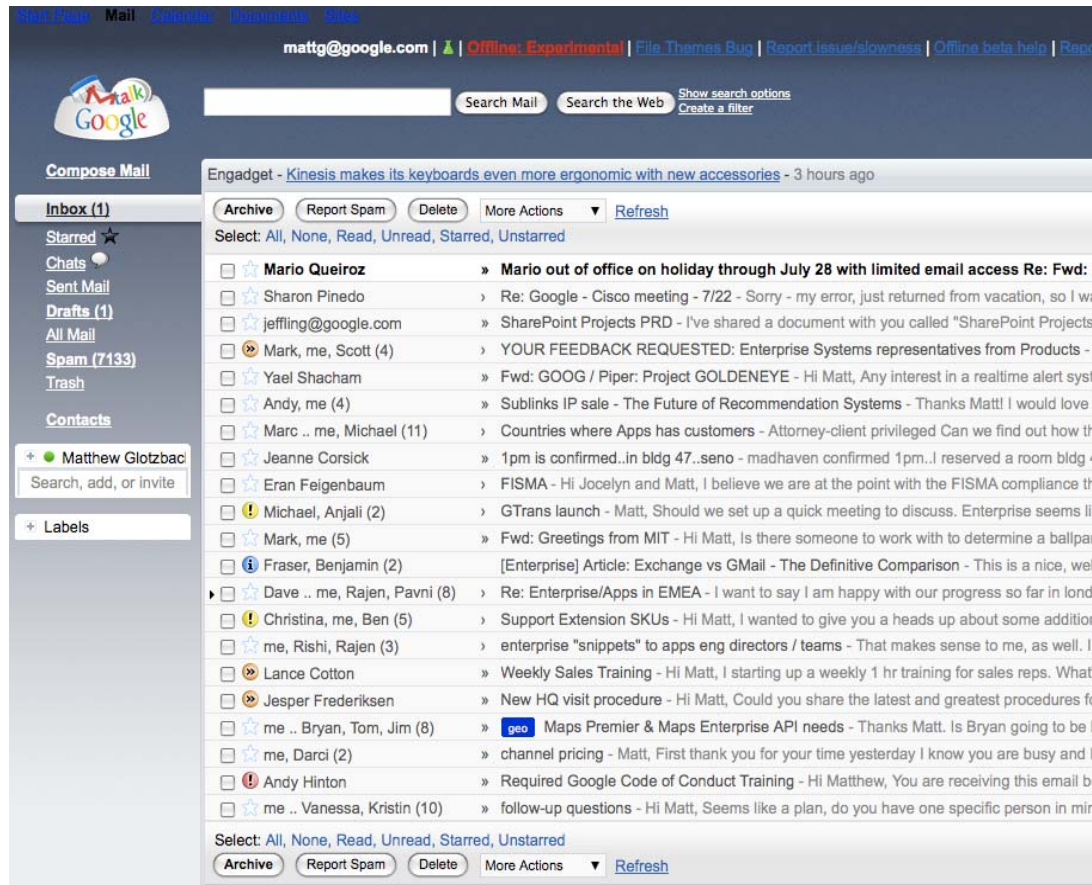
Google 1997



Google Today



# Video chat in the browser



# Real-time translation

- For 67% of the world's Internet users English is *not* their primary language



en2zh@bot.talk.google.com



Thank You!

[rajen@google.com](mailto:rajen@google.com)

