

# Transnational experience exchange workshop & Public consultation event on **cloud computing** 27 March 2014 Austria Trend hotel Ljubljana, Slovenia

We are delighted to invite you to the workshop:

**"The Sky above the Clouds: Business and Personal Perspective of using the Cloud Services."**

In parallel with public consultation event:

**"Effective Investment Schemes in Virtual Accessibility Services and Infrastructure"**

The event will be led by an expert in the field of business development and cloud infrastructure, that will present through conscious, professional and personal way the perspective of the use of infrastructure in the cloud through the prism of business decision-making, as well as the effect of its use on the individual and the collective.

A comprehensive system of hybrid cloud infrastructure will be presented in practice as well as some examples of good practice from various business verticals.

The event is aimed at business people, those who are in the process of decision regarding private or leased facilities or would simply like to better understand the process in this light.

**Find further information on the venue and arrival later in this document.**

The participation on this event is **free** but pre-registration is necessary. Please fill in online registration form on link: <http://www.versus-agencija.si/index.php/registration-form>

**We are looking forward to seeing you!**

## CONTENT OF THE WORKSHOP

### Introduction to Cloud computing

Cloud introduction, setting stage and bring everybody to the agenda

- a. Where it all begun
- b. Myths and facts
- c. History
- d. CC needs in the region and current state of technology, usage and trends

### Business perspective

A lecture intended for business people, decision makers, opinion makers. Highly interactive and much less technical, focus on business needs, risks, costs, support and overall added value. There is also an emphasis on helping to choose the best approach based on the business needs.

- a. Business needs
- b. Business types and verticals
- c. Business perception
- d. Key issues and challenges
- e. Provider or consumer
- f. Legal, RACI and SLA
- g. Support
- h. Reporting and dissemination
- i. Costs, ROI, TCO and Elasticity
- j. Data security, data exchange
- k. Standardization and provider change
- l. Common parameters and key differentiators
- m. Overview of available platforms

### Personal perspective

Lecture on the impact of cloud computing as an individual. How cloud can impact individuals operations, involves change, self support, digital marketplace.

- a. Changes in operations
- b. New skills and potentials
- c. NLP
- d. Challenges
- e. Support and learning

## Best practices

Presentation of solutions and issues with certain business verticals; approach, risks and resolution

- a. Public sector (government)
- b. Private sector (different verticals)
- c. Personal sector (solutions for personal usage)

## Demonstration

Practical demonstration of the available technology and services along with other related technology.

- a. Practical demonstration of different types of cloud types
- b. Private/hybrid cloud demonstration with additional infrastructure
- c. Public services

## **CONTENT OF THE PUBLIC CONSULTATION EVENT**

### Round table discussion

Consultation on the availability, price/performance, risk mitigation and other business parameters when using cloud services and infrastructure. A special consideration towards current market situation and availability on local and global markets.

### **Lecturer Biography**

Martin Butina is a innovator, a lecturer, a business therapist and a cloud computing infrastructure and services expert, an avid entrepreneur with 20 years of IT experience ranging from programming to business development and applying advanced social and psychological concepts to IT solutions and services. Martin is also enabling businesses and individuals to align with business needs and personal development. As an social engineering expert he understands that personal relationships and attitude is the most important key differentiator of any business venture. The apex of this philosophy is gathered in the Genie hybrid cloud solution and Customer Satisfaction Management platform that Martin has developed over the years.

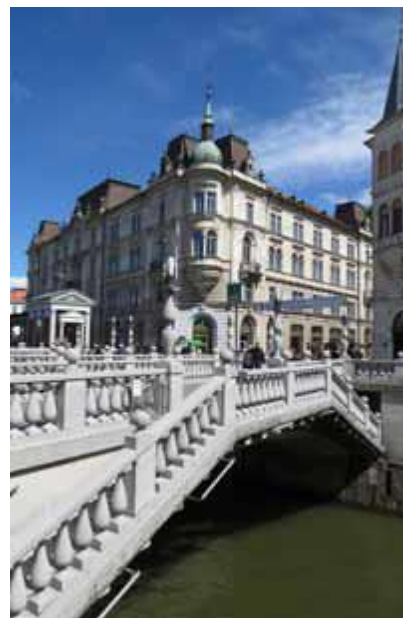
## VENUE DETAILS

The Austria Trend Hotel Ljubljana is located only a few minutes from the city centre of Ljubljana. The main attractions and the city centre of Ljubljana can easily be reached by public transport. The Old Town, the Convention Centre, the Faculty of Economics, the BTC shopping centre, the Kravavec skiing resort, several golf courses and Center Stozice are situated in the vicinity of the hotel as well.



Austria Trend Hotel Ljubljana

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web: <http://www.austria-trend.at/en/intro.asp>



## ACCOMMODATION

In Austria Trend hotel we have special prices for our attendees:

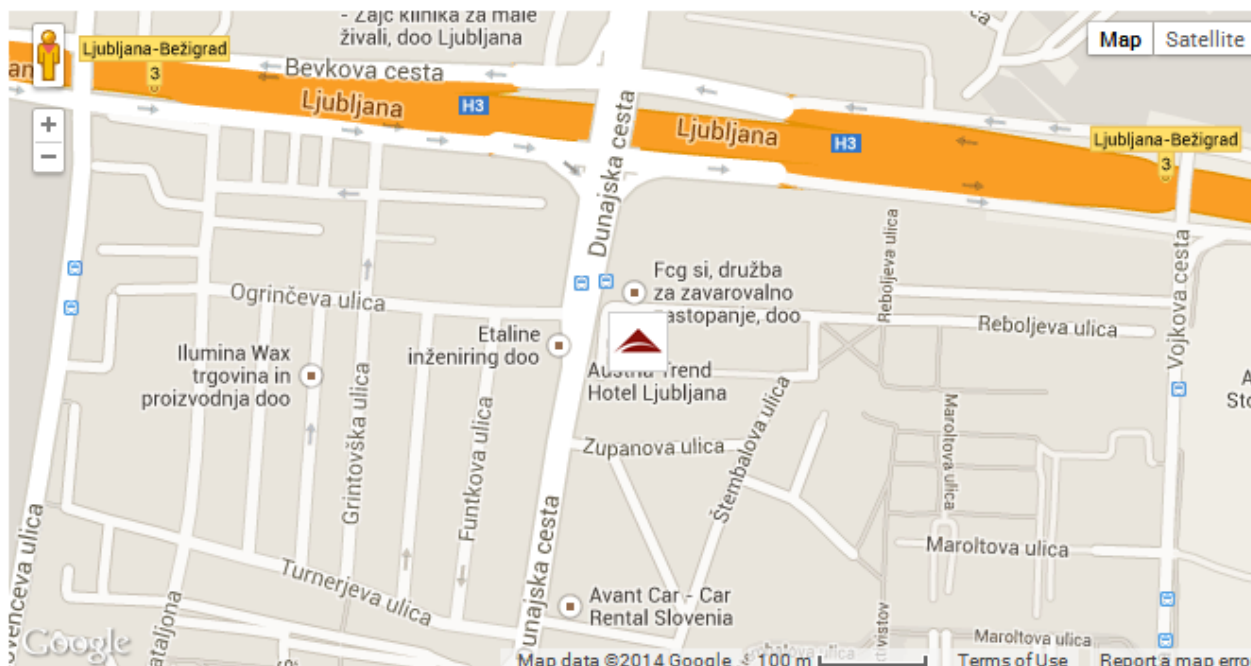
- Comfort single use 79,00 EUR
- Comfort double use 89,00 EUR

Rate is per room per night, including breakfast buffet and wireless.

For your accommodation reservation please contact the hotel [ljubljana@austria-trend.at](mailto:ljubljana@austria-trend.at) and use the promotional code: **SECOVIA**.



## DIRECTIONS



Geo-Coordinates (decimal degrees) 46.081800, 14.513800

### By car

Gorenjska (A2) motorway: Drive towards Ljubljana - direction/Graz/Maribor/Ljubljana - continue along E 61 / Take the exit toward A1/E57/Gradec/Graz/Maribor/Ljubljana-sever/ Merge onto H3 / Take exit 3-Ljubljana Bežigrad toward Ljubljana-Bežigrad/Ljubljana-center/Ljubljana-Ježica / Turn right to Dunajska cesta - after 50m you will see the hotel on the left hand side.

### Public transport

The bus lines nr. 6 and nr. 8 are driving from the city center along the Dunajska cesta and back. In front of the hotel is the bus station Smelt.

## CONTACT INFORMATION

If you have request, special needs or questions about the workshop, please contact:

Vera Dobravec  
Event manager

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