



# CloudShield

*Peer-to-Peer: Security Risk and Liability or  
Emerging Business Enabler?*

***An Emerging Business Enabler***

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# What Are We Enabling?

***Peer to Peer communications is not just downloading a copy of Lord of the Rings or the latest Brittany Spears Album!***



**P2P in Business is about Better Utilization of Resources . . .**

- Better Employee Time Utilization
- Better Utilization of Computing Resources
- Can Reduce Hard Costs Within Networks

***Embrace Killer Applications, Natural Tendencies Are Good***

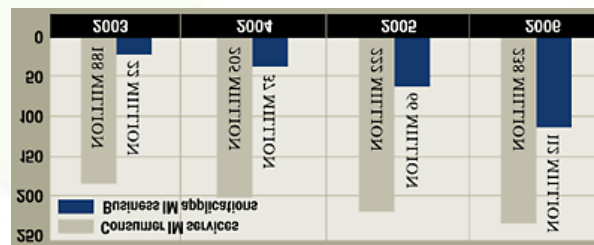


# Better Employee Time Utilization

*We live in a connected society, P2P enables shorter response times and just in time collaboration.*

**Email Is A Productivity Drain, Collaboration Is Key To Success . . .**

- Instant Messaging Allows For Team Communication
- Lightweight Transfer of Attachments in Real Time
- P2P Applications Can Follow Employee Throughout Office
- P2P Doesn't Have The Clean Up Factor Related To Old Msgs



IDC, 2003



# Better Utilization of Computing Resources

***In Mainframe and Client Server, Central Processing Power Was Only Option and Outweighed Client Computing Power, Well No More!***

**Desktop and Laptop Processing Power Is Most Wasted Asset . . .**

- You Pay For System, You Pay For Power, Its Idle!
- Super-Computing Resources For Free (Example SETI)
- Distributed Storage and Local Caching Using Client Disks
- Client Server Cannot Scale To Millions Of Devices, P2P Can!

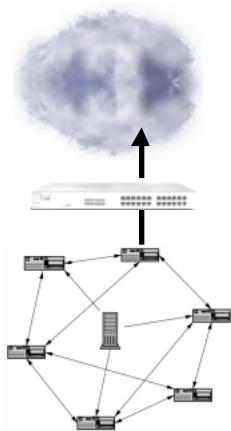


# Can Reduce Hard Costs Within Networks

## *Why Force Repeated Communication Requests Over Costly Links, Or Procure Cache Servers, When Better Options Exists?*

### Access To Information Is Often Repetitive Within A Team . . .

- Collaborative Access To Common Data Reduces Network Bandwidth On High Cost Transit Links
- File Transfer Via Email or File Servers Sit Long Past Need, while P2P Transfer Only Exists Where Required
- More Effective Utilization Of Client Storage Can Reduce Server Storage Costs, Backup Costs, Backbone LAN



# Embrace Killer Applications, Natural Tendencies Are Good

***Killer Applications Are A Natural Phenomenon,  
Humans Naturally Thrive On Brains Over Effort,  
Rapid Adoption Generally Means Benefits!***

**P2P Has An Immediate ROI And Is Able To Be Managed . . .**

- Risk Is A Short Term Issue, No Worse Than FAX, E-Mail, Lunch-Box Or Copy Machine And Outbound Mail
- Technologies Exist To Control And Manage
- As The Explosion Of Connected People Continues, P2P Is An Enabling Architecture That Can Support The Growth And Empower Collaboration
- P2P Is About Social Structures, It Is Still Just Protocols And Packets, Clients And Servers

