



Cloud Customer Architecture for Enterprise Social Collaboration

<http://www.cloud-council.org/deliverables/cloud-customer-architecture-for-enterprise-social-collaboration.htm>

January 31, 2017

The Cloud Standards Customer Council

THE Customer's Voice for Cloud Standards!



- Provide customer-led guidance to multiple cloud standards-defining bodies
- Establishing criteria for open standards based cloud computing

2017 Projects

- Security for Cloud Services Ref. Architecture
- API Management Ref. Architecture
- Hybrid Integration Ref. Architecture
- Data Residency
- Blockchain Ref. Architecture
- Multi-cloud Management
- Cognitive Computing Ref. Architecture
- And more!

2016 Deliverables

- Prac Guide to Hybrid Cloud Computing
- Public Cloud Service Agreements, V2
- Cloud Security Standards, V2
- IoT Ref. Architecture
- e-Commerce Ref. Architecture
- Impact of Cloud Computing on Healthcare, V2
- **Social Collaboration Ref. Architecture**

2015 Deliverables

- Web App Hosting Ref. Architecture
- Mobile Ref. Architecture
- Big Data & Analytics Ref. Architecture
- Security for Cloud Computing, V2
- Practical Guide to Cloud SLAs, V2
- Practical Guide to PaaS

2013/2014 Deliverables

- Convergence of Social, Mobile, Cloud
- Analysis of Public Cloud SLAs
- Cloud Security Standards
- Migrating Apps to Public Cloud Services
- Social Business in the Cloud
- Deploying Big Data in the Cloud
- Practical Guide to Cloud Computing, V2
- Migrating Apps: Performance Rqmnts
- Cloud Interoperability/Portability

650+ Organizations participating



<http://cloud-council.org>

This talk introduces the Cloud Customer Architecture for Enterprise Social Collaboration which is recently published.

- **What are Cloud Solution Architectures?**
- **Candidate Architectures**
- **e-Commerce Cloud Architecture**
- **Open source projects that can be used to support these**
- **CSCC's Cloud Reference Architecture series**
 - **Cloud Customer Architecture for e-Commerce** <http://bit.ly/2camhlz>
 - **Cloud Customer Architecture for IoT** <http://bit.ly/2cLcomc>
 - **Cloud Customer Architecture for Big Data** <http://bit.ly/2crffR2>
 - **Cloud Customer Architecture for Mobile** <http://bit.ly/2cIYtdl>
 - **Cloud Customer Architecture for Web Application Hosting** <http://bit.ly/2cgTVK2>
 - **Cloud Customer Architecture for Enterprise Social Collaboration** <http://bit.ly/2jDiMPD>

Cloud Customer Reference Architectures

- **Cloud Customer Reference Architectures are...**
 - straightforward description of elements needed to implement particular application solutions using cloud infrastructure, cloud platforms, cloud software, and cloud services
 - deployment neutral (public, private, hybrid) & implementable via IaaS, PaaS, SaaS
 - general purpose reusable architectures as well as industry specific architectures
 - vendor neutral & open
- **Important because they...**
 - enable cloud customers to understand unique features & advantages of using cloud computing
 - bridge gap between understanding cloud customer needs and cloud provider offerings
 - provide practical guidance on how common business applications can be realized from a cloud customer role perspective
 - are stable anchors in a rapidly innovating cloud landscape
 - save time, effort & money: *be more productive*
- **Useful when...**
 - those planning to build cloud based applications
 - talking with cloud providers about their offerings
 - understanding of the common elements and relationships in relevant solutions
- **Target audience:**
 - those planning on building/purchasing cloud based applications
 - developers, architects, managers
- **Consistent with ISO/IEC 17789 International Standard Cloud Computing Reference Architecture**

Cloud Customer Reference Architecture Candidates

Published by
CSCC on 1/12.
Review today!

General

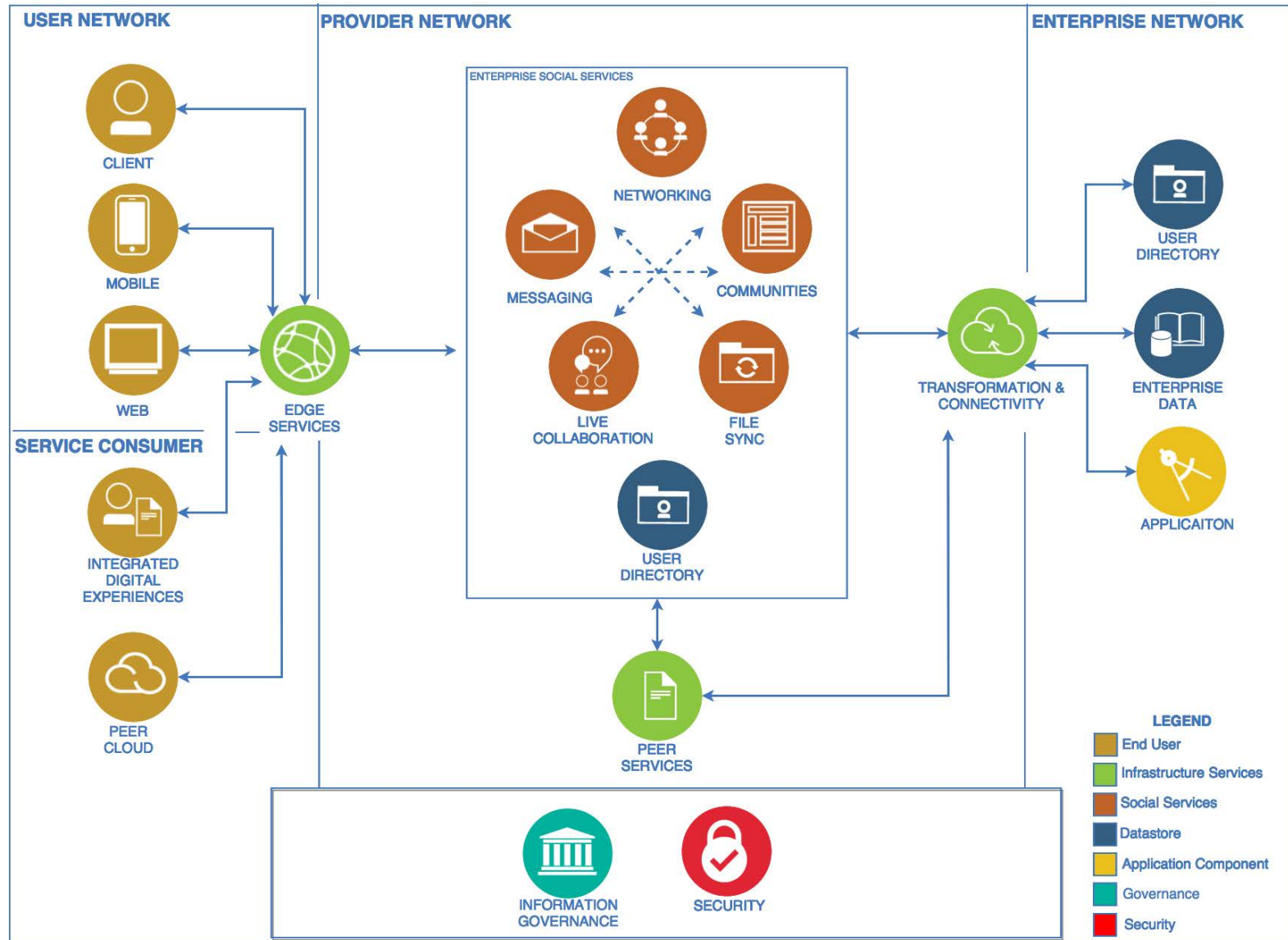
- **Social Collaboration**
- IoT
- Big Data and Analytics
- Mobile
- Web App Hosting
- DevOps
- Hybrid Security
- Hybrid Integration

Industry

- e-Commerce
- Financial
- Travel
- Healthcare
- Gaming
- Public Sector
- Telco

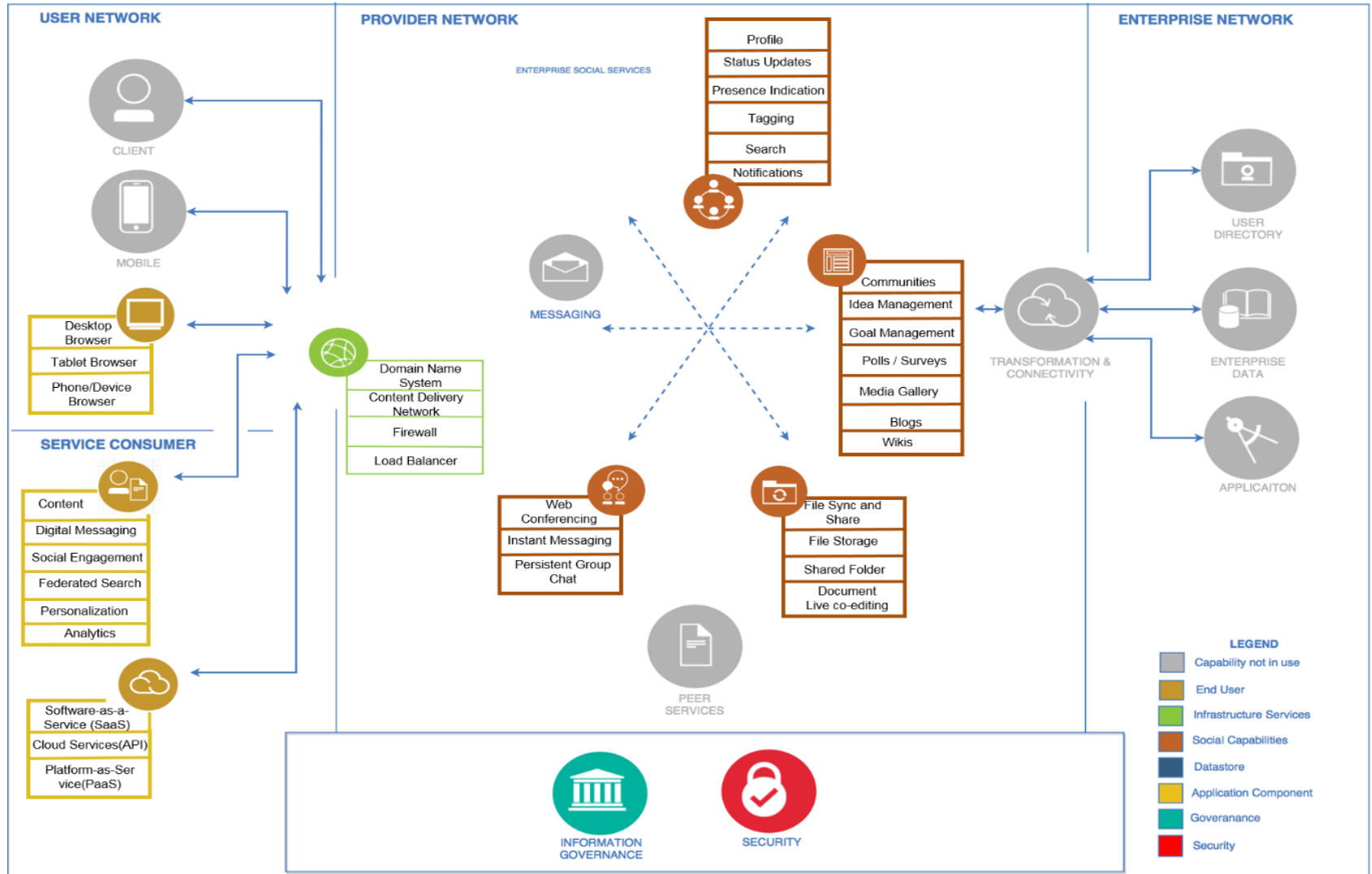
Cloud Customer Reference Architecture for Enterprise Social

Architecture Overview

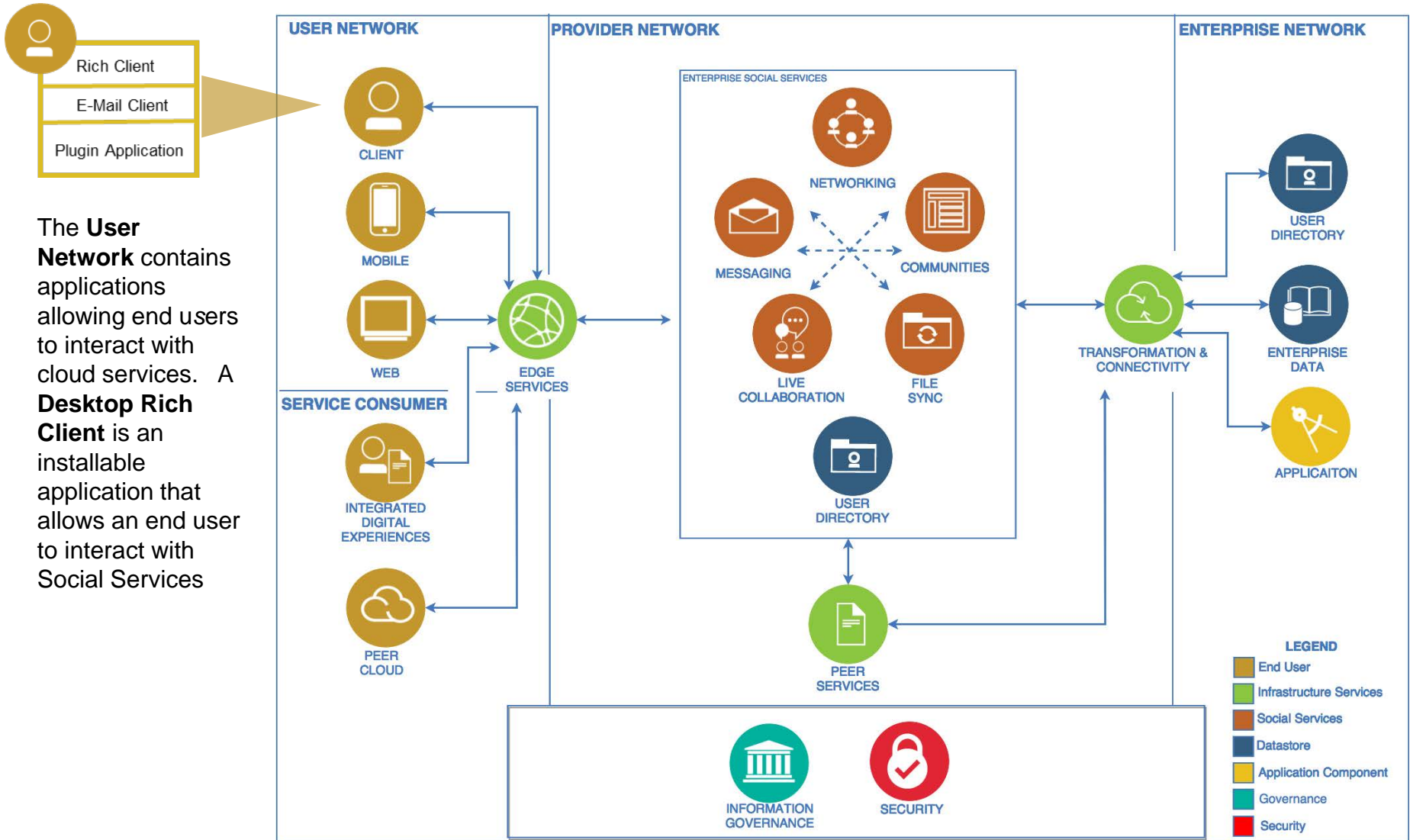


Cloud Customer Reference Architecture for Enterprise Social

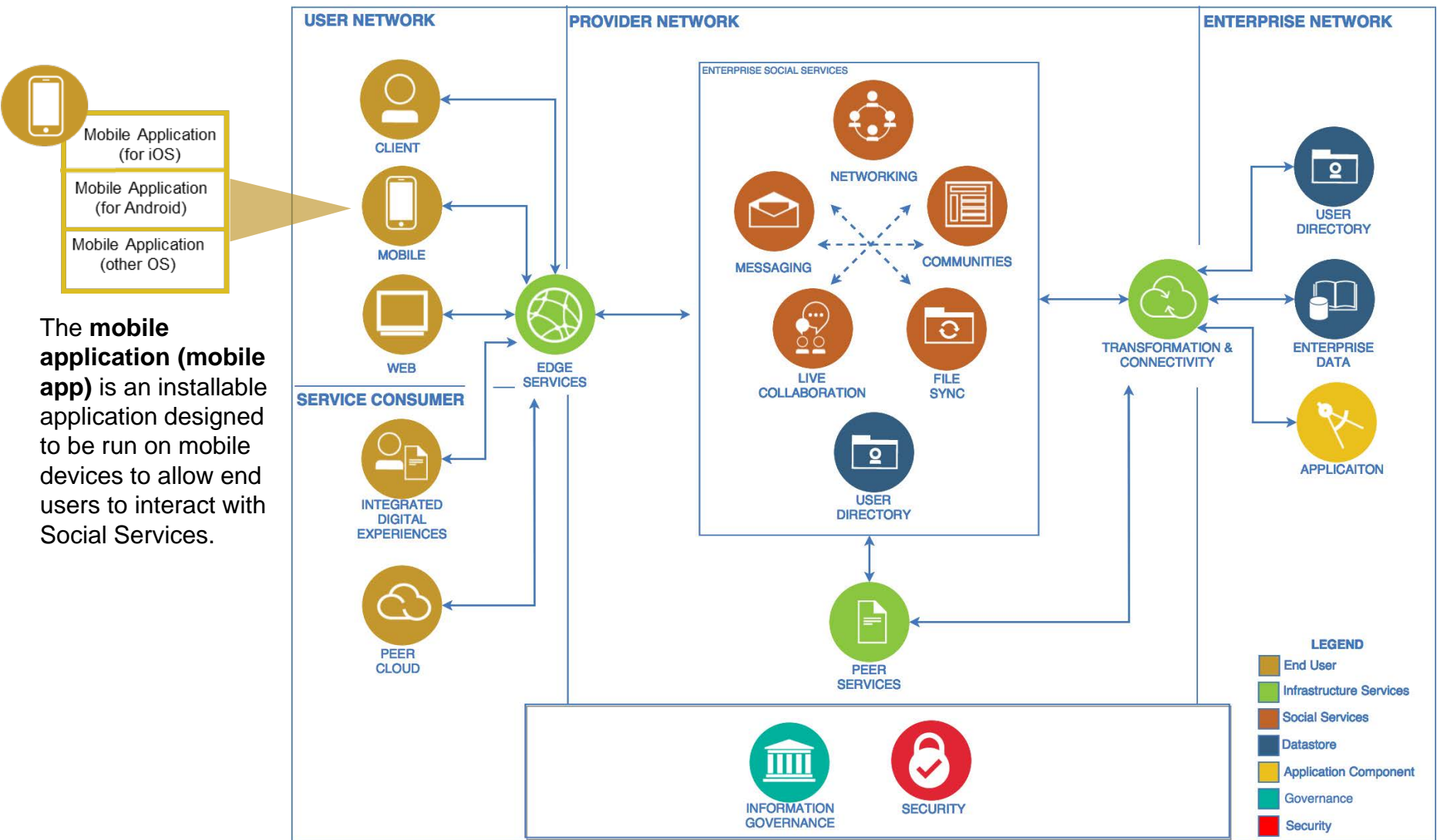
Details View



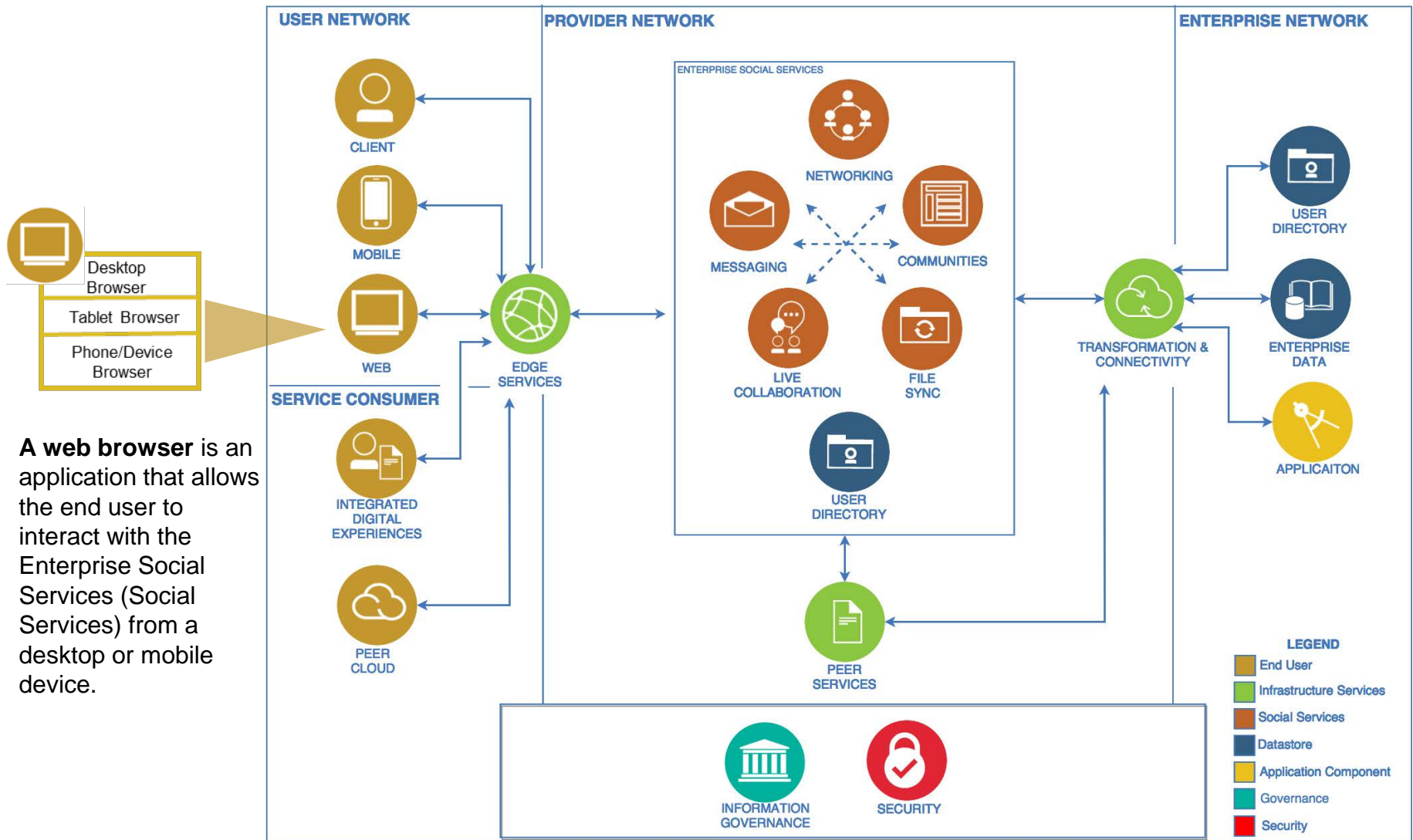
Cloud Customer Reference Architecture for Enterprise Social



Cloud Customer Reference Architecture for Enterprise Social

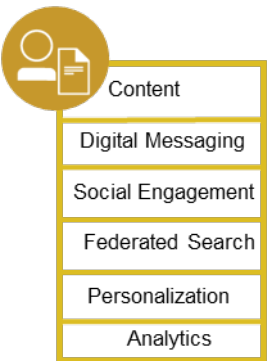


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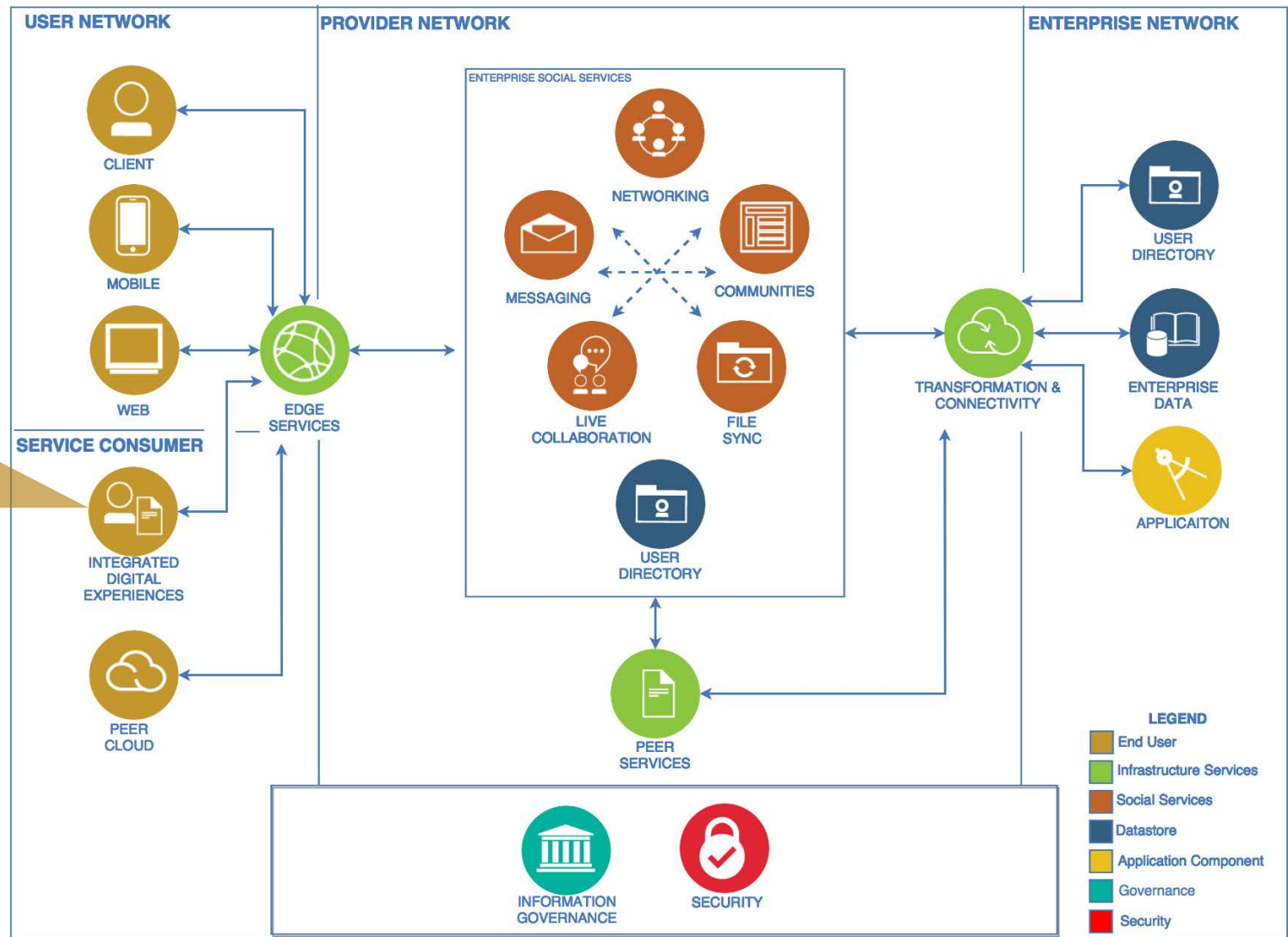


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A **Service Consumer** is a pattern where an end user or a peer cloud consumes from and/or contributes to the Social Services indirectly.



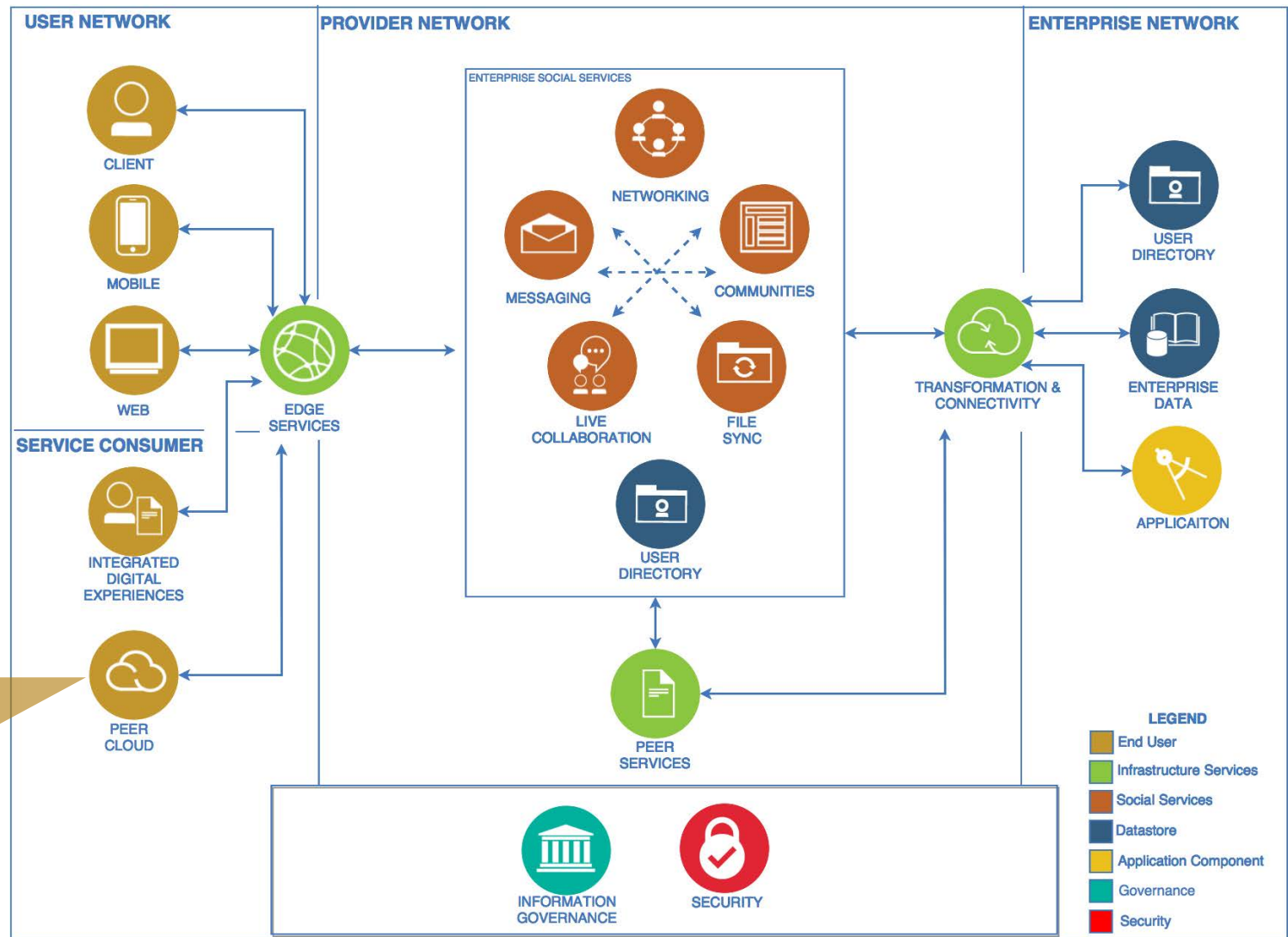
Integrated Digital Experience represents the evolution and growth of traditional web portal solutions providing a comprehensive set of capabilities to provide a multi-channel digital experience.



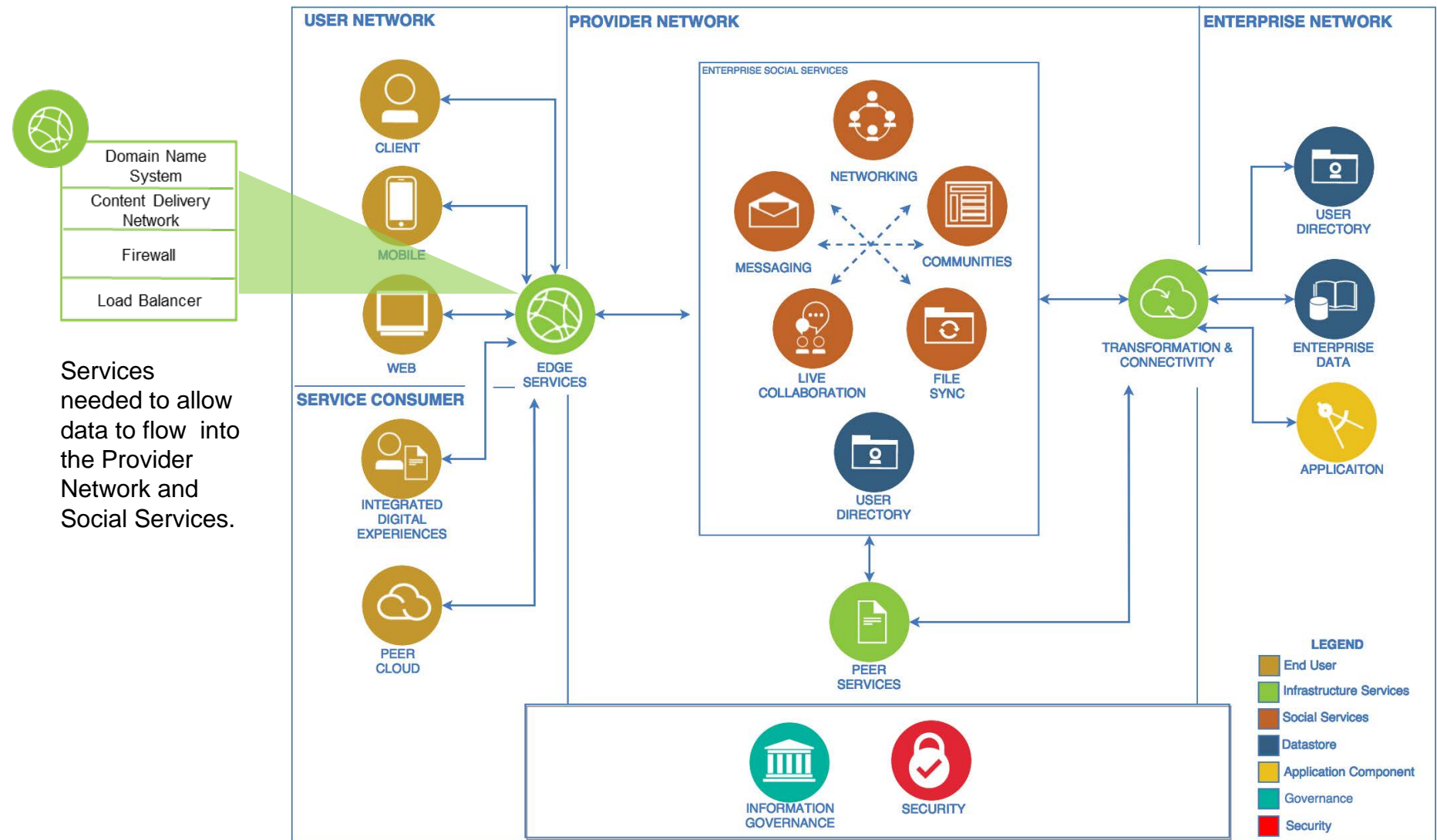
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Business users regularly use and access cloud services to meet various needs. It can be very compelling to integrate social and collaborative cloud services into them.

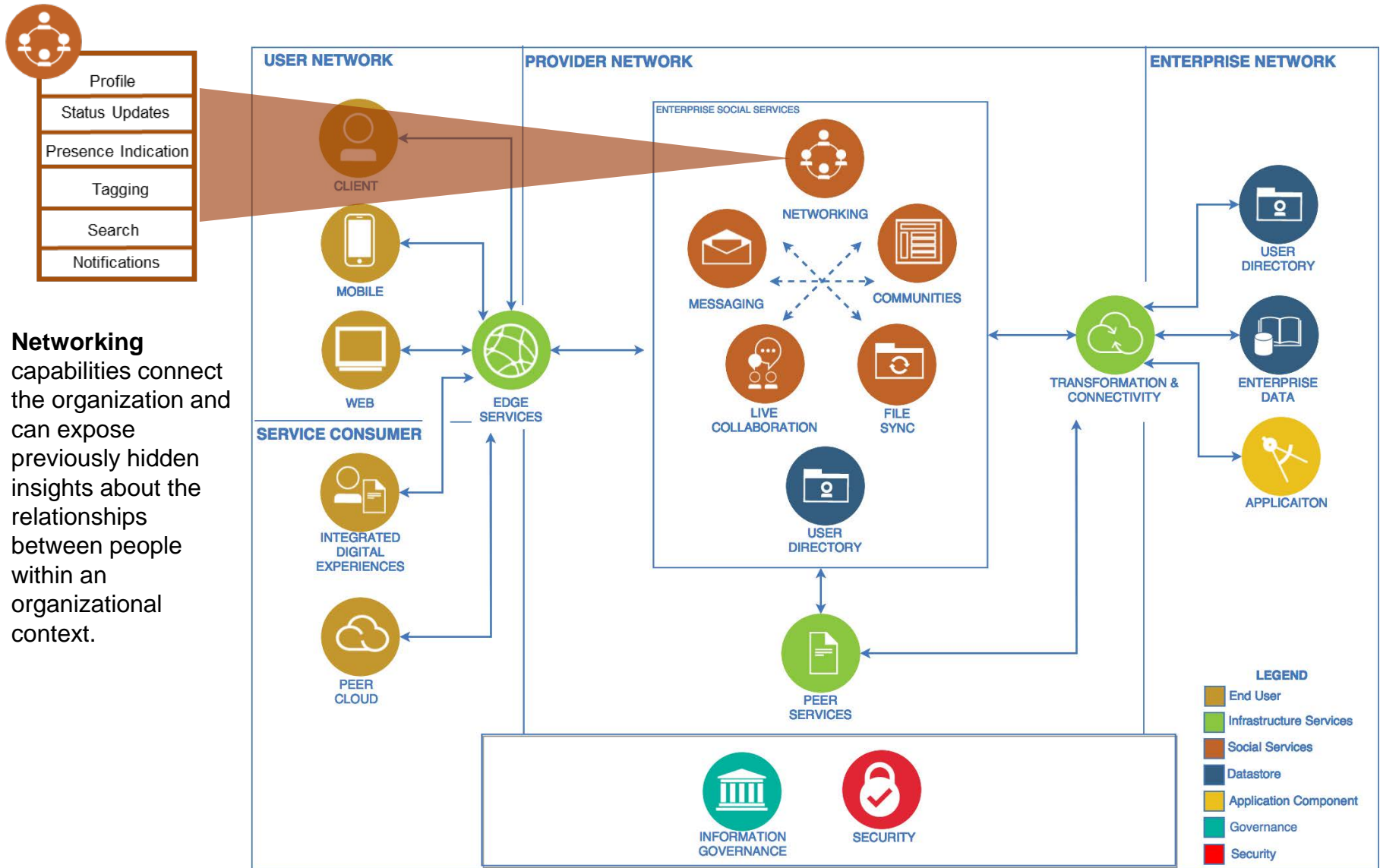
These **Peer Cloud** services provide user experiences that consume content, services, and interfaces from the Social Services.



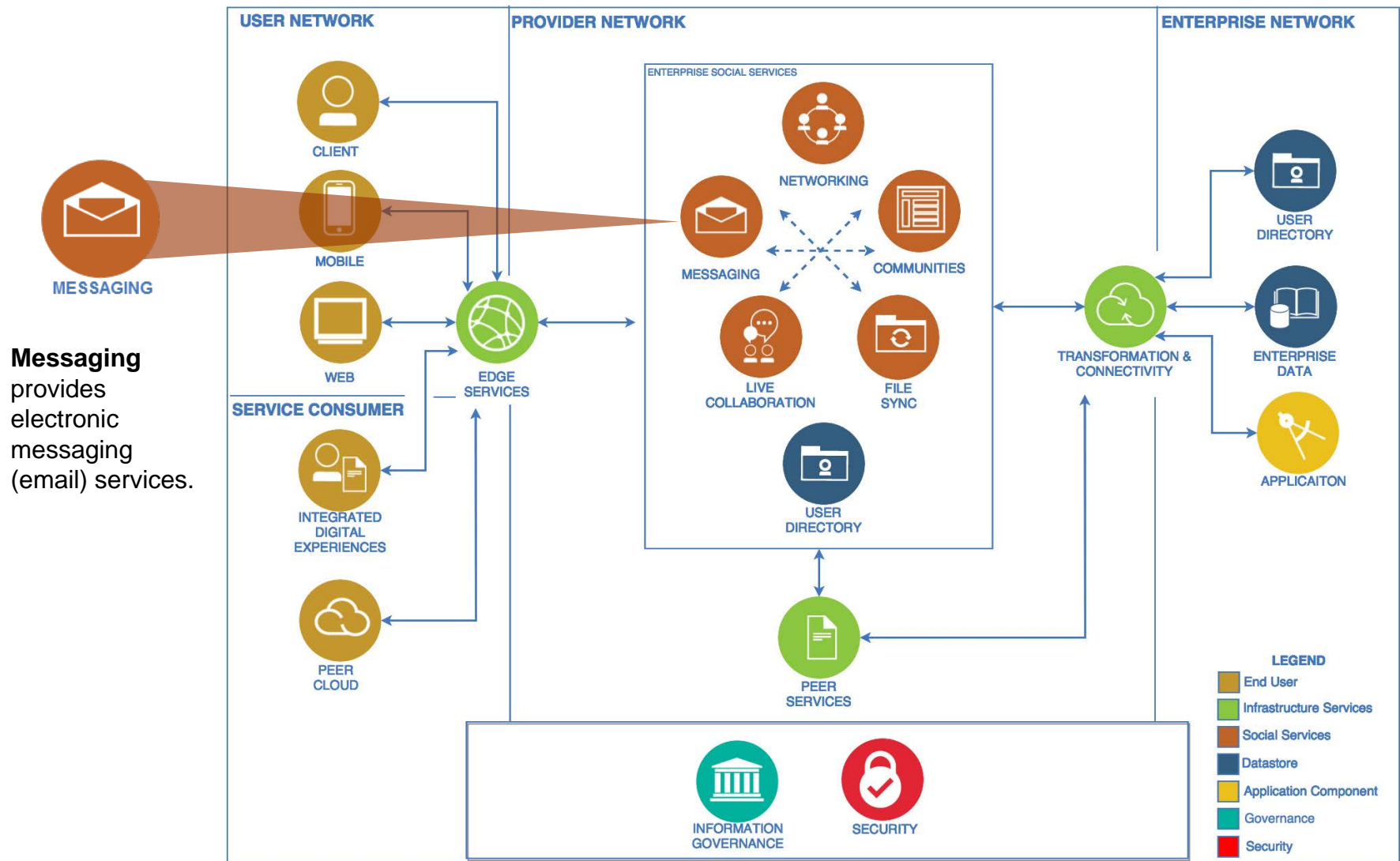
Cloud Customer Reference Architecture for Enterprise Social



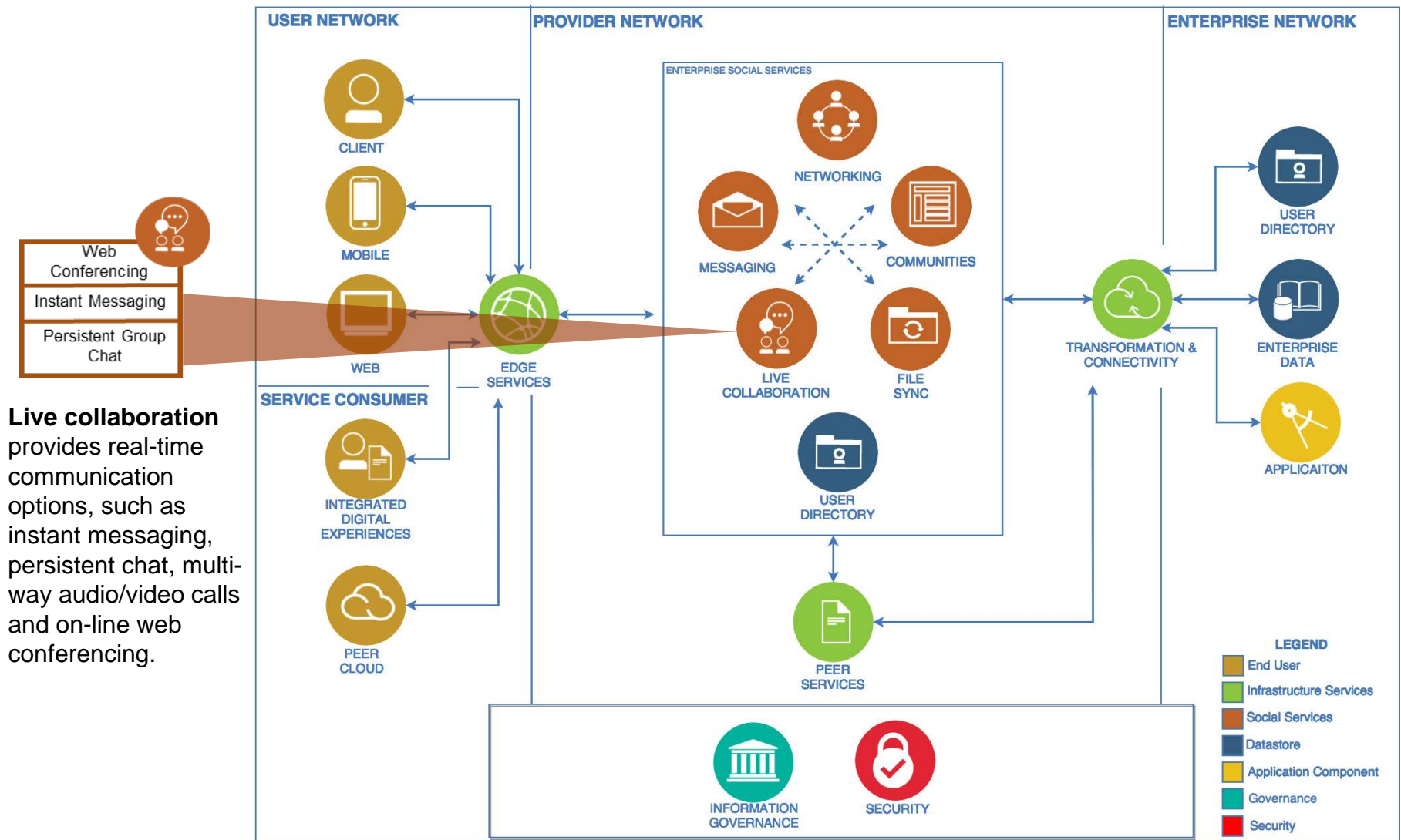
Cloud Customer Reference Architecture for Enterprise Social



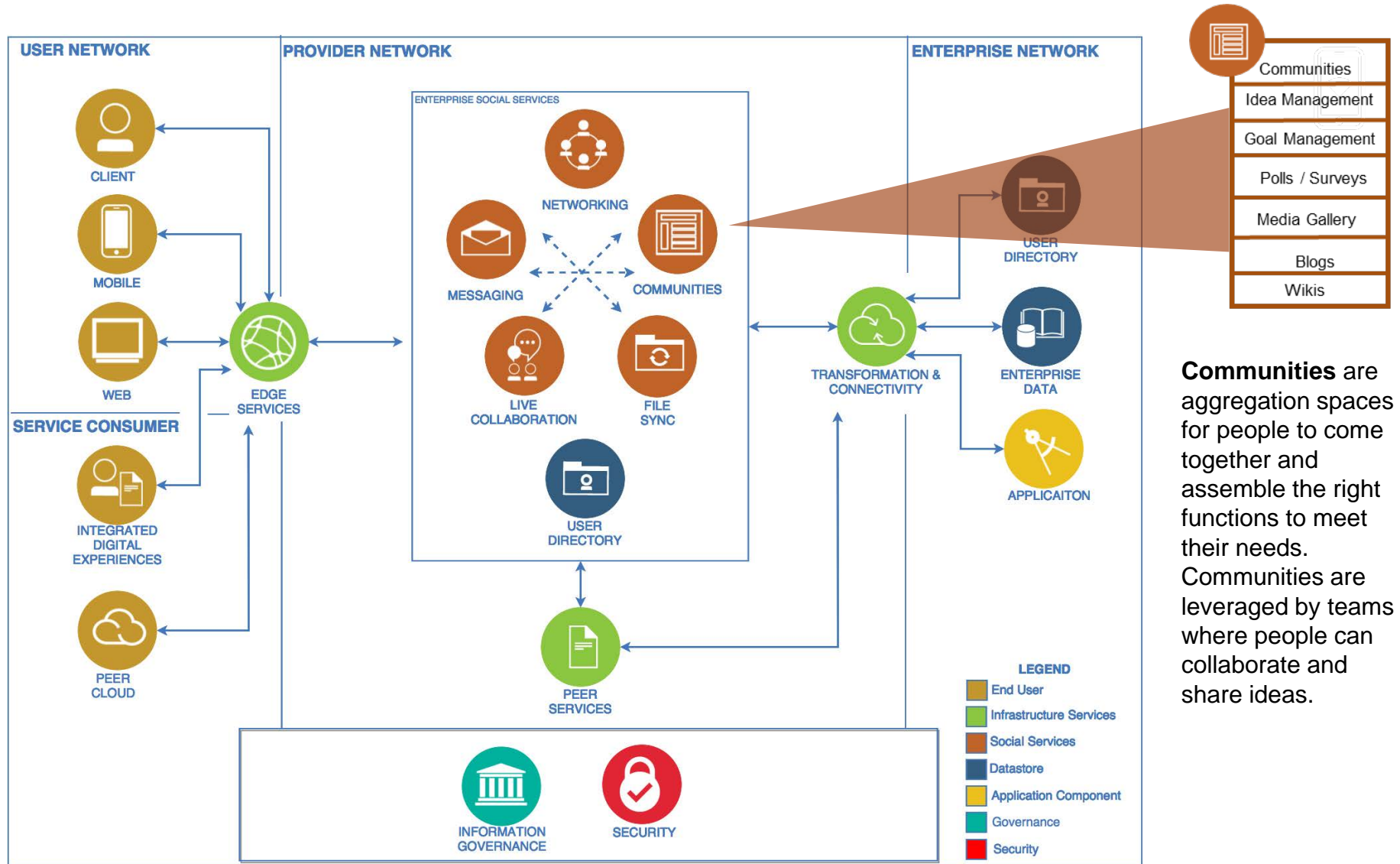
Cloud Customer Reference Architecture for Enterprise Social



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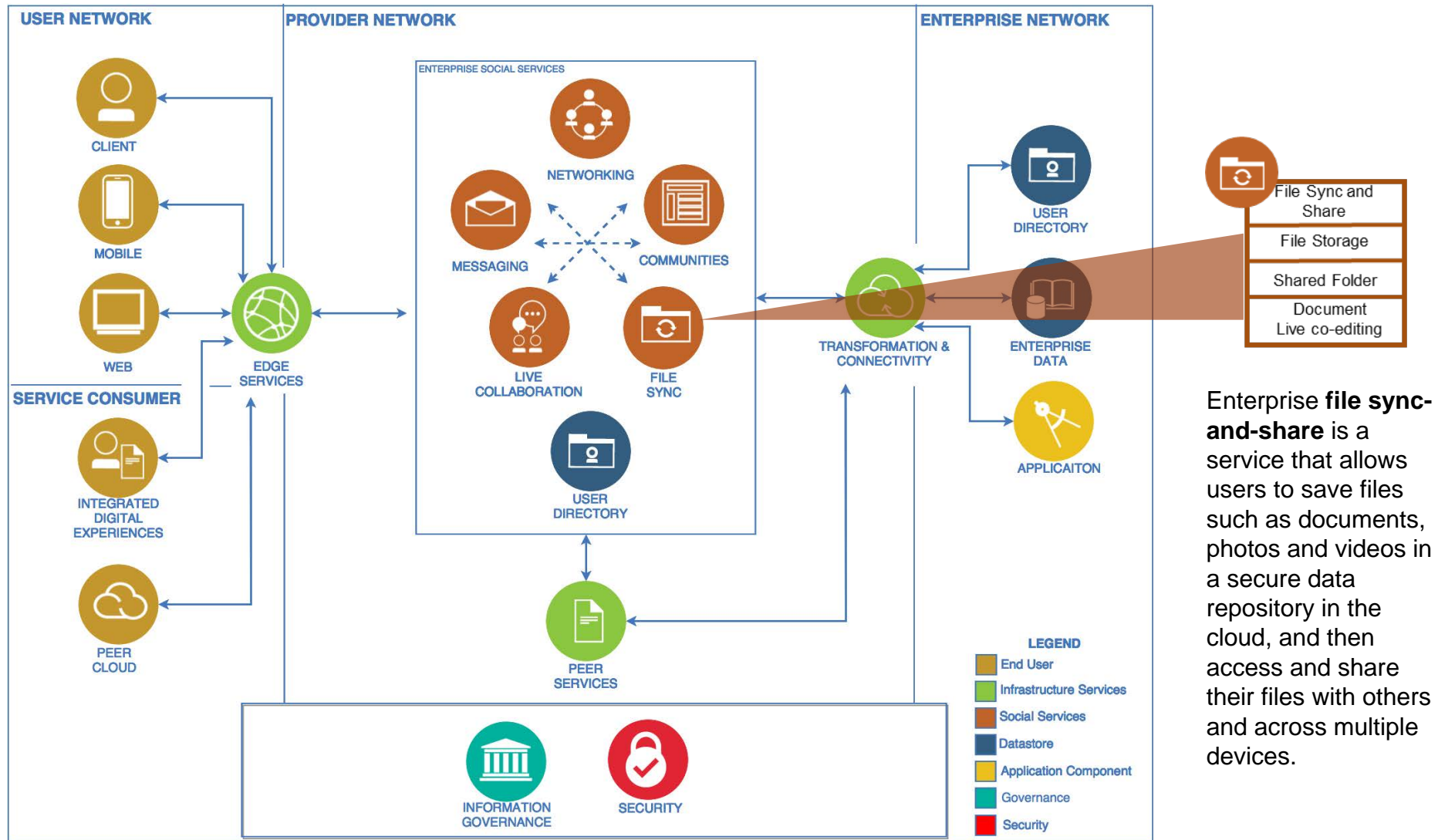


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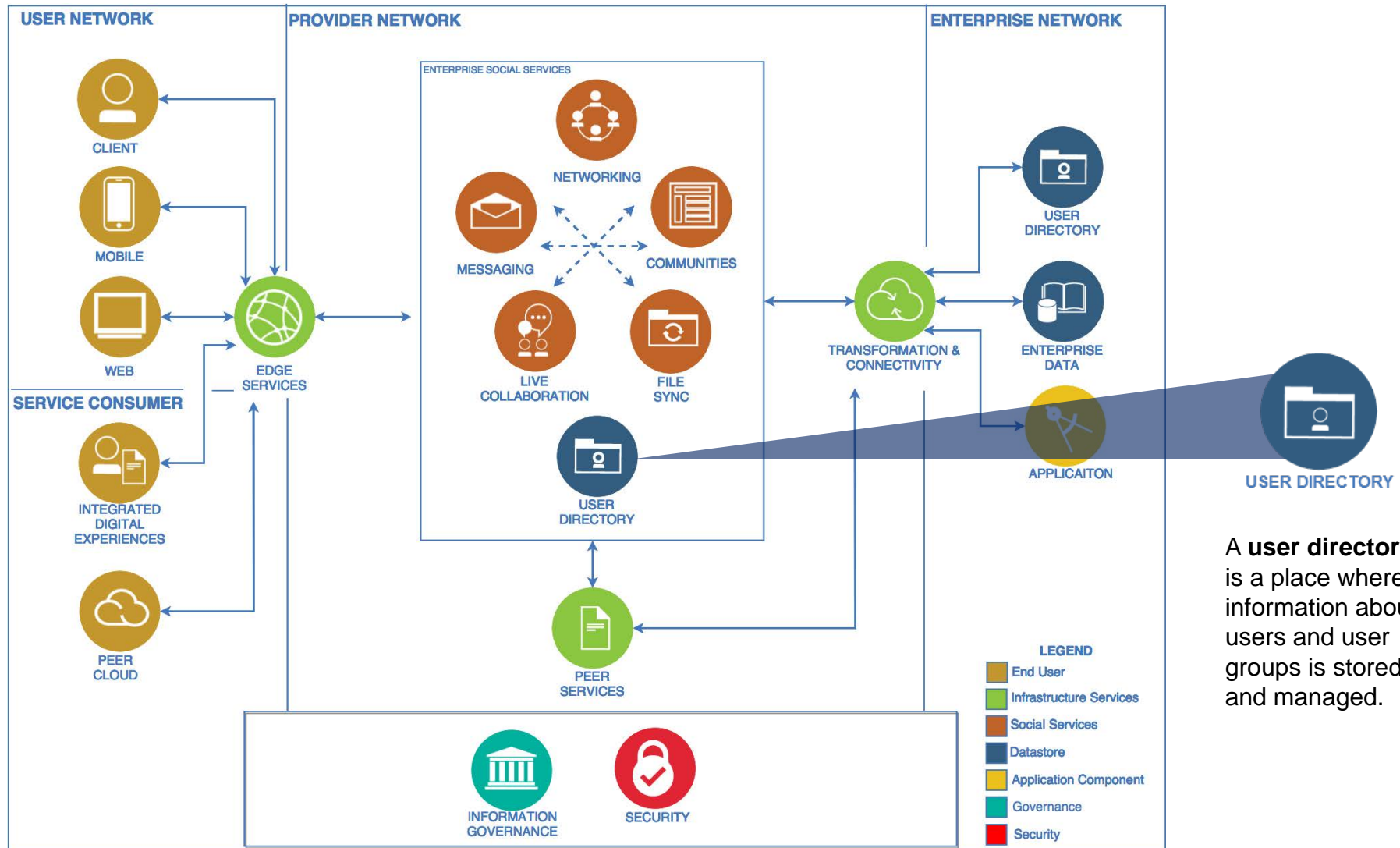


Communities are aggregation spaces for people to come together and assemble the right functions to meet their needs. Communities are leveraged by teams where people can collaborate and share ideas.

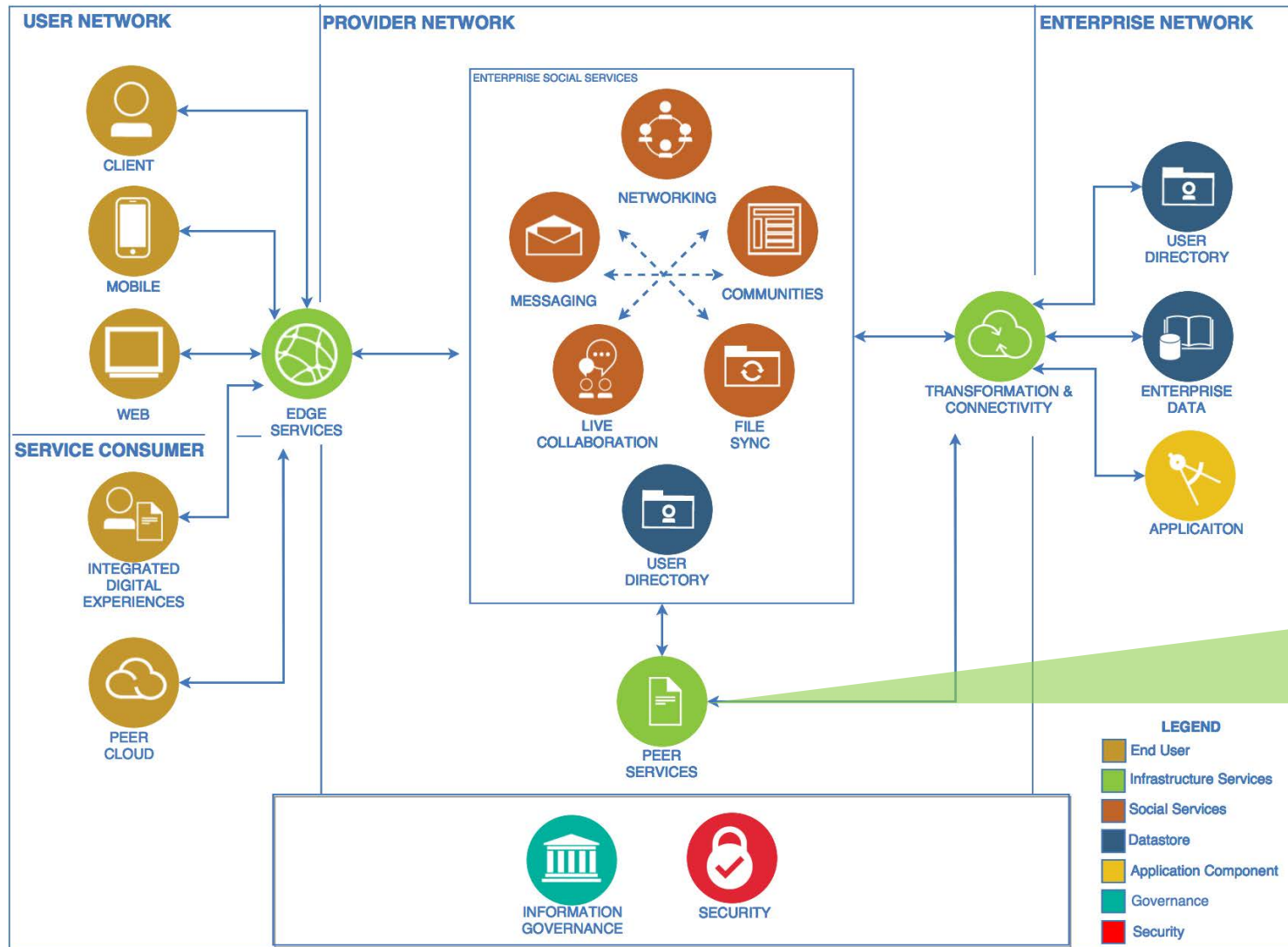
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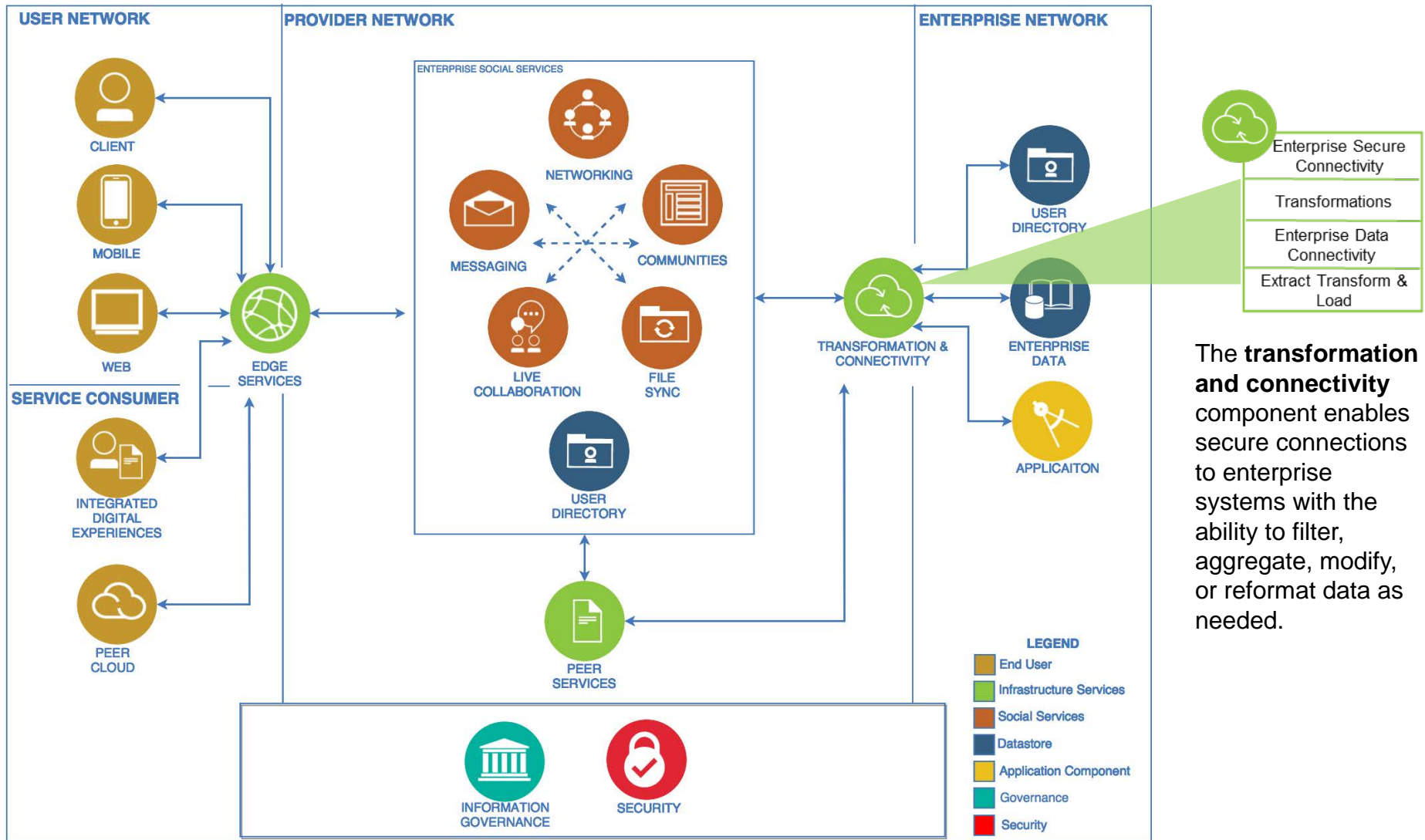
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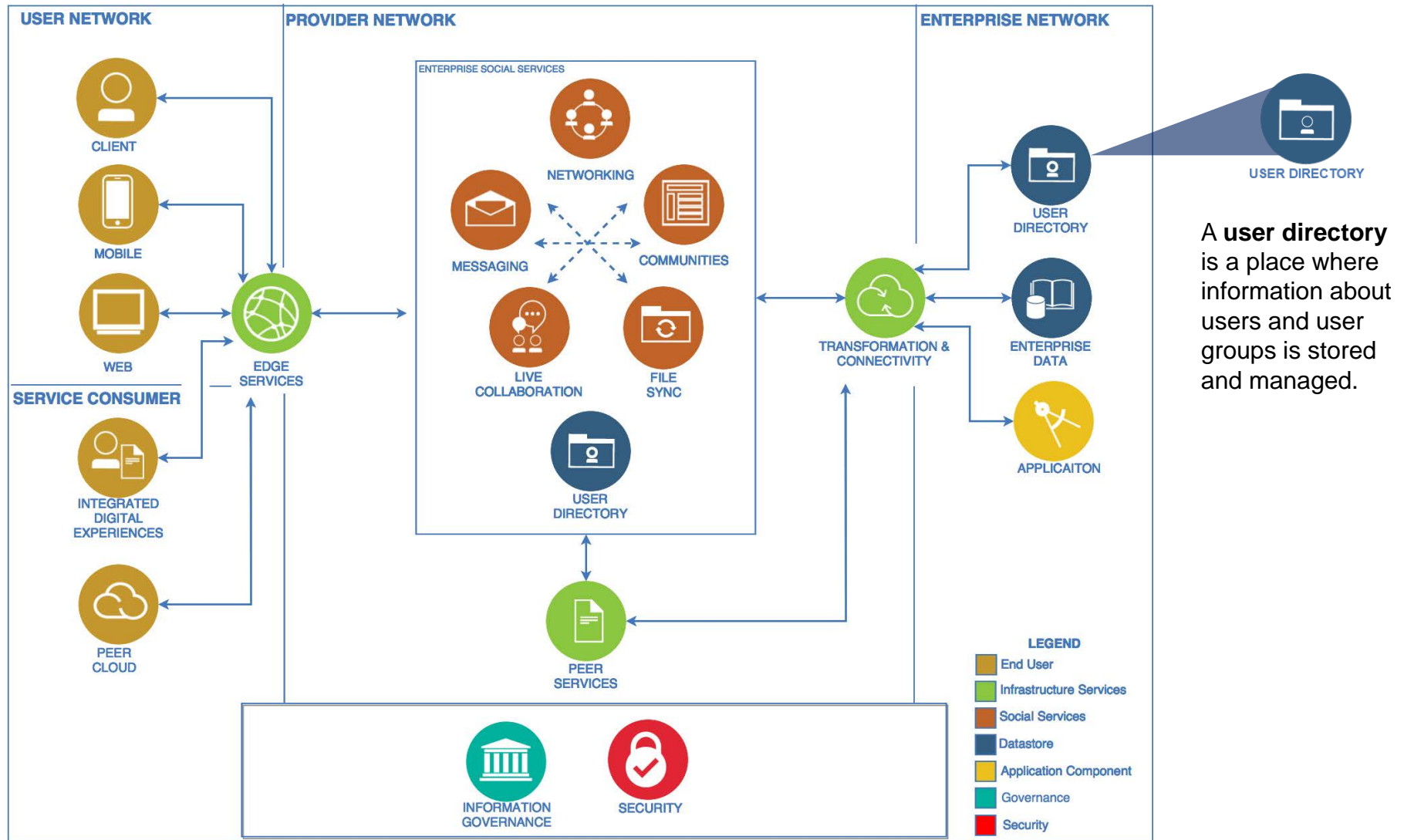
Peer Services integrate into Social Services, providing additional functional capabilities and enhanced experiences that are not inherently provided as a core service. These capabilities could include functionality that is provided by an external solution at the request of the consumer organization or capabilities that the service provider makes available through an external (3rd party) service.



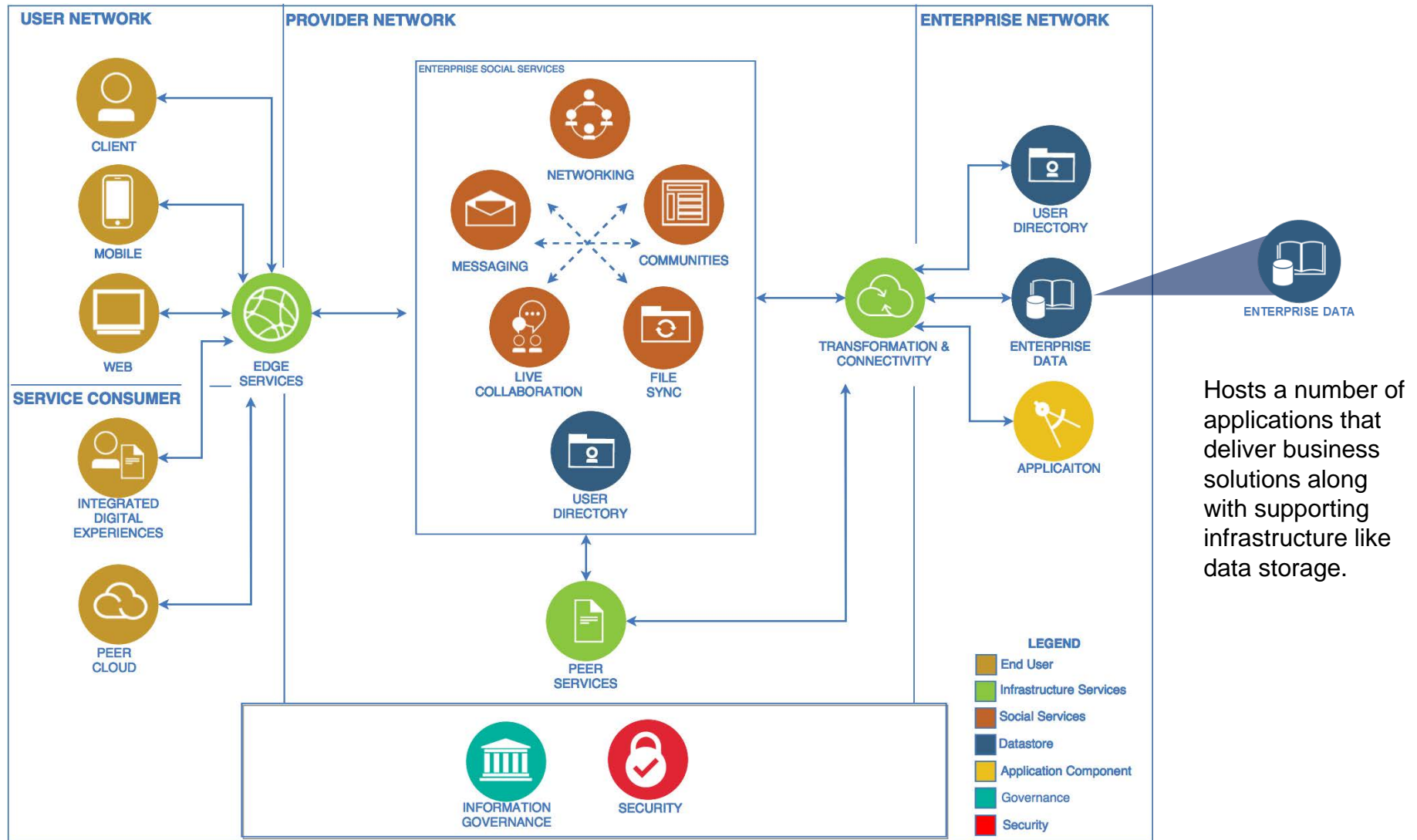
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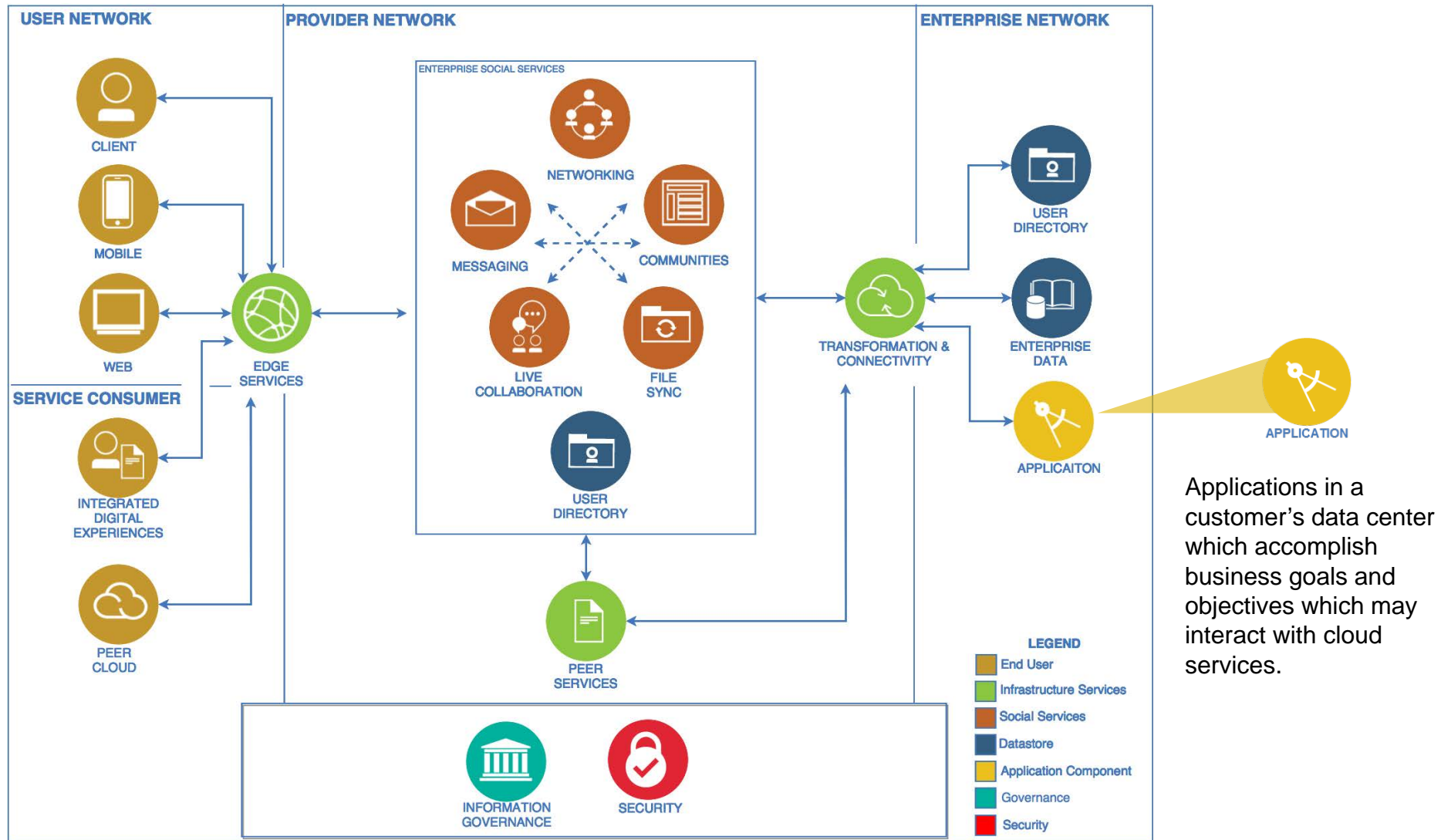
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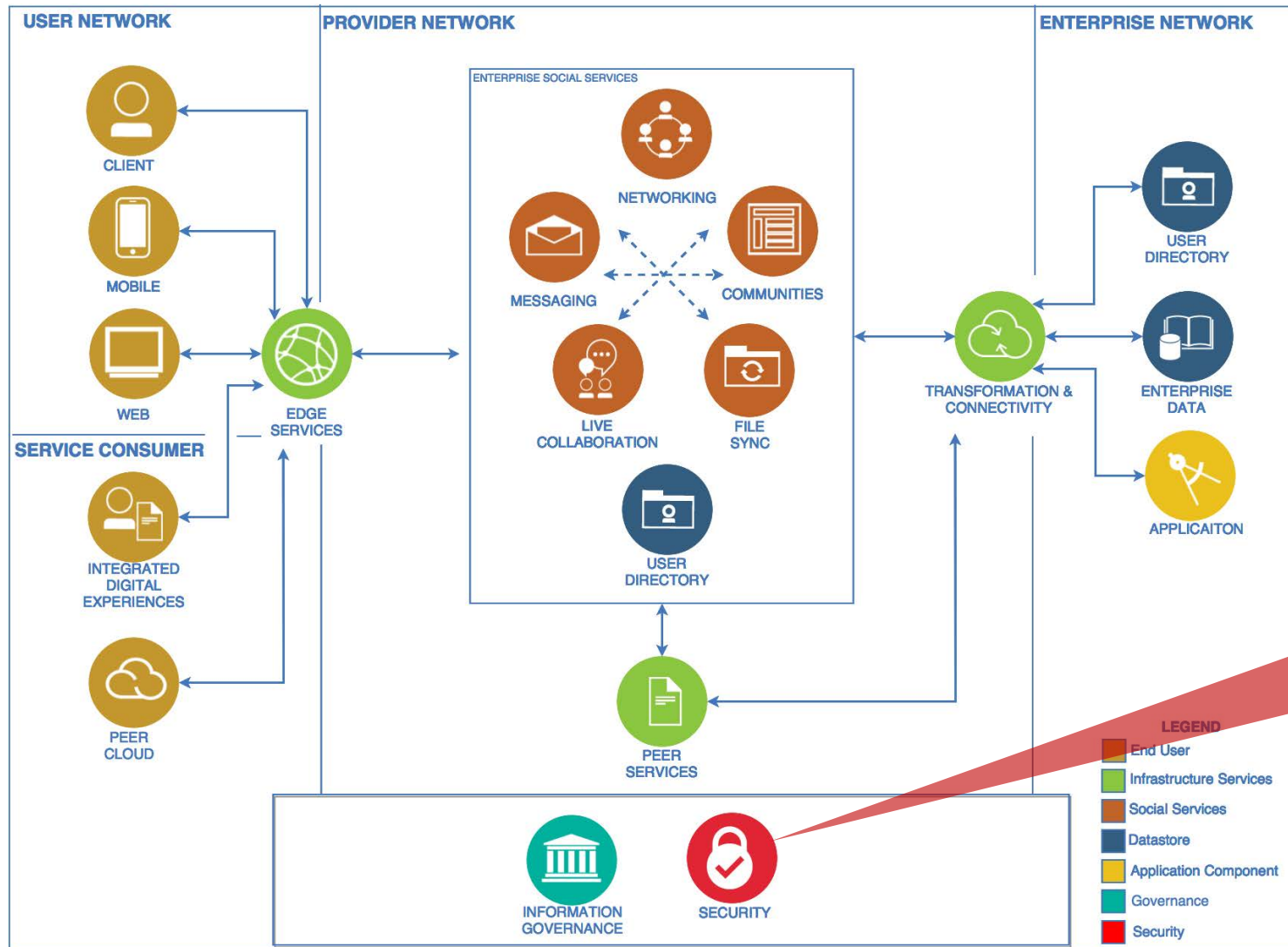
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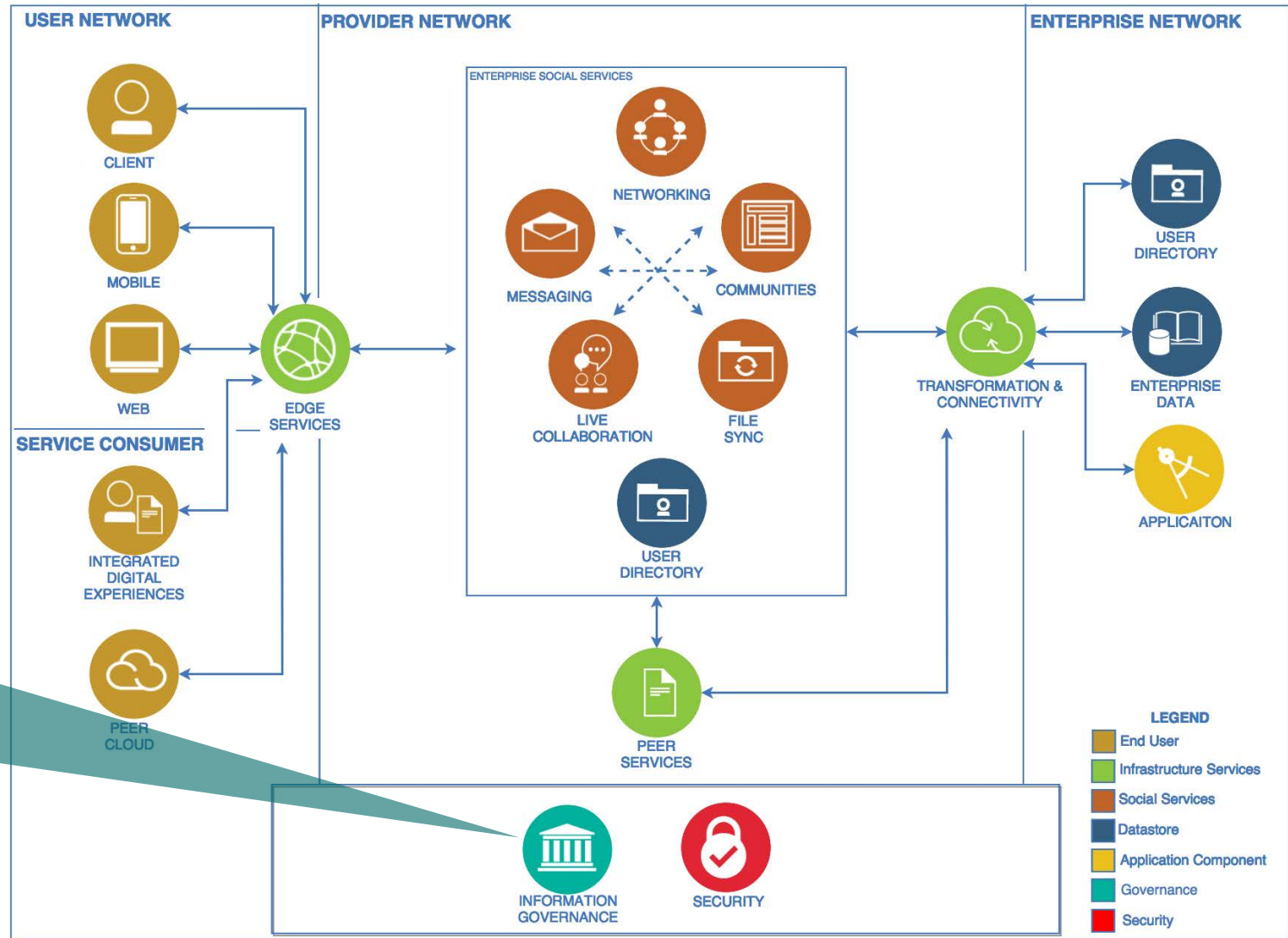


With Enterprise Social as an integrated suite, there may be security considerations that address or are applicable across the platform while others may be unique to a specific service or integration (internal/external).



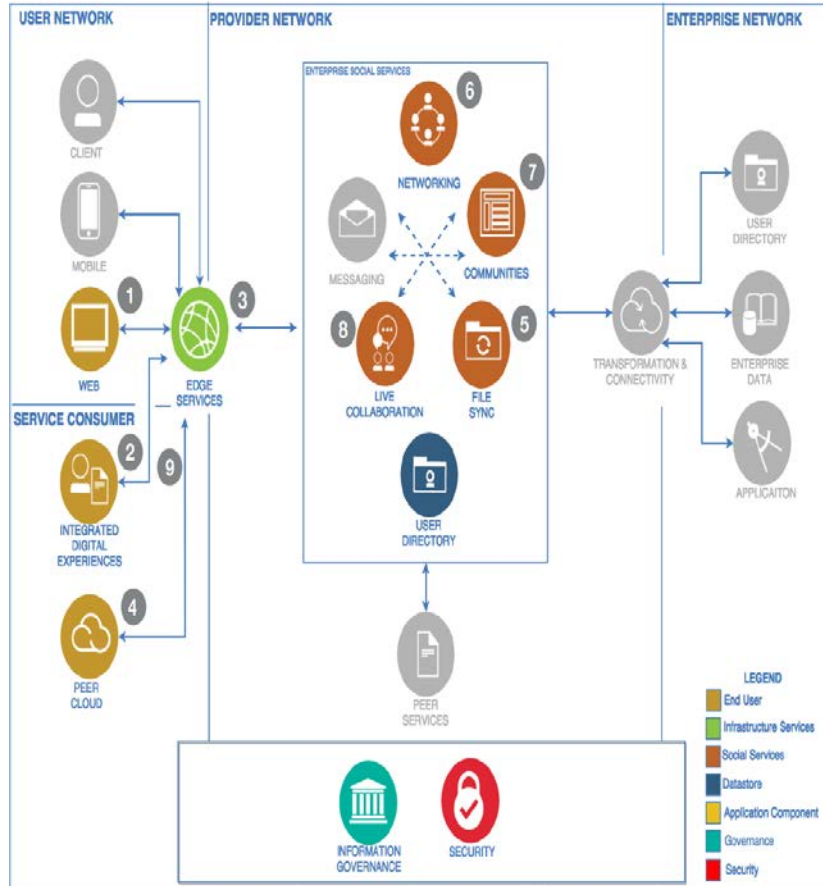
Cloud Customer Reference Architecture for Enterprise Social

This component consists of processes for assuring achievement of an organization's policies.



Cloud Customer Reference Architecture for Enterprise Social

Run-time Flow



1. An Acme customer accesses the organization's web site with a mobile device for information on a new product.
2. The customer joins a customer community, where he/she can discuss product needs and experiences with other customers as well as Acme's product manager.
3. Through the interaction on the website, the user invokes components that are provided by the Social Services SaaS offering.
4. An Acme product manager (PM), while checking the related Acme product in the cloud-based ERP system, notices an alert about the customer's feedback on the same product through the integration of the Social Services customer community. The Acme PM launches the customer community from the ERP web experience to review.
5. The Acme PM creates a document cataloging the customer's insights and shares it with his/her network in the Social Services cloud. The PM is able to access the Enterprise Social Services directly.
6. The Acme PM assembles experts by searching the organization's profiles service to identify talented people with appropriate experience to address the customer's feedback.
7. A team is formed within the Social Services community where outside experts can be invited to validate product changes and to execute a plan to bring these changes to the market.
8. The team, being distributed, holds several web conferences to review plans, discuss product details, and make key decisions.
9. The new solution is brought to market as the marketing team leverages multi-channels to drive awareness including the organization's customer-facing integrated digital experience.

Call to Action



■ *Join the CSCC Now!*

- To have an impact on customer use case based standards requirements
- To learn about all Cloud Standards within one organization
- To help define the CSCC's future roadmap
- Membership is free & easy: <http://www.cloud-council.org/become-a-member>

■ *Get Involved!*

- Join one or more of the CSCC Working Groups
<http://www.cloud-council.org/workinggroups>

■ *Leverage CSCC Collateral*

- Visit <http://www.cloud-council.org/resource-hub>

Additional Resources from the CSCC



- ***Social Business in the Cloud: Achieving Measurable Business Results***
 - <http://www.cloud-council.org/deliverables/social-business-in-the-cloud-achieving-measurable-business-results.htm>
- ***Practical Guide to Cloud Computing, Version 2.0***
 - <http://www.cloud-council.org/deliverables/practical-guide-to-cloud-computing.htm>
- ***Migrating Applications to Public Cloud Services: Roadmap for Success***
 - <http://www.cloud-council.org/deliverables/migrating-applications-to-public-cloud-services-roadmap-for-success.htm>
- ***Security for Cloud Computing: 10 Steps to Ensure Success, Version 2.0***
 - <http://www.cloud-council.org/deliverables/security-for-cloud-computing-10-steps-to-ensure-success.htm>
- ***Cloud Security Standards: What to Expect & What to Negotiate, Version 2.0***
 - <http://www.cloud-council.org/deliverables/cloud-security-standards-what-to-expect-and-what-to-negotiate.htm>
- ***Practical Guide to Cloud Service Agreements, Version 2.0***
 - <http://www.cloud-council.org/deliverables/practical-guide-to-cloud-service-agreements.htm>

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The background is a solid blue color with a complex, abstract pattern of overlapping geometric shapes. These shapes include circles, semi-circles, and squares, some of which are filled with lighter shades of blue, creating a layered, mosaic-like effect. The pattern is dense and covers the entire frame.

Thank You