Q: A "large" question about brokering - can services be provisioned between different providers, based e.g. on best "spot" price. Second part, have you done any work on making this "dynamic", e.g. partially or fully automated shifting of a provisioned service to another provider, based on fluctuating spot prices?

A: We have not implemented brokering because our current experience is that enterprise clients are somewhat tied into enterprise agreements, and so spot pricing etc doesn't really apply. Enterprises also have fixed network connections and policies and service integration in place with these cloud providers. Dynamically moving a system between clouds is also not really as easy as it seems – at base VM level it is OK, but as soon as you get into the application layer, we see up to 95% failure. This is because each clud vendor provides their own special development and integration tooling, which is not portable to another provider. We are therefore holding back on this aspect for a while, until the market matures a bit.

Q: How can an efficient orchestration of cloud applications and environments help to prevent fraud (regarding employees and customers) at advanced Point-of-Sale retail systems? Do there exist special services or best practices? Thanks.

A: One can pre-define images, versions and standards, as well as what is switched on and off, and also compare the deployment against the intended CI, once it is deployed, and where it is deployed and integrated network wise. After that, it is over to the systems management and monitoring to step in, at operational level.

Q: Are there any specific considerations for retailers specifically when they set up their cloud environments?

A: Every industry has its specific requirements. We have created generic services at this time, but industry specific customization is possible – for example use of central data rather than locating the actual data in public clouds, inclusion of encrypted connections and certificates, using services that comply with defined compliance requirements for the sector.

Q: How looks the ratio between the consumed used public cloud and private cloud look like? Is there a change happens in the mind of you customers in using cloud services?

A: This is different from organization to organization – each has to determine their own strategy, which applications will be best located on which cloud type (driven by integration, performance, security, privacy and access requirements). One also has to remember that you may locate the UI on the public cloud, and the Data and Intellectual Property portion of the process on a Private Cloud. This has to be understood by the users, as each application environment is understood and refactored for cloud.

Q: How much this solution is HP hardware dependent?

A: We use the HP software on Intel based hardware which is not supplied by HP. We have tried to remain total hardware agnostic, and simply run VM's on a virtual platform to hos the Cloud Integration Center.

Q: Can the HP products mentioned work with any Software Defined Network solutions out of the box?

A: This is hard to say – one has to evaluate the API integration per solution.

Q: What cloud platforms are supported as cloud providers?

A: Currently we work with VMware vSphere, vCloud, AWS, Azure, Open Stack, and are leveraging the HPE Capsules for other Resource Offerings in the future such as Google etc.