

Cloud Computing

Why the Real Estate community needs to understand “the Cloud” and how it can help grow your business



Real effort. Real results.

John De Souza

Partner, Director IT

Cressy & Everett Real Estate

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Blog

@jdesouza



SCHEMATIC OF OXFORD UNIVERSITY DATA NETWORK

Network A

Microwave or W connect

Wytham Fi Station and T Home

ISDN2 Datatnet LAN connection

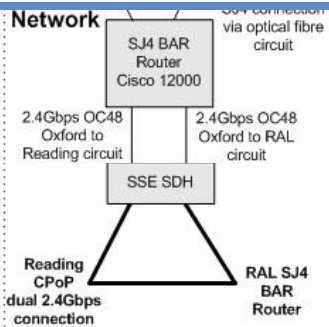
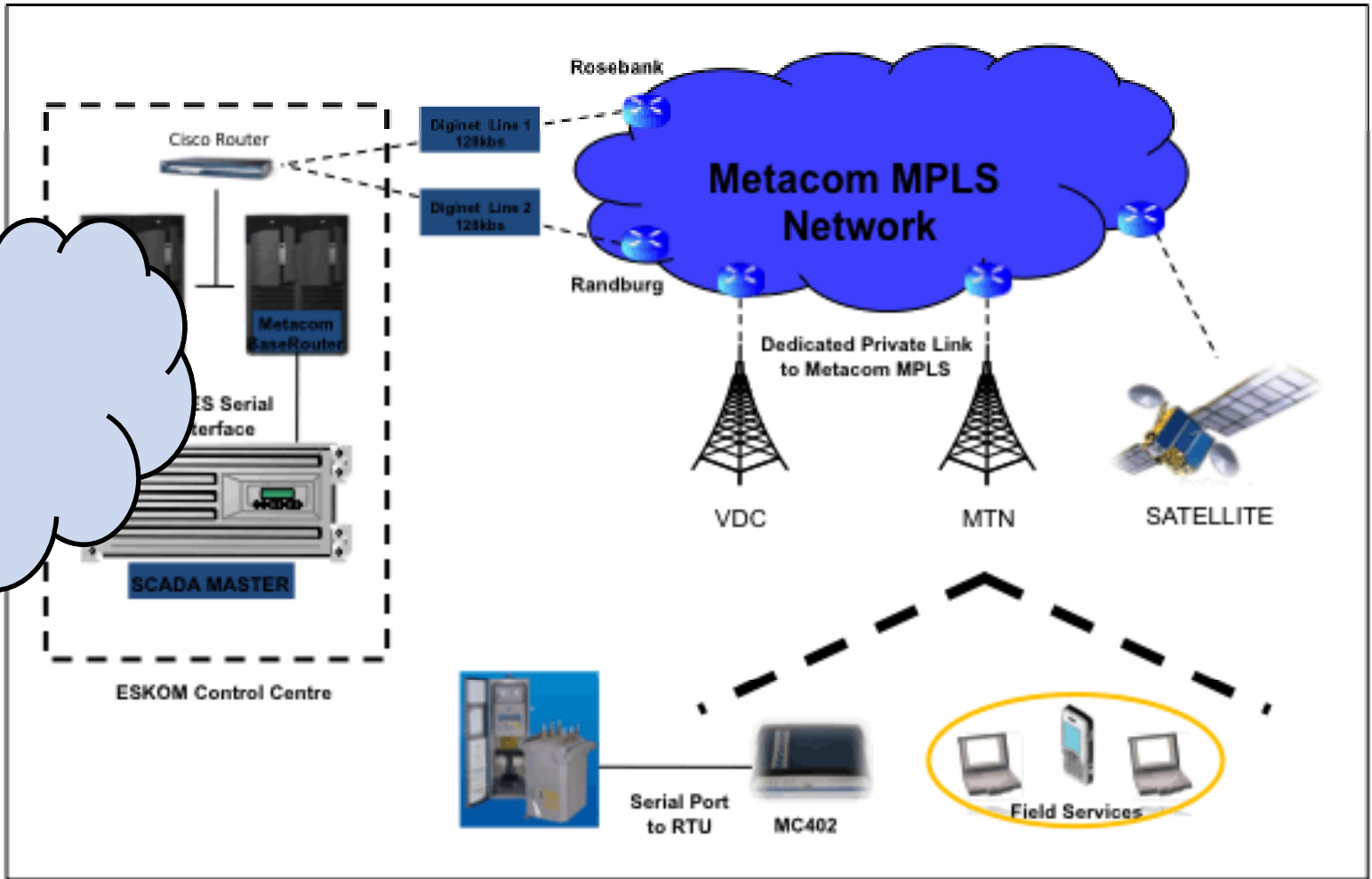
Department Ethernet connection optical

Department College Ethernet LAN



60K registered network devices

250 routed connections to departments and colleges LANs from 6506 routers

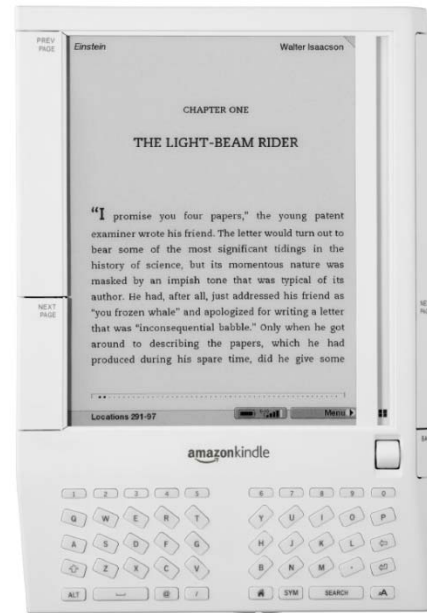


G W Litchfield
31-Jul-2004

1. Store information
2. Process calculations



Connected by default





John De Souza
Edit My Profile

News Feed

Messages

Events 1

Friends 1

Create Group...

App Requests 1

Marketplace 5

More

You are currently offline. To chat with your friends, go online.

News Feed

Top News · Most Recent

Share: Status Photo Link Video

What's on your mind?



Shawn Baber Ashley

ok so we walk into a little juice bar shop down town Niles. They offered us \$1.00 off our smoothy if we sign this song and let them record it. LOL. Sounds good to me. Now here we are on FB. Love it!! If your looking to have a refreshing juice, smoothy or eat something real healthy, this is the place you want to go! :)



Feb 16, 2011 4:16pm

FINALLY!!
Length: 0:08

7 minutes ago · Share



Heidi Clare

My family is crazy!

7 minutes ago · Like · Comment



Barry Skalski via 365 Things To Do In Michiana



Day 66 of 365 Things To Do In Michiana

www.michianahomesearch.com

Founded in 1981, Papa Murphy's is the original Take & Bake pizza chain with over 1,100 stores nationwide and we have

Events

See All

What are you planning?

1 event invitation

Elle's Going Away Open House

Friday 6:30pm

Find More Friends

John, More Friends Are Waiting



These 10 friends found their friends using the friend finder. Have you found all of your friends? Give it a try.

Your Email

Email Password

Find Friends

Facebook won't store your password.

Sponsored

Create an Ad

Imported from Detroit



This is the Mo and this is wh

Chat (Offline)

Shop All Departments

Search All Departments

GO

Cart

Wish List

- Books >
- Movies, Music & Games >
- Digital Downloads >
- Kindle >
- Computers & Office >
- Electronics >
- Home, Garden & Pets >
- Grocery, Health & Beauty >
- Toys, Kids & Baby >
- Clothing, Shoes & Jewelry >
- Sports & Outdoors >
- Tools & Home Improvement >
- Automotive & Industrial >

Kindle
The #1 Bestselling, #1 Most-Gifted,
#1 Most-Wished-For Product on Amazon



Order now: **\$139** Wi-Fi | **\$189** Free 3G+Wi-Fi

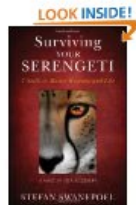
Amazon.com Gift Cards
Happy Valentine's Day!
[E-mail or print now](#)

Got pets?

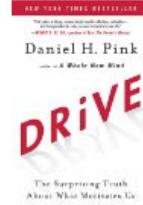
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Today's LOLs

Click to see [All Kittehs](#) | [Captions Only](#) | [Videos Only](#)

Wayt, DIS a snowball?!

 488 Votes

Feb. 13, 2011

Add to Favorites



Wayt, DIS a snowball?! But dats MAI naym! OMG aiz gunna melt!!

doez dat maek u a basement kitteh?

LoL by:



ljg52843



Picture by: [Unknown](#)

1. Store information on
2. Process calculations

INSIDE the cloud

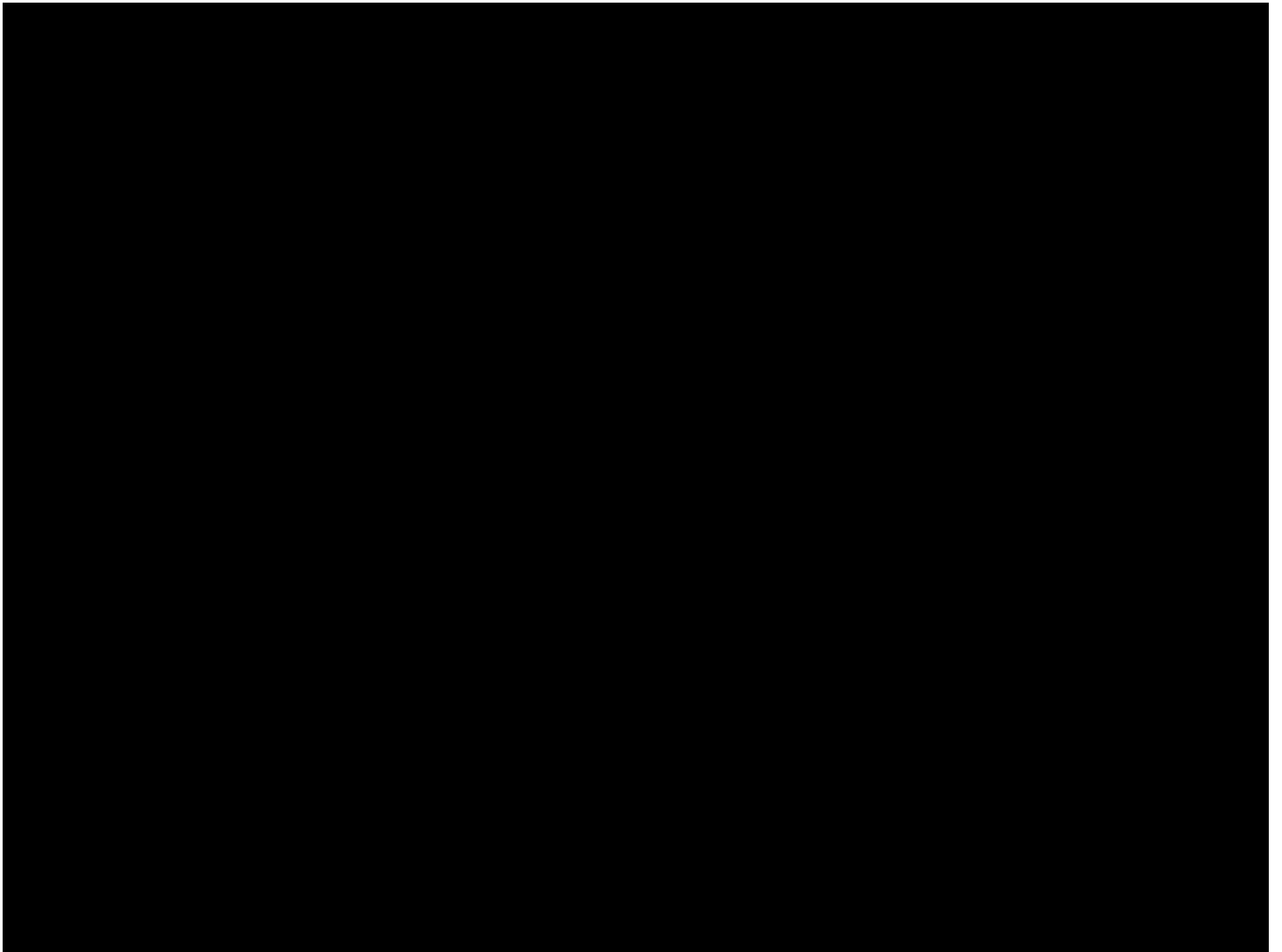
animoto®

Example: Animoto.com

Make movies

You send them your
pictures and music

They deliver a movie file





Why?

Efficiency

Scale

Connectivity

Shop All Departments

Search All Departments

GO

Cart

Wish List

- Books >
- Movies, Music & Games >
- Digital Downloads >
- Kindle >
- Computers & Office >
- Electronics >
- Home, Garden & Pets >
- Grocery, Health & Beauty >
- Toys, Kids & Baby >
- Clothing, Shoes & Jewelry >
- Sports & Outdoors >
- Tools & Home Improvement >
- Automotive & Industrial >

Kindle
The #1 Bestselling, #1 Most-Gifted,
#1 Most-Wished-For Product on Amazon



Order now: **\$139** Wi-Fi | **\$189** Free 3G+Wi-Fi

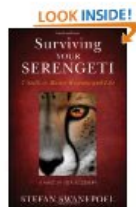
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Happy Valentine's Day!
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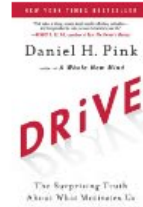
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Using the internet
for storage and
processing instead of
your local computer

...but what about me?

Example: Gmail/Apps

- Email (browser-based)
- Office Applications
- Collaborations



Formula:

| | A | B | C | D | E |
|----|---|---|---|---|---|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |
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| 12 | | | | | |
| 13 | | | | | |
| 14 | | | | | |



Ubiquity

Collaboration

Security

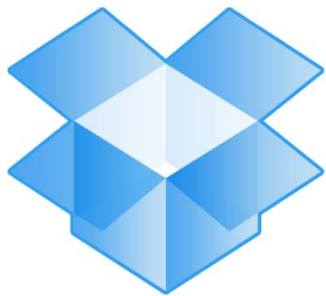
Paradigm Change

From **software in a box**
to
Software as a Service
(SAAS)

Pay-per use, predictable cost,
always current version,
no compatibility concerns

Example: Dropbox

- File cabinet in the sky
- Cross-platform file storage
- Save from PC, retrieve from iPhone



Dropbox



- Get Started
- Files
- Events
- Sharing
- Help

Dropbox is hiring!
View current openings

Search your Dropbox files

Get Extra Space Free

Install Dropbox

98% in use

My Dropbox

- Upload
- New folder
- Share a folder
- Show deleted files
- More actions

| <input type="checkbox"/> | Name | Size | Modified |
|--------------------------|-------------------------------|---------|------------------|
| <input type="checkbox"/> | 239EKZi8 | | |
| <input type="checkbox"/> | 240MSDCF | | |
| <input type="checkbox"/> | 241EKZi8 | | |
| <input type="checkbox"/> | BioKingdomFinal | | |
| <input type="checkbox"/> | BioKingdomProject | | |
| <input type="checkbox"/> | Cod Videos | | |
| <input type="checkbox"/> | DiTechite | | |
| <input type="checkbox"/> | iAlertU | | |
| <input type="checkbox"/> | iPEVOP2VReview and Unboxing! | | |
| <input type="checkbox"/> | Logos | | |
| <input type="checkbox"/> | Photos | | |
| <input type="checkbox"/> | Pile | | |
| <input type="checkbox"/> | Public | | |
| <input type="checkbox"/> | School Papers | | |
| <input type="checkbox"/> | .QT-046f-c87bc77e-bfffde6c-00 | 46.01MB | 08/02/10 12:54AM |
| <input type="checkbox"/> | Test.doc | 21.50KB | 09/04/10 3:56AM |

Example: Carbonite

- Online backup for your PC
- Restore to any PC
- File by file or entire backup

CARBONITE
BACKUP. SIMPLE.

Example: Nasuni

- Business product
- Storage that feels local, but is on the cloud.
- Bottomless network hard drive



Example: Evernote

- Basic version Free
- Store notes, pictures, etc
- Search
- From any device, anywhere



Expense Reports - 3 - vtreyanderson - Evernote

File Edit View Format Tools Help

Sync Trunk New Note Ink Note All Notes Delete Email Print Current Monthly Usage

Viewing 3 notes from Expense Reports

Notebooks

- All notes 3
- Expense Reports 3
- vtreyanderson's notebook 0

Tags

- Dinning 1
- Expense 3
- Expense Reports 0
- 091210 3
- Mileage 1
- Parking 1

Attributes

- Created
- Last Modified
- Contains
- Source

Saved Searches

- No Saved Searches
- Trash 6

Notes by Date Created

Scomas dinner w/ USA Chemical
 Created: Today 10:31 AM Updated: Today 10:32 AM
 Tagged: 091210, Dinning, Expense

Mileage Start Finish to from Airport.jpg
 Created: Today 10:01 AM Updated: Today 10:01 AM
 Tagged: 091210, Expense, Mileage

Airport parking \$90
 Created: Today 8:55 AM Updated: Today 8:56 AM
 Tagged: 091210, Expense, Parking

Scomas dinner w/ USA Chemical Expense R...

091210 X Dinning X Expense X

Click to set source url

SCOMAS
 Pier 47, San Francisco, CA 94133
 (415) 771-4383
 WWW.SCOMAS.COM
 * * * DINING ROOM * * *

Date: Jul 09 '10 01:42PM
 Card Type:
 Acct #:
 Card Entry: SWIPED
 Trans Type: PURCHASE
 Auth Code: 00920P
 Check: 5779
 Table: 31/1
 Server: 136 Sal Fila

Subtotal: 61.32
 Gratuity: 14.00
 Total: 75.32

I agree to pay the above total according to my card issuer

Customer meeting w/ Bob Jones - USA Chemical

EVERNOTE STORE
 Evernote T-shirts!

Synchronization complete

...you are already in the cloud, if...

zipForm® 6 

DocuSign® 

So what is
the impact?

Future

- Device Independent

Desktop – Notebook – Tablet - Cell

- Platform independent

Any operating system

- As connected as you wish

Share, or not, as you wish

Cloud Computing

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Real effort. Real results.