

# Building Trust in the Cloud

TDW Austria April 2014

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# The Cloud Paradigm Shift

- Economy of Scale
- Driven by Standardization
  - Lowers the costs
  - Reduces Complexities
  - Improves Security

# Complexity is Security's Worst Enemy

- Cloud is based on Proven and well understood patterns

# Focus on Identity

- Organization have lot of flexibility how to deal with Identity
  - On Premise identity services (synced or federation)
  - Private Cloud or outsourced identity services
  - Full Public Cloud

# Focus on Privacy

- Data Protection
- Do Not Track