

Welcome to the tenth edition of the IDC UK newsletter, which provides a tangible example of cloud computing in action by the Telegraph Media Group. As you will read, the benefit of the cloud in these kinds of areas is the ability to get something going quickly that can be modified, scaled back, or abandoned if it doesn't work — or conversely scaled up and enhanced if it does. And, as with the Telegraph Media Group, it lowers the timescale, risk, and cost of building a temporary large-scale cloud presence.

This newsletter will also keep you informed of the latest research and UK conferences from IDC. As ever, your thoughts and feedback are always welcome. — *Andrew*

Telegraph Media Group's Tactical Use of the Cloud

By David Bradshaw, Research Manager, Applications and Solutions, IDC EMEA

Telegraph Media Group has launched the [Debate 2010](#) Web site to stimulate political debate ahead of the U.K.'s general election, which is in May this year. Telegraph Media Group is the publisher of The Daily Telegraph, The Sunday Telegraph, and The Telegraph Weekly newspapers, as well as hosting the telegraph.co.uk Web site.

The Web site and all the intelligence behind it has been built on Salesforce.com's Ideas platform, which is used by (among many others) Dell, Starbucks, and Salesforce.com itself to gather customer suggestions. Web site visitors can post their own suggestions and vote to promote ideas they like that others have posted. The same platform was used by the Obama-Biden administration in the U.S. between the election and taking up the presidency to gather the priorities of U.S. citizens.

However, Debate 2010 is a significant extension of the Ideas social platform. For example, the moderators post a general topic; visitors to the Web site can post their propositions for others to debate through postings, and then vote in favour of or against. The additional functionality was written by three developers at Telegraph Media Group over four weeks. When the election is over, the site's job will be done and it will be taken down. A short-lived but sophisticated site like this is a good example of how the cloud can be used — quick set-up, short lifespan, and no capital cost for the client.

As far as we are aware, this is the first time that Salesforce.com's platform has been used as a debating platform rather than to gather ideas, and the first time that users have been allowed to vote against as well as for propositions. Salesforce.com had some involvement in the political arena before its use by the incoming Obama-Biden administration, as it has a fundraising application widely used by political parties in the US. The involvement of software in politics is not new, in fact — one of the first call centre/contact management applications was developed for the US Republican Party.

What is new is the extent to which Telegraph Media Group is using the cloud in an innovative way. We strongly suspect it will be emulated by other media organisations inside and outside the UK. The one potential limitation is that the Telegraph newspaper is best known as a right-of-centre publication, so it will be endeavouring to draw a wide range of other viewpoints into the debate.

Newspapers and other media organisations are deeply affected by competitive services available from the cloud. The effect on newspapers in particular has been very strong, often reducing their circulation and advertising revenue. There is a lot of uncertainty over the best way forward for newspapers; for example, over whether to charge for Web access, how much (if any) content should be freely available, and how to differentiate the printed version from what is available on the cloud.


One thing that is not in doubt, however, is that newspapers and other media will have to move a wider range of their processes into the cloud. This is a journey already started by Telegraph Media Group, and we expect others in Europe to follow.

Media industries are by no means unique in facing disruption from the cloud. Many types of services that are intangible, such as financial and business services, have moved many of their processes and deliverables to the cloud. Some tangible businesses, such as retail and distribution, have moved processes in the cloud. Other industries are building product and brand "extensions" in the cloud, such as games associated with kids' toys to dedicated special service Web sites for high-value customers of luxury goods.

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"Media industries are by no means unique in facing disruption from the cloud"

Factfile



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Telegraph Media Group's Tactical Use of the Cloud (cont.)

The problem has always been that the amount of investment needed in both time and capital has been difficult to justify for something that may or may not work. The benefit of the cloud in these areas is the ability to get something going quickly that can be

modified, scaled back, or abandoned if it doesn't work — or conversely scaled up and enhanced if it does. And, as with Telegraph Media Group, it lowers the timescale, risk and cost of building a temporary large-scale cloud presence.

IDC UK Upcoming Conferences



May 13, 2010 — London



June 10, 2010 — London



June 24, 2010 — London



Sept. 16, 2010 — London

For further details on how you can participate at any of the forthcoming IDC UK conferences, please contact Nick Corrigan on +353 1 2947796, or by email at ncorrigan@idc.com.

Recent IDC UK Research

Available Research:

- ◆ [Vodafone Wins MPLS Deal — Can MNOs be Tier 1 WAN Providers?](#)
March 2010, IDC Link
- ◆ [Prime Minister Gordon Brown Emphasizes the Importance of Information Technology in Securing the U.K.'s Future](#)
March 2010, Insights Link
- ◆ [Western European Printer Databook 2010–2014 Forecast and Analysis](#)
March 2010
- ◆ [SAP BusinessObjects BI OnDemand: It's Got More Than Usability](#)
March 2010, IDC Link

For a comprehensive list of IDC's current research, please visit <http://www.idc.com/research/reshome.jsp>

Hot off the press:

- ◆ [IDC Forecasts Tech Sales & Marketing Expenses to Grow Faster Than Revenue in 2010](#)
March 2010
- ◆ [IDC MarketScape Evaluates the Portfolio of Products and Services that Telecommunications Service Providers Offer to Multinational Corporations](#)
March 2010
- ◆ [Western European Security Appliance Market Stabilized in 4Q09 and set for Bounce Back in the Coming Quarters](#)
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- ◆ [HPC Server Market Declined 11.6% in 2009, Return to Growth Expected in 2010, According to IDC](#)
March 2010
- ◆ [Worldwide SMB Spending Will Return to Growth in 2010, But Full Recovery Not Expected Until 2011, According to IDC](#)
March 2010

Should you have any enquiries about IDC research or if you have an opinion on the ICT market in the UK that you would like to share with IDC as an input into forthcoming research, please contact Andrew Shepherd on +44 (0)20 8987 7232 or by email on ashepherd@idc.com.



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