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#10: An object at rest
tends to stay at rest
(Newton). A data
center is a very, very
large object. While
theoretically, any
company can site data
centers in globally
optimal locations that

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are located on a core network backbone with cheap access to power, cooling and acreage, few do.

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He is the founder of Cloudonomics and the Cloudonomics ® blog. He is a frequent global keynote speaker, a prolific inventor awarded fifteen patents, and a guest

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contributor syndicated to a variety of print and online publications, such as Bloomberg Businessweek, Forbes, CNNMoney, InformationWeek , and GigaOm.com.

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Cloudonomics Law
#10: An object at rest tends to stay at rest. A data center is a very

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large object. Private data centers tend to remain in locations for reasons such as being where the company was founded, or where they got a good deal on property or a lease.

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He is known in the cloud computing community as the founder of

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pure rationality. Indeed, purchasing and adoption of clouds are no less subject to human behavior, hence I offer ...

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"Superiority in numbers is the most important factor in the result of a combat

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(Clausewitz)”

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Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value—whether you are a customer, a provider, a strategist, or an investor.

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Cloudonomics—a term

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and discipline founded by the author (Weinman, 2008)—seeks to provide a rigorous foundation based on calculus, statistics, trigonometry, system dynamics, economics, and computational complexity theory, which can be used to interpret empirical results. We will provide an overview of these results together with references

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In other words, as I point out in my first law of Cloudonomics, even if a utility costs more (on a unit cost basis), the total cost can be lower than a dedicated solution, because of the savings when resources are not needed due to variations in demand. The more “spiky” the

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demand is, the higher rate one might be willing to pay for the utility.

Mathematical Proof of the Inevitability of Cloud Computing

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