

THE USE OF CLOUD COMPUTING TO ACHIEVING BUSINESS RATIONAL: AT ORANG COMPANY IN JORDAN

Ibrahim Mansi

Assistant professor at Jadara University
Jordan- North region-Irbid
ibrahimmansi@yahoo.com
imansi@jadara.edu.joAuthors

Abstract— the aim of this paper is to analyze the role of cloud computing in the organizations especially in rational business issue, and how the clouding became added value to empower organizations to be own business rational.

The paper provides the researchers a life case study about the first company which applied clouding technology in Hashemite kingdom of Jordan, this company is Orange Jordan.

The methodology which followed in this paper is a descriptive methodology through interviewing with the employees in clouding department at Orang Jordan, also through depending on the documents and surveys by Orange Jordan.

(key words — Cloud Computing, business Rational, Orang Company , and competitive value.

I. INTRODUCTION

Business rational is a larger issue in modern organization and with cloud computing the organizations will be agile and smarter; cloud computing provides a way for business to manage computing resources online.

Cloud computing and organizations performance in general are common success strategy, Moving to cloud computing may reduce the cost of managing and maintaining your IT systems [1].

In communication industry specially clouding is a vital to achieving business rational and high performance, cloud computing increase agility and flexibility [2].

This paper introduce the role of using cloud computing in the organizations to achieving business rational, and the paper starts with a discussion of business rational and clod computing definitions, the relation between clouding and technology diffusion, describing benefits clouding on organizations, followed by a case study (Orang), to introduce cloud computing applications, followed by a discussion of the results and conclusion.

II. BUSINESS RATIONAL DEFINITION

Business Rational means the explanation or justification of the basis for a particular business decision or strategy typically set forth in documentation that describes the purpose, the assumptions, the reasoning, and a concluding statement summarizing the logic behind the decision [3].

III. CLOUD COMPUTING DEFINITION

Cloud computing is typically defined as a type of computing that relies on sharing computing resources rather than having local servers or personal devices to handle applications [4]. Cloud computing is the use of computing resources (hardware and software) that are shared as services over a network (typically the internet) [5].

IV. CLOUD COMPUTING AND RATIONAL BUSINESS

The relation between clouding and business rational is how to make the business cost is very low, the clouding technology and strategy make this reducing as fact.

Cloud computing offers new capabilities and potential cost savings but an analysis of each organization’s goals and circumstances is essential to deriving the maximum value from a cloud computing investment. Each organization will likely have different goals and circumstances that make their analysis unique [6].

The next table explains which technology network applications support business rational in the organizations; at the end of this table we can see how the clouding technology supports the rational business through atypical users. Also the business rational contents which achieved by the clouding in general are: (1) Pay- as- you- grows computing, (2)Third-party data centers, (3)Increasing variety of cloud-based services and on-demand solutions,(4)Reduce on premises network expenses, (5) Enhanced support for mobility, (6) Increased agility and flexibility.

Table 1: Emerging Enterprise Network Applications to achieving business rational which Adapt from (Stallings and Case) [7]:

TABLE I. FIGUER I. EMERGING ENTERPRISE NETWORK APPLICATIONS TO ACHIEVING BUSINESS RATIONAL

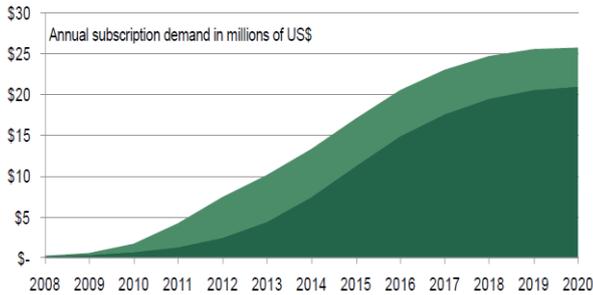
Application	Typical Uses/Examples	Business Rationale
Telepresence	Videoconferencing	Reduced travel expenses Reduced energy costs Reduced carbon footprint Increased executive productivity Increased sales success rates Increased sales cycle times Better informed customers
Video broadcasting and e-learning	Marketing Training Surveillance	Increased worker competency Deployment of company YouTube channel Reduced training-related travel expenses Better management of virtual teams
Video enriched collaboration	Video chat Unified communications Intercompany collaboration	Improved business process execution Increased individual productivity Enhanced team communication Increased business use of social media
Smart objects	Machine-to-machine communication "Internet of things" Vehicle tracking	Maturing RFID applications Falling costs of sensors, actuators, and modems Better equipment monitoring and troubleshooting Migration to IPv6
Cloud computing	Anytime, anywhere access to applications, services, storage Software as a service (SaaS) Platform as a service (PaaS)	Pay-as-you-grow computing Third-party data centers Increasing variety of cloud-based services and on-demand solutions Reduced on premises network expenses Enhanced support for mobility Increased agility and flexibility

V. FUTURE OF CLOUDING FOR BASENESS

In the future the clouding will be the first technical strategy for public and privet sectors to achieving business rational; to enhancing support of mobility, to increasing agility and flexibility. The next matrix explains the future of

clouding; Virtual-Private Solutions Will is The Most Popular Choice In The Future [8].

FIGURE 2: THE FUTURE OF CLOUDING; VIRTUAL-PRIVATE SOLUTIONS



VI. RESEARCH PROBLEM

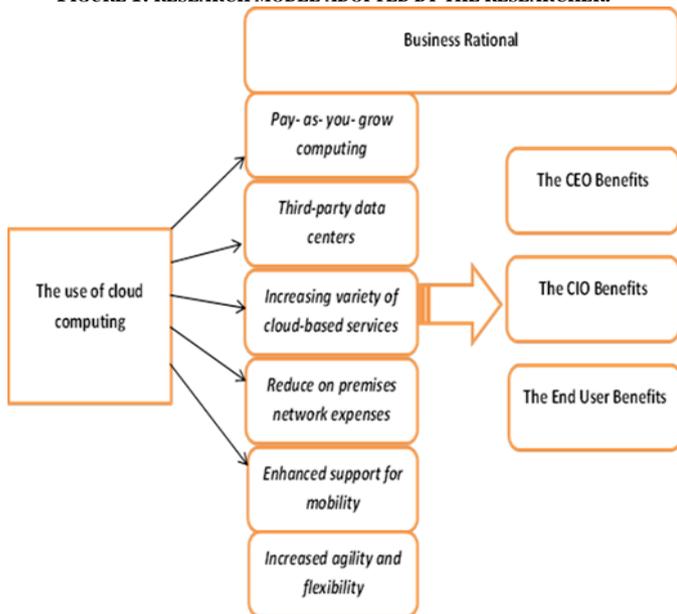
Since starting with cloud computing in the world in general at the one of hand, and in Jordan in the other hand; there are one company encouraged to use this strategy, it's Orange Jordan. The researcher noticed slowly to using clouding in the public and privet sectors at Jordan, the researcher found the main Couse to this slowly is little of companies and governmental sector know the benefits of using the cloud computing on the business rational through life case at Jordan.

This research tried to introduce the benefits of cloud computing on rational business through life case at Jordan to encouraging the companies at Jordan to using cloud computing.

VII. RESEARCH MODEL

The model of this research created through the last table was adapted from Stalling's and Case's book, which titled Emerging Enterprise Network Applications to achieving business rational, the next figure describe the relationship between the use of cloud computing and orange business rational.

FIGURE 1: RESEARCH MODEL ADOPTED BY THE RESEARCHER.



VIII. THE RESEARCH AREA

To be more competitive and increase profit. Cloud computing has been at the heart of this strategy, and developing the right partnerships to design the right offers have been instrumental," Thierry Bonhomie said, CEO of

Orange Business Services. "During the Flexible Computing design process, NetApp proved it could deliver the scalability, nondestructive operations, efficiency, and security we required to deliver on-demand cloud services [9].

FIGURE 3: SIMPLE PRESENT FOR THE USING OF CLOUDING AT ORANGE



IX. RESEARCH QUESTIONS

Among business rational contents which achieved by the clouding in general, the questions of the research are: (1) what are the benefits of using clouding on the CEO at Orange Jordan? (2) What are the benefits of using clouding on the CIO at Orange Jordan? (3) What are the benefits of using clouding on the end user at Orange Jordan?.

X. DATA COLLECTION METHOD

The researcher was depended the descriptive methodology through interviewing with IT department, clouding department, and among orange's reports, documents about benefits, reflections and using the clouding in the company.

Also, the researcher worked in telecommunication field in at Jordan telecom group and orange Jordan for 13 years since 1995 to 2008, this experience is a vital for this research for achieving to data resources from the colleagues and reports.

XI. ORANGE JORDAN

Orange Jordan is a main Jordanian public mobile telephone network operator, telecommunications services, and is the operator of the mobile communications license granted to Jordan Telecom.

The company was first registered on 21 September 1999 and be extension to telecommunication corporation, with an aim to build a mobile and internet communications network to serve Jordan, and has launched full public service across the Kingdom on 15 September 2000.

At its meeting on March 20, 2013, the Board of Directors decided to submit to the Combined Ordinary and Extraordinary Shareholders' Meeting of May 28, 2013, the changing of the company name to "Orange", as of July 1, 2013 [10].

XII. ORANGE JORDAN COMPETITIVE VALUE BY USING CLOUDING

When you built you must think how to be till the last, and the business rational always the best indicator to chik continuously growing.

How Orange built business rational through computing offers over clouding to be a strong competitor in telecommunication area?

Orange used the cloud computing for three reasons as orange business services report [11]: (1) Global cloud

infrastructure, (2) End-to-end enterprise cloud, guaranteed, (3) Recognized IT and security expertise.

XIII. BENEFITS OF CLOUD COMPUTING AT ORANGE JORDAN

A. *Benefits of cloud computing to the CEO*

The researcher depended on CEO's survey 2011 at orange Jordan which filled by the CEO, and this survey cleared the benefits of clouding on business role of Orange's Jordan CEO, in addition to interviewing with clouding department and clouding projects owners at orange Jordan, the benefits are [12]: (1) 1. Infrastructure: no need to buy and manage servers. (2) Maintenance: put your cloud provider in charge of IT support and application lifecycle management. (3) Pay per use: eliminate capex spending with on-demand services. (4) IT department: transform from cost center into value provider. (5) Reach and flexibility of cloud: open up new business models and opportunities.

B. *Benefits of cloud computing to the CIO*

The researcher depended on CIO's survey 2011 at orange Jordan which filled by the CIO, and this survey cleared the benefits of clouding on business role of Orange's Jordan CIO, in addition to interviewing with clouding department and clouding projects owners at orange Jordan the benefits are [13]: (1) Frees IT department to work on strategic projects. (2) Supports greater scalability and business agility. (3) Aligns IT costs with end users' needs and usage. (4) Allows you to quickly start-up new ventures and locations. (5) Provides global security policy for all users. (6) Speeds up time to market for new products and services. (7) Ensures immediate software updates. (8) Provides better service to users.

C. *Benefits of Cloud Computing to Users*

The researcher depended on users survey 2011 at orange Jordan which filled by the CIO, and this survey cleared the benefits of clouding on business role of Orange's Jordan CIO, the benefits are [14]: (1) Rapid roll-out of IT resources and applications. (2) Immediate access to new features when available. (3) Access to resources from any location and device. (4) Improved collaboration through shared services.

XIV. RESULTS AND CONCLUSION

Trough implements the methodology of the research there are many results as a conclusions: (1) Orange Jordan is a vital case study for clouding computer success implication. (2) clouding is vital strategy and critical added value for competition. (3) There are many critical benefits for all employees in the organizations at all organizational levels (CEO, CIO, End users). (4) A cloud approach is much more about flexibility and agility for business than it is about technology. Orange Jordan customers need to look at how their business can take advantage of rapid provisioning and pay-per-use business models and where cloud can have the best impact. (5) A clouding makes deference for organizations through increase business rational.

REFERENCES

- [1] <https://www.business.qld.gov.au>. 2014
- [2] S. William, C. Tom, Business Data Communication, 7th ed, Person, 2013, PP.32.
- [3] <http://www.investorwords.com/19182/rationale.html>.2014.
- [4] http://www.webopedia.com/TERM/C/cloud_computing.html. 2014.

- [5] A.Khaled, M.Shahbas. Cloud Computing Technology: Services and Opportunities. Pakistan Journal of Science.(Vol.65 No.3 Septemper, 2013), PP. 348.
- [6] P.Lawrence, M.Jennifer, Cost and Business Case Considerations. Systems Engineering at MITRE. The MITRE Corporation, 2010, Case 10- 4069.
- [7] S. William, C. Tom , Business Data Communication, 7th ed, Person, 2013, PP.32.
- [8] A Forrester Consulting, Measuring the Value of the Cloud. Orange Business Services report. USA. 2012.
- [9] Orange NetApp report, orange, Amman- Jordan, 2013.
- [10] registration document France Telecom, ANNUAL FINANCIAL REPORT , FR ANCE, 2012.
- [11] Orange Business Services report, Orange Jordan, Amman, 2013.
- [12] CEO survey, results Cloud Computing, Orange Jordan, Amman, 2011.
- [13] CIO survey, results Cloud Computing. Orange Jordan. Amman, 2011.
- [14] End users survey, results Cloud Computing. Orange Jordan. Amman, 2001.