Don Crabtree will be speaking at the Cloud World Forum, taking place on 17-18 June 2014 in London. The Cloud World Forum is EMEA's leading Cloud event welcoming 8000+ attendees and 250+ exhibitors over the two days. Visit http://www.cloudwf.com/ for your free delegate ticket. The 6th Annual show features 12 theatres led by Cloud end-users: more than 300 speakers from multinationals, SMEs, public sector organisations, online players, regulators, telcos and analysts take the floor in engaging, thought-provoking keynotes, hands-on labs, brainstorming sessions and live demos over two days.

Q&A with Don Crabtree

Q. Can you give me a sense of some of the unique attributes of your business or vertical, and how they shape or impact your IT estate?

The airline industry is a very service oriented industry. The choreography required to run a smooth operation 365 days a year is unique to the transportation vertical as it involves movement of people, cargo, baggage, along with coordination of fuelling, catering, flight deck crews, in-flight crews, crew accommodations and more. Though products are for sale, the product inventory (seats) has a very finite life cycle and any unsold inventory is immediately stale the moment an aircraft's door is closed. Putting the right aircraft on the right routes at the right times of day and frequencies is paramount to the company's success. Complex forecasting algorithms are key to these optimizations.

Q. What do you think the most disruptive elements of cloud computing and enterprise IT are currently?

The rapidly changing service provider landscape. It's directly competing with and fundamentally changing corporate IT and the services provided to its corporate parent.

Q. In five years, what do you think your organisation will look like and what kinds of technologies do you think will be needed to support this vision

The organization will likely spend significantly more time interfacing with external service providers as very mundane tasks, and very specialized tasks, will be handled by external partners. This will leave internal corporate IT to manage enterprise services and otherwise interface with service provider partners to insure expected levels of quality and consistency of delivery.

Q. What do you think are some of the biggest challenges involved with moving your IT estate over to the cloud?

Systems, both legacy and current technologies, that are very specific to the airline vertical. Also moving a multi-tiered environment to cloud-based services will require significant coordination to accomplish.

Q. What are you most looking forward to at Cloud World Forum this year?

I most look forward to comparing notes with IT leaders and visionaries from major companies around the world.