

# Aditinet annuncia Elastica e la strategia Cloud SOC

## Roma, 23 Marzo 2015



**ADITinet**  
**CONSULTING**

The Elastica logo is positioned on the right side of the slide. It features a blue, abstract, blob-like shape that resembles a cloud or a drop. Below this shape, the word "elastica" is written in a large, lowercase, blue, sans-serif font.

# Chi è PBS ([www.primobonacina.com](http://www.primobonacina.com))



Screenshot of the PBS website (<http://www.primobonacina.com/about>) viewed in a browser window.

The browser toolbar shows various tabs and icons, including Facebook, Stijn Rommens | Li..., About | PBS – P..., Edit Page < PBS – P..., and a search bar.

The page header features the PBS logo ("The IT-only, ready-to-run, measurable consultancy firm") and a navigation menu with links to ABOUT, SERVICES, PRESENTATIONS, ASSOCIATES, CUSTOMERS, EVENTS, JOBS, and CONTACTS. Social media sharing icons are also present in the header.

The main content area is titled "About". It includes a photo of a man (Stijn Rommens) and text about the company's history, services, and purpose. A sidebar on the right is titled "WHY THIS BLOG" and contains a photo of the same man, along with text explaining the blog's purpose and value. Other sidebar sections include "SEARCH" and "SUBSCRIBE".

**About**

[Edit This](#)



**PBS** was founded by [Primo Bonacina](#), a long-standing manager in the IT sector, with top roles in national and multinational firms, including 3Com, Anixter, Tech Data, Magirus (now Avnet), Microsoft and Acer.

We have done consultancy activities since 2010 and we started in the current set-up in 2014.

We operate either autonomously or with a [network of certified associates](#) who flexibly get together on a project basis. All in a very transparent way and with no overheads.

Our sole purpose is to add value to [IT players \(vendors and channels\)](#) by providing [hands-on, no-risk, flexible, affordable and measurable support](#) to their [commercial and company initiatives](#). To achieve that, we offer [a wide range of services](#), which alleviate many of the [pains](#) of our [customers](#), so they can focus on their core business.

Our customers do [appreciate](#) our support: project-driven, measurable, affordable, easy to set up and even to stop.

We are the true IT-only, ready-to-run, measurable consultancy company. If you want to know more, please freely download our [presentation](#) materials.

**WHY THIS BLOG**

We are the IT-only, ready-to-run, measurable consultancy company. Our purpose is to add value to IT players by providing hands-on, no-risk, affordable, measurable support to their initiatives.

This blog is here to provide fresh information on market, channel and technology trends and hot topics. And on the great time we are having with our customers too!

**SEARCH**

Search

**SUBSCRIBE**

Join 30 other subscribers

Just your e-mail. No registration required!

Subscribe

**PBS**  
The IT-only, ready-to-run,  
measurable consultancy firm

# Chi è Aditinet

The screenshot shows the Aditinet website homepage. At the top, there's a navigation bar with links for Home, Soluzioni, Clienti, Vendor, Chi siamo, News, Eventi, Press, and Contatti. Below the navigation is a large banner featuring a red armchair in an airplane cabin. To the right of the armchair are sections for TECHNOLOGIES (Networking, Security, Mobility, Cloud) and INDUSTRIES (Finance, Utilities & Services, Service & Manufacturing, Media, Education & Research, Public Sector). A map of Europe highlights several locations with red pins, and a large orange checkmark icon is on the right. The main content area below the banner includes the Aditinet logo and the text "ADITINET The 1<sup>st</sup> Class IT Company". It also features icons for video and audio, and a section about the company's foundation in 2004 and its presence in 2 countries.

**ADITINET**  
The 1<sup>st</sup> Class IT Company

*I Nostri Clienti?*  
Viaggiano solo in Prima Classe Tecnologica

Aditinet è uno dei PRIMI PROTAGONISTI TECNOLOGICI italiani, specializzato in soluzioni avanzate di Networking, Security, Mobility

2004  
ANNO DELLA FONDAZIONE  
e da allora siamo tra i Primi Protagonisti del settore IT

2  
PAESI DEL MONDO  
In cui operiamo: dal 2004 in Italia e dal 2015 in Inghilterra

# Chi è Elastica

<http://www.elastica.net/company/>

elastica COMPANY

PRODUCTS RESOURCES PARTNERS ABOUT FREE SaaS AU

What's in the name?

Elasti: "flexible, accommodating, adaptable, buoyant." So shall we say the corollary to Darwin's thesis for Enterprises is that "Only the ones who are the most Elasti would survive."

Elasti Enterprise is now about flexibility in how employees are enabled to use most efficient cloud services and mobile, to stay agile and competitive.

Security is often the detriment to such flexibility. Elastica solves the cloud security problem to enable your Elasti Enterprise.

One of the best teams in silicon valley

Elastica has over 90 team members with some of the industry's top experts in data science, machine learning, deep packet inspection, security, cryptography, stream processing, front-end design and web-scale cloud engineering.

Data Science & Engineering Leadership

Interested in Joining? We're hiring!

Welcome Register Login to your account About Us Contact Us Advertise with us Mobile Site

Leading Lights AWARDS 2015

**LightReading** Networking the Telecom Community

HOME NEWS & VIEWS FEATURED STORIES AUTHORS MESSAGES VIDEO AUDIO WEBINARS RESEARCH LR EVENTS

TECHNOLOGY COMPONENTS DIGITAL BROADBAND MOBILE CABLE OPTICAL ETHERNET IP DATA CENTER

HOT TOPICS IoT SECURITY DRONES ENERGY EFFICIENCY SERVICES BUY GEOPOLITIC

TESSER "CANDE VOI DAI HA MORE THAN 100 DMA?" "COMCAST BUSINESS EXTEND ATES" "AVAGO

► SECURITY / CLOUD SECURITY

**Cyber Security Startup Elastica Nabs \$30M Funding**

SAN JOSE, Calif. — Elastica ([www.elastica.net](http://www.elastica.net)), the leader in Data Science Powered™ Cloud Application Security, today announced that it has closed its series B funding round with an investment of \$30 million. Third Point Ventures led the round, with participation from Mayfield Fund and Pelion Venture Partners. Robert Schwartz from Third Point Ventures joined the Elastica board.

Forrester Research reported that the public cloud market was \$58 billion in 2013, is approaching \$91 billion and estimates that it will grow to \$191 billion by 2020 (The Public Cloud Market Is Now in Hypergrowth, April 24, 2014). Traditional solutions' inability to provide security and compliance for enterprise cloud usage has created demand for a new breed of security solutions delivered by Elastica that many leading analyst firms say will be adopted by 25 percent of enterprises by 2016.

As a member of the Cloud Access Security Brokers category, Elastica is competing in a market that Gartner has identified as rising in importance. In the analyst firm's Emerging Technology Analysis: Cloud Access Security Brokers report (9/26/14), it reported: Since their emergence in 2012, CASBs have grown in importance and today are the primary technical means of giving organizations more control over SaaS security. This technology will become an essential

# L'agenda della mattinata



10:30: Cloud e SaaS: dove va il mercato (*Primo Bonacina – PBS per Aditinet*)

10:50: La strategia Cloud SOC di Aditinet (*Paolo Marsella – Aditinet*)



11:15: Elastica: soluzioni e live demo (*Stijn Rommens – Elastica EMEA, in lingua Inglese, con Enrico Nasi, Aditinet*)

12:30: Conclusioni e Q&A

12:45: Buffet lunch



# Perché proprio oggi parliamo di Elastica e di Cloud SOC



# Dove va il mercato: «2015, the year of the revenue cloud»

A screenshot of a web browser displaying the ITCandor website. The URL is http://www.itcan... The page title is "ITCandor Phone And Tablet Tracker". The main content area shows a blog post titled "5. The year of the Revenue Cloud – Cloud service grows 14.8%". The post is dated December 19, 2014, and has 5 comments. Below the title is a chart titled "Enterprise computing choices and the Cloud" showing the growth of cloud services over time. The chart has columns for "On Premise" and "Off Premise" and rows for Application, Database, Infrastructure, Software, Hypervisor, Orchestration, Server, Storage, and Network. Arrows point from the "On Premise" column to the "Off Premise" column, indicating a shift towards cloud computing.

**5. The year of the Revenue Cloud – Cloud service grows 14.8%**

December 19, 2014 • 5 Comments

**Enterprise computing choices and the Cloud**

|                | build your own | buy IaaS | buy PaaS | buy SaaS |
|----------------|----------------|----------|----------|----------|
| Application    | On Premise     |          |          |          |
| Database       |                |          |          |          |
| Infrastructure |                |          |          |          |
| Software       |                |          |          |          |
| Hypervisor     |                |          |          |          |
| Orchestration  |                |          |          |          |
| Server         |                |          |          |          |
| Storage        |                |          |          |          |
| Network        |                |          |          |          |

**On Premise**      **Off Premise**

Our fifth prediction is that 2015 will be the year in which Cloud Computing comes of age as an accepted resource for big business customers and a strong revenue generator for major suppliers. In particular that SaaS and IaaS/PaaS categories will grow by 14.2% to \$52B and by 15.2% to \$79B respectively.

We've made Cloud Computing predictions for every year. Specifically it:

- 2010 will mature, attracting users as a new delivery and outsourcing model,
- 2011 gets real – grows 17% to \$1.7T,
- 2012 is countervailing – grows 10% to \$1.1T,
- 2013 is still countervailing, but grows Just 2% and
- 2014 grows 6.3% To \$1.6T

# Dove va il mercato: «2015, the year of the revenue cloud»

## Enterprise computing choices and the Cloud

|                         | build your own | buy IaaS | buy PaaS | buy SaaS |
|-------------------------|----------------|----------|----------|----------|
| Application             |                |          | ✓        |          |
| Database                |                |          |          |          |
| Infrastructure Software |                |          |          |          |
| Hypervisor              |                | ✓        |          |          |
| Orchestration           |                |          |          |          |
| Server                  |                |          |          |          |
| Storage                 | ✓              |          |          |          |
| Network                 |                |          |          |          |

**On Premise**

**Off Premise**

ITCandor



Dove va il mercato:

«Cisco predicts that, by 2018, 59% of the total cloud workloads will be Software-as-a-Service (SaaS) workloads, up from 41% in 2013»

Figure 9. SaaS Most Highly Deployed Global Cloud Service by 2018

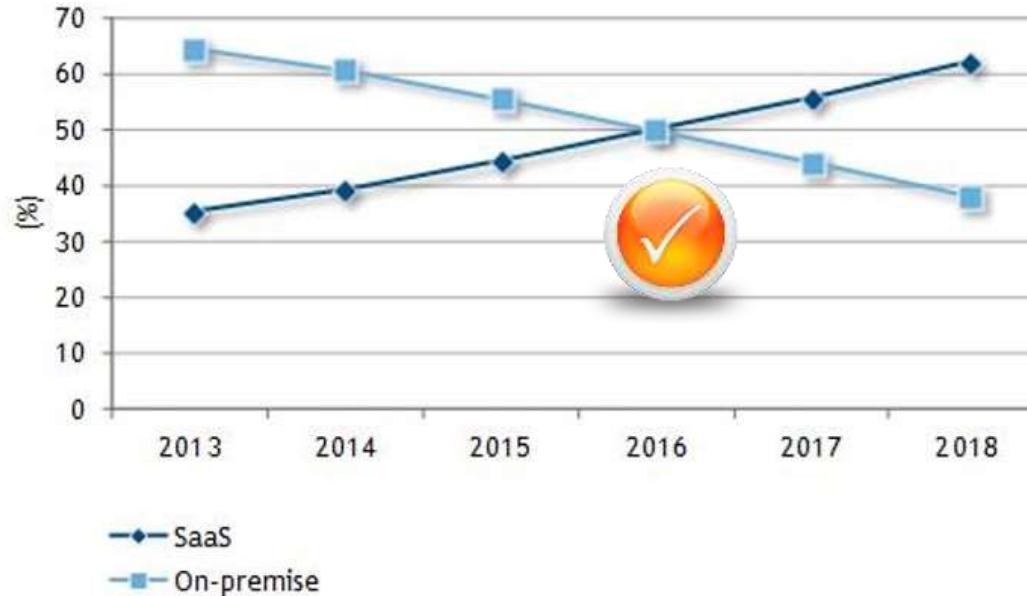


Source: Cisco Global Cloud Index, 2013–2018

# Dove va il mercato: «IDC Predicts SaaS Enterprise Applications Will Be A \$50.8B Market By 2018»

**Figure 3: Worldwide CRM Applications Revenue Share by SaaS and On-Premise,  
2013 - 2018**

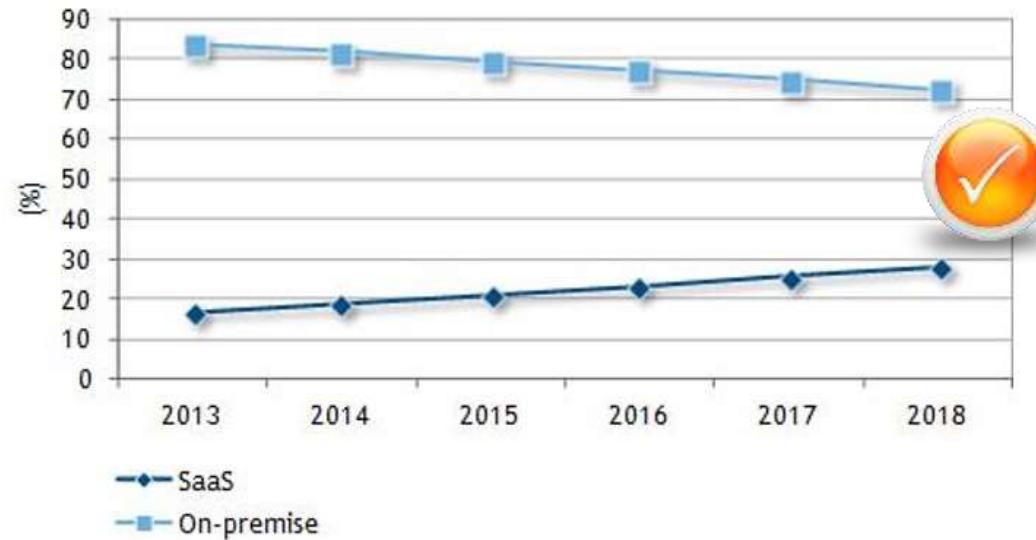
Source: IDC, Worldwide SaaS Enterprise Applications 2014–2018 Forecast and 2013 Vendor Shares, #252568



# Dove va il mercato: «IDC Predicts SaaS Enterprise Applications Will Be A \$50.8B Market By 2018»

**Figure 2: Worldwide Enterprise Applications Revenue Share by SaaS and On-Premise, 2013 - 2018**

Source: IDC, Worldwide SaaS Enterprise Applications 2014–2018 Forecast and 2013 Vendor Shares, #252568



Dove va il mercato:  
«Azure, Office 365 drive Microsoft revenues,  
Official press release Q1FY15»

*Office 365 Home and Personal  
subscribers totaled more than 7  
million, representing more than 25%  
sequential growth over the previous  
quarter.*

*[On an annual basis] Commercial  
cloud revenue grew 128% driven by  
Office 365, Azure and Dynamics CRM.*





## Driving Shadow IT Growth

Externalize, Consumerize, Democratize (ECD) Trend

- Externalize
  - Capabilities sourced from outside your enterprise
  - Restrict to non-core business functions
- Consumerize
  - Bring Your Own (BYO\*) trend
  - Employees and partners expect a usable and rich user experience
- Democratize
  - Everyone can perform task or acquire capability
  - Adoption hurdles removed

Dove va il mercato:

«81% of employees admitted to using unauthorized SaaS applications;

Can Shadow IT benefit your company?»

Can Shadow IT Benefit Your Company?

December 12, 2014 / in Cloud, Shadow IT / by Lara White

4 438 6 2

[Tweet](#) [Share](#) [Share](#) [Condividi](#)

*“...A whopping 81 percent of employees admitted to using unauthorized SaaS applications.”*

For many organizations, the cloud security risks of shadow IT are becoming well known. Putting sensitive or unprotected corporate data in cloud applications that haven't been appropriately evaluated and secured by the IT department can lead to data breaches and their serious consequences. But are there any upsides to shadow IT?

In fact, there is one major upside to shadow IT, and that's its ability to point the way towards the real needs of an organization's employees and lines of business. A recent Shadow IT survey



# La risposta: Cloud SOC



Grazie dell'attenzione!

Copia integrale delle presentazioni della giornata: [www.primobonacina.com/23marzo2015](http://www.primobonacina.com/23marzo2015)



The screenshot shows a web browser window displaying a slide from the PBS website. The slide is titled "Slide evento "Aditinet annuncia Elastica e la strategia Cloud SOC" - Roma, 23 Marzo 2015". The PBS logo is at the top left. Below the title, there are logos for ADITInet Consulting and elastica. The agenda section lists a link to the event page. Presentations by Primo Bonacina and Paolo Marsella are mentioned. At the bottom, there is a link to Stijn Rommens' presentation.

ABOUT» SERVICES» PRESENTATIONS ASSOCIATES CUSTOMERS» EVENTS JOBS  
CONTACTS

Slide evento "Aditinet annuncia Elastica e la strategia Cloud SOC" - Roma, 23 Marzo 2015

[Edit This](#)

**ADITInet** CONSULTING      **elastica**

Agenda dell'evento:

- <http://www.primobonacina.com/it-auditnet-aditinet-annuncia-elastica-e-la-strategia-cloud-soc-roma-23-marzo-italy-milano-24-marzo-hotel-michelangelo/>

Presentazione Primo Bonacina, Managing Partner, PBS:

Presentazione Paolo Marsella, CEO, ADITInet:

Presentazione Stijn Rommens, Director of Sales Engineering EMEA, elastica

# Subscribe [www.primobonacina.com](http://www.primobonacina.com) (i dati qui presentati: sezione MARKET DATA)

<http://www.primobonacina.com/cs>

File Modifica Visualizza Preferiti Strumenti

stats 3D PB SME force CRM Adi CI FB Dom Cer C Gaz Cred Tw An PBS Lin Up Latt

PBS - Primo Bonacina Services 1 Now Edit Category SEO Maintenance is Off

**PBS**  
The IT-only, ready-to-run,  
measurable consultancy firm

ABOUT» SERVICES» PRESENTATIONS ASSOCIATES CUSTOMERS» EVENTS JOBS CONTACTS

**CATEGORY ARCHIVES: MARKET DATA**

**[ITEuropa]** Not one place: European countries have very different digital scores

2 March 2015 Market data No comments

The digital gap in Europe shows that public services are an everyday reality in some countries but almost non-existent in others: 33% of European Internet users have used online forms to send information to public authorities, ranging from 69% in Denmark to 5% in Romania.

[to keep reading, click [HERE](#)]

Input performance score

| Category                                   | Denmark | Iceland | Norway | Sweden | Austria | Portugal | Spain | Finland | Latvia | Malta | Hungary | Poland | Romania |
|--|---------|---------|--------|--------|---------|----------|-------|---------|--------|-------|---------|--------|---------|
| 1. E-commerce                              | 0.65    | 0.60    | 0.55   | 0.50   | 0.45    | 0.40     | 0.35  | 0.30    | 0.25   | 0.20  | 0.15    | 0.10   | 0.05    |
| 2. Digital Skills                          | 0.60    | 0.55    | 0.50   | 0.45   | 0.40    | 0.35     | 0.30  | 0.25    | 0.20   | 0.15  | 0.10    | 0.05   | 0.05    |
| 3. Online Access/Household computing, etc. | 0.60    | 0.55    | 0.50   | 0.45   | 0.40    | 0.35     | 0.30  | 0.25    | 0.20   | 0.15  | 0.10    | 0.05   | 0.05    |
| 4. Integration of Digital Technology       | 0.60    | 0.55    | 0.50   | 0.45   | 0.40    | 0.35     | 0.30  | 0.25    | 0.20   | 0.15  | 0.10    | 0.05   | 0.05    |
| 5. Digital Public Services                 | 0.60    | 0.55    | 0.50   | 0.45   | 0.40    | 0.35     | 0.30  | 0.25    | 0.20   | 0.15  | 0.10    | 0.05   | 0.05    |
| 6. Performance                             | 0.60    | 0.55    | 0.50   | 0.45   | 0.40    | 0.35     | 0.30  | 0.25    | 0.20   | 0.15  | 0.10    | 0.05   | 0.05    |

**[ITCandor]** 2014 - market revenues down 0.3% - profit and headcount up

2 March 2015 Market data No comments

Se the IT and Communications market in 2014 can... World ITC revenues (\$US billion) by category and quarter - 2005-2014

**TODAY'S TOP PAGES**

ITALI (Adinet e Simili) ha passato

<http://www.primobonacina.com/cs>

File Modifica Visualizza Preferiti Strumenti

stats 3D PB SME force CRM Adi CI FB Dom Cer C Gaz Cred Tw An PBS Lin Up Latt

PBS - Primo Bonacina Services 1 Now Edit Category SEO Maintenance is Off

**PBS - Primo Bonacina Services**

**Why this blog**

We are the IT-only, ready-to-run, measurable consultancy company. Our purpose is to add value to IT players by providing hands-on, no-risk, affordable, measurable support to their initiatives.

This blog is here to provide you fresh information on market, channel and technology trends and hot topics. And on the great time we are having with our customers too!

**SEARCH**

Search

**SUBSCRIBE**

Subscribe (no further registration required!) to receive fresh news on IT trends and hot topics!

Your e-mail address

Subscribe

**TODAY'S TOP PAGES**

ITALI (Adinet e Simili) ha passato

**Adinet amazon AWS BIGDATA Big Data cloud**

**Cloudian** Containers Data protection Docker

**Elasticsearch** EMC fastERA Gartner Google

**Hadoop** Hortonworks IBM ICT4Executive

**Italian** IT Center LinkedIn management MySQL Oracle Microsoft Object Storage Oracle Recruiting SaaS security Security SEO Server Social Media

**Storage** TechRepublic Twitter Virtualization VMware Webinar

**CATEGORIES**

Adinet Channels Cloud E-Commerce Events From our Customers Future Infographics Italian Language Management Market data Marketing My article News Predictions Recruiting Social Technolog White Paper

**TWITTER**

Primo Bonacina @PrimoBonacina TECHNOLOGY BRIEF: Top 7 ways to protect your data in the New World of Shadow IT and Shadow Data Privacy law

**Enterprise computing choices and the Cloud**

[to continue, click [HERE](#)]

**[TICandor]** 2015 is the year of the Revenue Cloud - Cloud service grows 14.8%

21 January 2015 Cloud Market data No comments

2015 will be the year in which Cloud Computing comes of age as an accepted resource for big business customers and a strong revenue generator for major suppliers. In particular that SaaS and IaaS/PaaS categories will grow by 14.2% to \$52B and by 15.2% to \$78B respectively.

**Enterprise computing choices and the Cloud**

[to continue, click [HERE](#)]

<http://www.primobonacina.com/category/market-data/>

build your own buy lead buy Peo! buy SeoS