Amex Cloud Hong Kong:

0.09 – 0.13	If the software resides on the device you're holding, it is not cloud computing.	如果某個軟體存在於你使用的設備上，就不能稱爲雲計算。
0.15 – 0.18	If the software resides somewhere else, it is cloud computing.	如果軟體存在於其他地方，則可以稱爲雲計算。
0.19 – 0.26	So, typically, if you have to access computer functionality over a portal on the Internet, that is usually cloud computing.	因此，如果必須通過網絡上的門戶網站訪問電腦功能，這通常就是雲計算。
0.27 - 0.34	If the functionality comes from you installing something onto the hard drive of the device in front of you - that is typically not cloud computing.	如果需要在自己面前設備中的硬碟驅動器安裝東西，才能實現某種功能 —— 這通常就不是雲計算。
0.41 – 0.46	If you're a small business in Hong Kong, you really do need to be considering cloud as an option	如果你們是香港的小公司，那麼就需要考慮使用雲方案
0.47 – 0.50	because cloud can offer you very significant cost benefits.	因爲雲可以帶來巨大的成本效益。
0.51 – 0.57	You know, if you pay per use, it can be a lot cheaper than having to purchase products basically,	要知道，如果按使用次數付費，它基本上會比購買產品要便宜得多，
0.58 – 1.00	so the pay per use model can give you very significant cost benefits	因此按使用次數付費模型能爲你帶來巨大的成本效益。
1.01 – 1.05	It can also offer you benefits– I'll try not to use words that are too technical	它還會帶來效益 —— 就允許人們使用任何設備訪問網絡上的功能方面而言，
1.06 – 1.12	in terms of allowing people to use any device to access that functionality over the Internet.	我盡量不使用太過技術性的詞彙。
1.13 – 1.19	So, in the non-cloud world, often the software is installed on a specific device and only that device can access it.	因此，在不使用雲的地方，軟體通常安裝在特定設備中，且只有該特定設備可以訪問該軟體。
1.20 – 1.22	In the cloud world, you can access that functionality from any device:	在使用雲的地方，可以從任何設備訪問相關功能：
1.23 - 1.32	smartphone, tablet, different PCs, whatever, and this offers so much more flexibility to an organisation.	智慧型電話、平板、不同的個人電腦等設備，都能爲機構帶來比以往多得多的靈活性。
1.33 – 1.38	Also in the cloud world, if somebody joins your company, you can provision the service to them really quickly.	此外在使用雲的地方，如果有人加入你們公司，你可以非常快速地爲他們提供服務。
1.39 – 1.41	You can offer a new email account just like that - really, really quickly.	可以爲他們提供新的電子郵件帳號等 —— 這一切都非常迅速。
1.42 – 1.47	It's a much less complex process than it is with on premise alternatives,	比起公司內部方案，雲方案的流程要簡單得多，
1.48 – 1.51	so provisioning of new services is so much faster.	因此提供新的服務要快得多。
1.52 – 1.55	Also in a cloud world, if you suddenly have an increase in demand for something,	同樣在使用雲的地方，如果你對某樣東西的需求突然增加，
1.56 – 2.01	you can handle that comparatively simply using cloud compared to traditional methods	相對於使用傳統方法，使用雲方案來處理該需求相對較簡單，
2.02 – 2.07	where, you know, the sudden increase in demand might stretch and bring down your IT infrastructure.	使用傳統方法時，需求突然增加可能會造成資料膨脹，造成IT基礎架構崩潰。
2.12 – 2.21	If you're a restaurant in Hong Kong, you're in the food and beverage industry,	如果你們是香港的一間餐廳，那麼屬於飲食行業，
	you really want to focus on - to use the term that's often used - your core activities	你真的需要專注於——用流行的話來說就是——自己的核心活動。

2.22 - -2.27	which are dealing with your customers and making the product - so focusing on the food and so forth.	核心活動就是招待客戶和提供產品——那麼就需要專注於食品等。
2.28 – 2.31	So, there are many ways you could use cloud computing.	你有多種方法來使用雲計算。
2.32 – 2.38	Maybe you could use it in terms of having apps that people use their smartphones for,	就人們在智慧手機上使用的app而言,你也許能使用雲計算,
2.39 – 2.41	that enable them to book a table and tell them what's on the menu.	此類app可以幫人們預訂座位,並讓他們瞭解詳細菜單。
2.42 – 2.44	You can use to engage with loyal customers.	也可用於聯絡忠誠客戶。
2.45 – 2.48	These are some of the new innovative ways we're seeing people using cloud computing,	我們看到人們會通過一些新的創意性方法來使用雲計算,
2.49 – 2.47	but some of the more obvious ways really are for that restaurant to deal with its accounts, to deal with its HR activities.	但是餐廳利用雲計算的更爲顯而易見的途徑是處理其帳戶,以及人力資源活動。
2.48 – 3.02	It's often more effective for it to not have to worry about installing all this software onsite,	往往利用雲計算處理這些事務更爲有效,因爲不必考慮在公司設備中安裝一系列此類軟體、
3.03 – 3.10	buying the software, having an IT team supporter when it can just go over the Internet and source these services from the cloud.	購買軟體,配備IT支持團隊,而只需通過網絡,從雲端利用這些服務即可。
3.11 – 3.21	So, the Hong Kong restaurant… You know, I would argue that being able to access this IT functionality in HR and F and A over the cloud,	因此,就香港餐廳而言……我主張應當能夠通過雲端訪問人力資源、財務及會計方面的IT功能,
3.22 – 3.28	rather than having to worry about doing it itself on premise can allow it to focus on more important activities.	而不用考慮如何通過公司內部的設備來處理這些事務,以便能夠關注更重要的活動。
3.32 – 3.35	The classic cloud computing model is you literally pay per use.	傳統的雲計算模型基本上是按使用次數付費。
3.36 – 3.41	We're getting to a situation where organisations are now able to pay per minute use.	我們開始發展到這一步,機構現在能夠按使用分鐘數付費了。
3.42 – 3.47	So, Microsoft Azure, for example, or one of Microsoft's cloud offerings,	例如Microsoft Azure,或者Microsoft其中一項雲服務,
3.48 – 3.51	Microsoft recently announced that it's a per minute payment.	Microsoft最近宣佈其服務按分鐘收費。
3.52 – 3.54	So, it means that you literally pay for what you use.	因此,這就意味著你只需按自己使用的分鐘數付費。
3.55 – 4.01	Now, a lot of organisations buy software licences and infrastructure and they don't fully utilise the IT that they pay for.	現在,很多機構會購買軟體證書和基礎架構,但是卻很難充分利用他們付費購買的IT設備。
4.02 – 4.08	So, the promise of IT is that because you never fully utilise what you pay for, you'll end up paying a bit less.	因此,IT行業的承諾就是因爲你永遠無法充分利用自己付費購買的設備,因此最終可以少付一點錢。
4.09 – 4.12	So, the sense is that overall a little bit less will be spent.	因此,從這個意義上來說可以少花一點錢。
4.13 – 4.16	But what's also important to organisations is the type of expenditure.	但是,對機構而言同樣重要的還有費用類型。
4.17 – 4.22	They can reduce capital expenditure significantly and focus more on day-to-day operational expenditure,	他們可能大幅削減基本建設費用,並更爲關注日常運營開支,

4.23 – 4.29	so if you're paying per use, it's a day-to-day operational expense rather than capital expenditure.	因此如果你是按使用次數付費，那麼該費用就是日常運營費用，而不是基本建設費用。
4.33 – 4.38	Cloud computing automates a lot of activities that once you might have needed a technical person to do,	雲計算會對眾多活動進行自動化處理，而這些活動原本需要技術人員來協助，
4.39 – 4.42	or for that matter, maybe an accounting or an HR person to do.	或者需要會計或人力資源部人士來處理相關事務。
4.43 – 4.50	A small company can, for example, access expenses management software over the cloud,	例如，小公司可以通過雲端來訪問費用管理軟體，
4.51 – 4.57	and pay per use and that eliminates the need for HR professionals that you might have used in the past to do so much.	並按使用次數付費，這樣就無需再聘用你以往曾經用過的人力資源專業人士來做這麼多工作。
4.58 – 5.03	It just automates so much of processes where one's people with certain skills were involved	它會對以往需要特定技能人士參與的很多項流程進行自動化處理，
5.04 – 5.08	and that's actually very attractive in an environment where skills are expensive and scarce.	在專業技能昂貴而稀缺的環境中，這確實極具吸引力。
5.13 – 5.16	There are clear benefits that you want to make sure you get.	對你而言有一些顯而易見的好處。
5.17 - 5.22	I mean some very obvious things areyou want to make sure that if there's a cloud offering, it does fit the needs that you've got.	我的意思是，很顯然你希望確保有雲端服務可用的版本，並且確實能夠滿足你目前的需求。
5.23 – 5.24	I mean I'm stating the obvious when I say this.	我說這話的意思是，這些都是顯而易見的事實。
5.25 – 5.28	You want to also check that it satisfies your performance requirements;	你還希望確保它能滿足自己的性能需求；
5.29 – 5.31	that it's fast enough that you don't have latency issues to deal with,	平台處理速度夠快，這樣你就無需顧慮延遲等待的問題，
5.32 – 5.41	also that it's reliable and that your network infrastructure is able to effectively manage that and enable you to get these benefits associated with cloud.	此外該平台也非常可靠，你的網路基礎架構能夠有效進行管理，讓你能夠獲得與雲端相關的種種好處。
5.41 – 5.43	So, we talk about the benefits a lot, but you've really got to make sure you've got the infrastructure in place to get those benefits	我們在上面已經討論了種種好處，但是請務必確保已經將基礎架構部署妥當，這樣才能獲得這些好處
5.48 – 5.54	and just to reinforce that point, that the software that you're using or the hardware, the infrastructure you're using meets your specific needs	需要進一步說明的是，你使用的軟體、硬體或基礎架構需要滿足自己的特定需求
5.55 – 5.56	so you need to really evaluate that.	因此真的需要好好做出評估。
5.57 – 6.01	You also need to ensure that security processes are in place,	還需要確保安全流程均已部署到位，
6.02 – 6.06	that the cloud provider has them in place that tie in with your security stance as an organisation.	雲提供商已將安全流程部署妥當，並與你的安全狀況結合。
6.07 – 6.12	If there are any compliance requirements in your industry, you've got to make sure that you're complying with that.	如果所在行業內有合規要求，那麼就必須確保遵守該合規要求。
6.13 – 6.19	You've also got to make sure that these cloud offerings can be integrated with what you've got on premise, if necessary.	如有必要，還需要確保這些雲服務能夠與公司內部設備有效整合在一起。

6.20 – 6.28	So, very often there's a need to integrate the functionality you're getting from the cloud with your traditional on premise offerings.	我們經常有必要將從雲端獲得的功能與公司內部的傳統服務功能整合到一起。

End