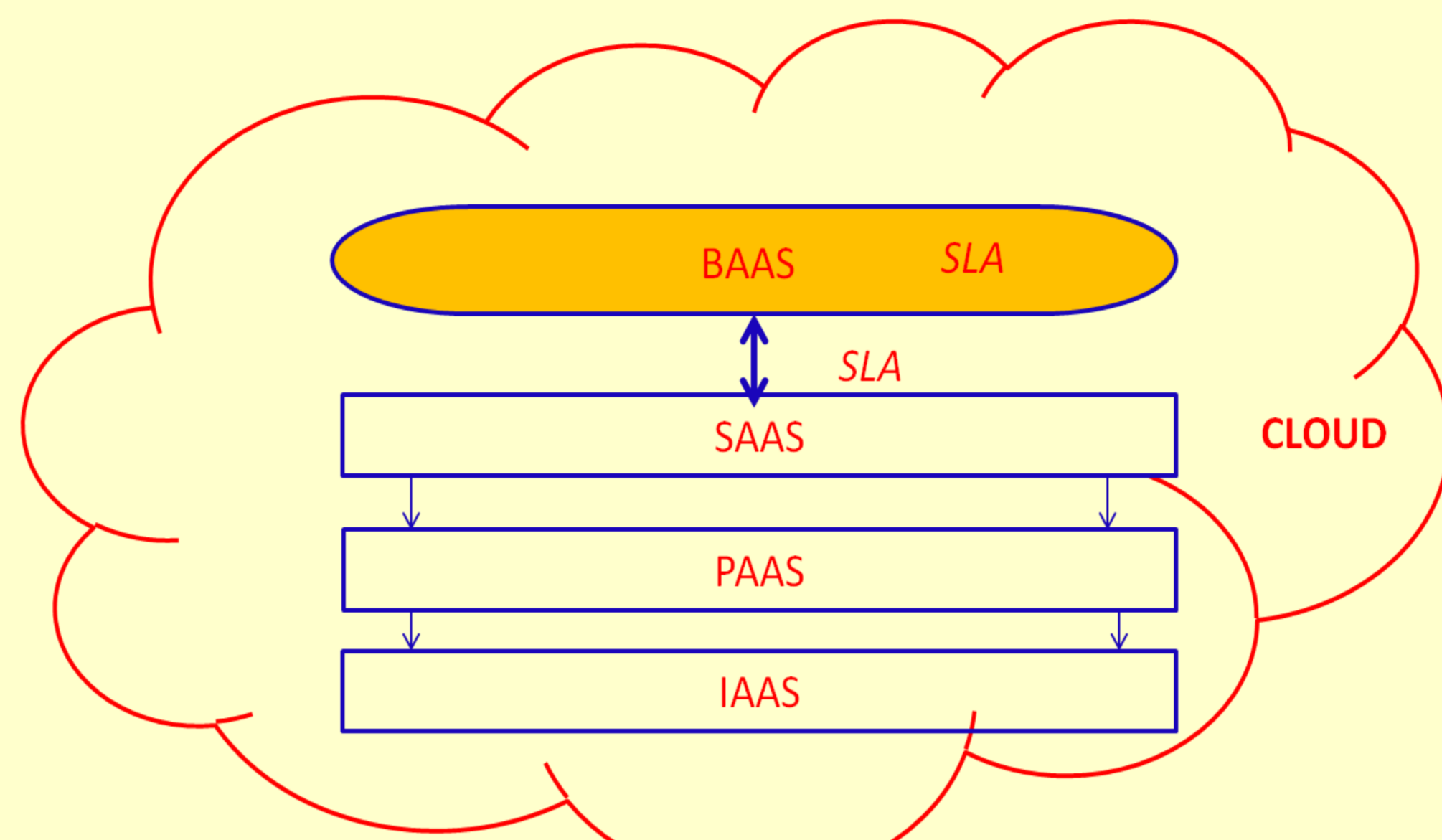


Authors **CONCEPCIÓN MARTÍN GASCUEÑA; ANA GONZALO NUÑO**

Polytechnic University of Madrid (SPAIN)

Introduction

New technologies such as, the new Information and Communication Technology ICT, break new paths and redefines the way we understand business. In a few years time, Cloud Computing has become the spotlight of myriad companies that see this technology as a place from which to *develop, manage and launch their business* due to several causes such as: the possibility of market expansion, Cloud companies can now reach every corner of the globe.



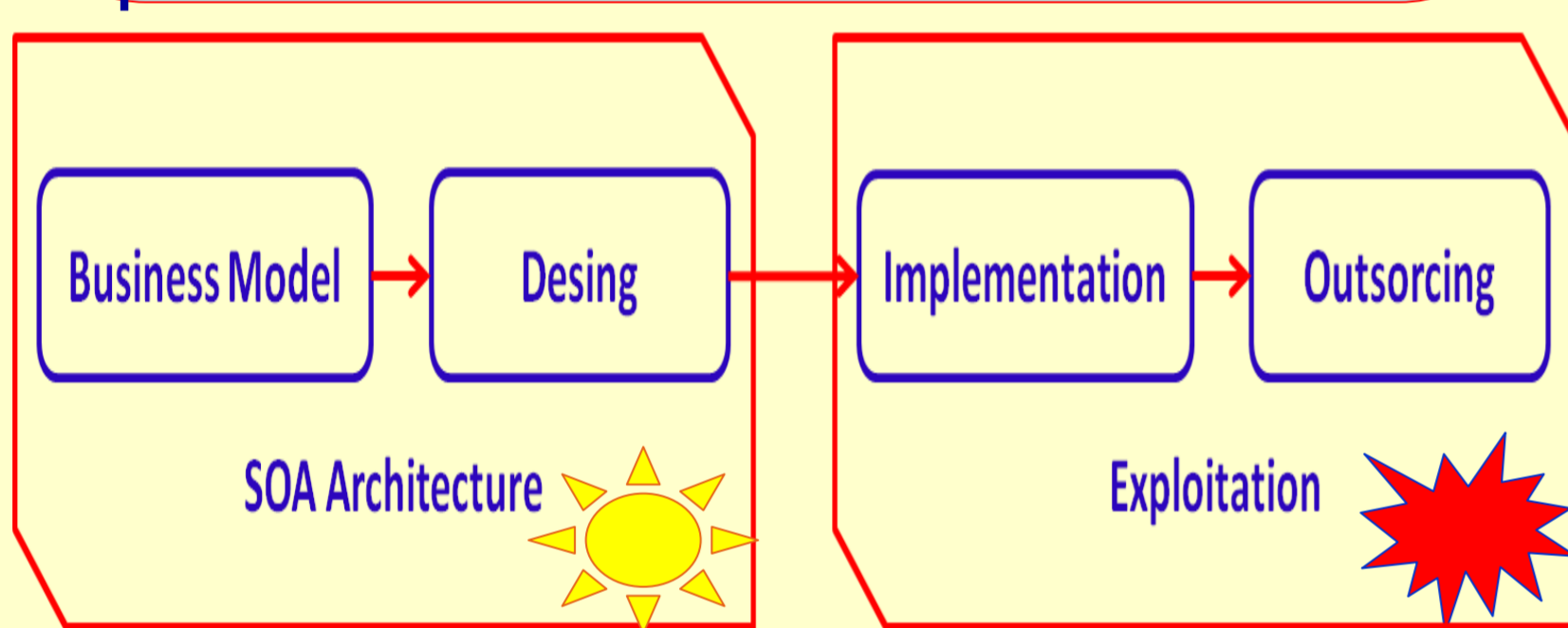
Everything in the Cloud is consumed as a service. We consider necessary to add a new layer on the traditional infrastructure of Cloud: the **Business as a service (BaaS)** layer.

The ability to expand or contract resources by needed with the **on demand resource gathering and the per usage payment scheme** are now commonplace, and allows companies to save on their ICT investments.

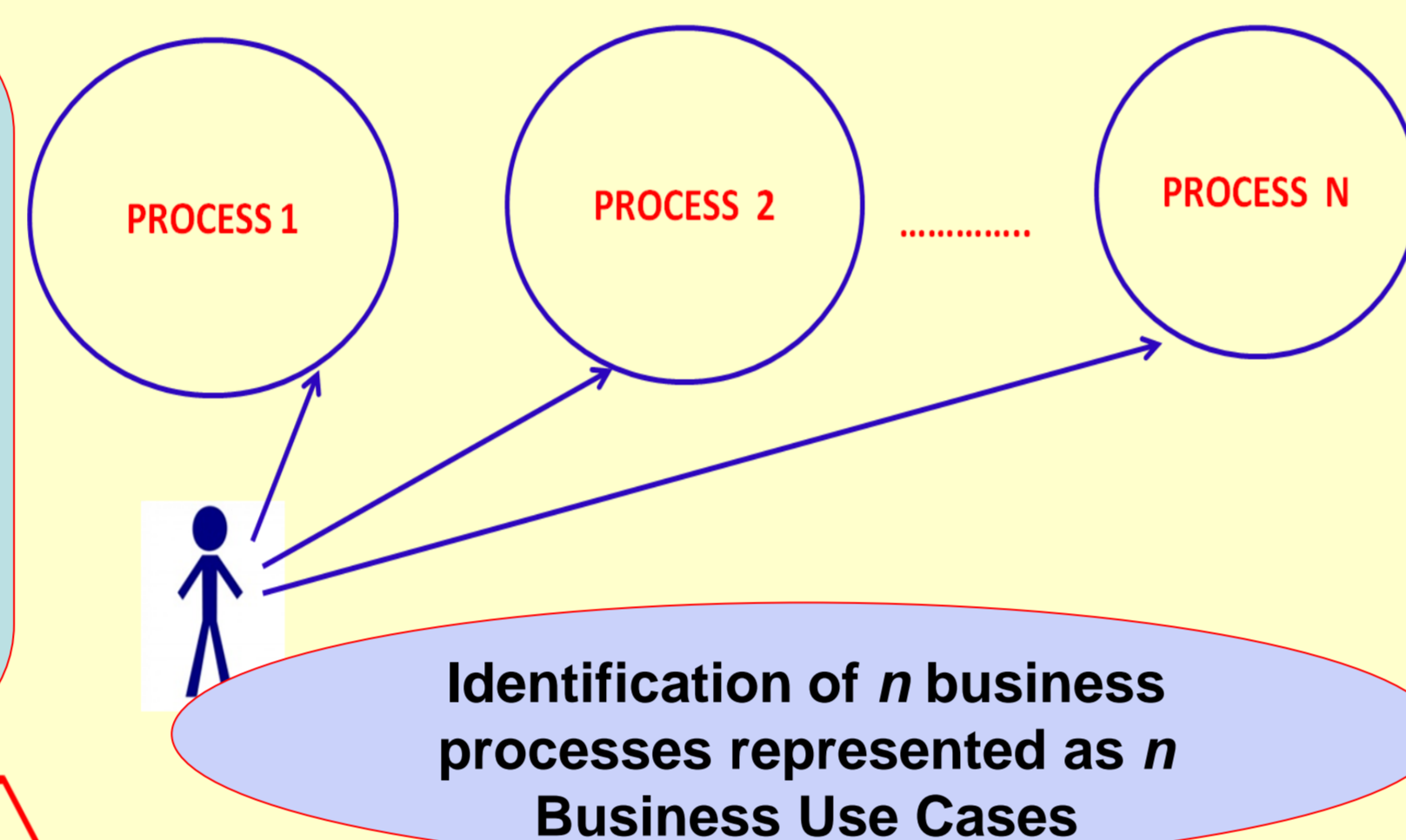
But business migration to the Cloud, including its data, services and processes, should be made **based on well-defined strategies and methodologies**.

Methodology:

We define a methodology for the development of business models focused for their externalization in the Cloud, using Service Oriented Architect (SOA) philosophy and diagrams and UML specifications

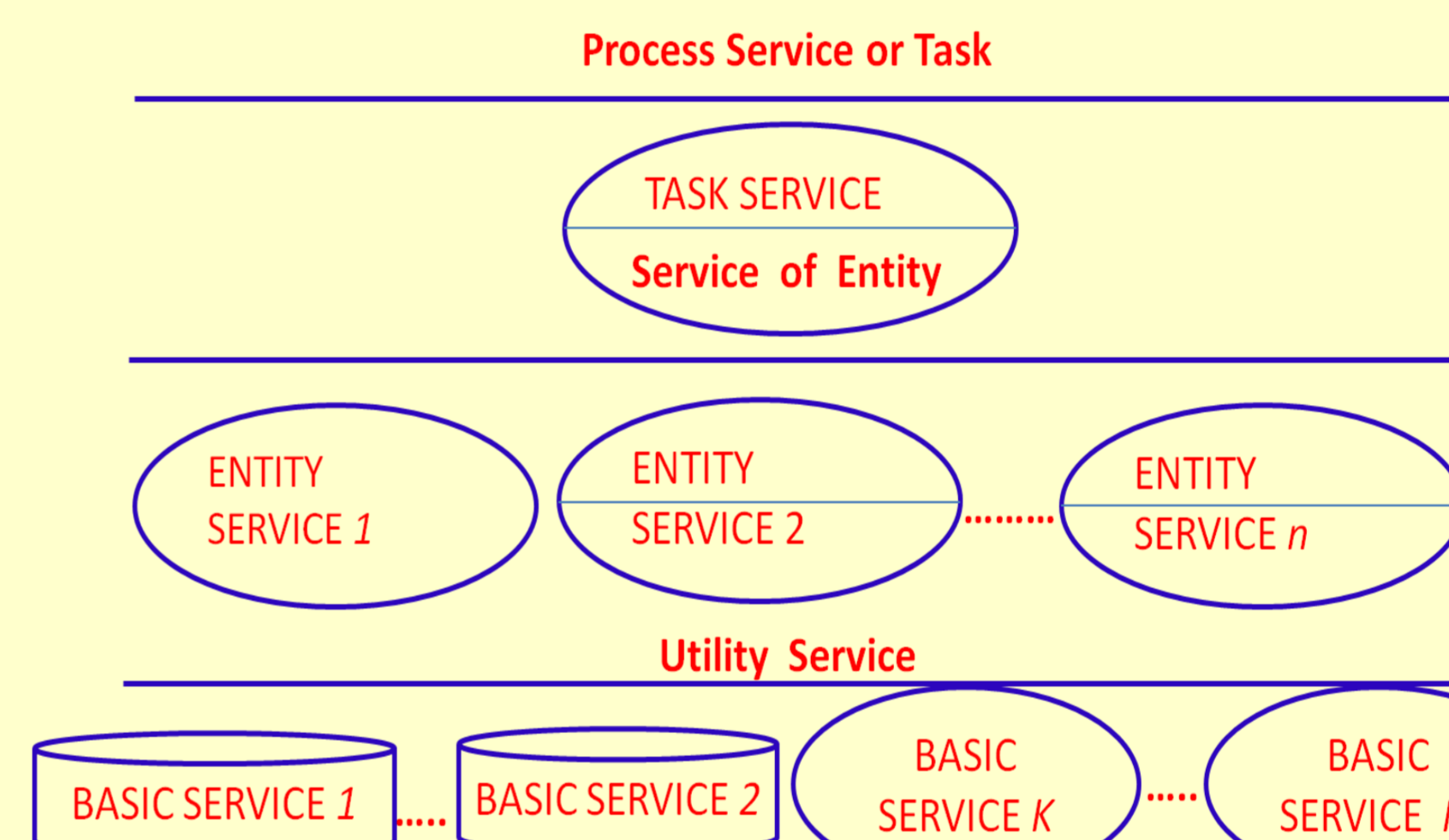


The four stages of our Methodology



Business Modelling phase
Analysis of the Organization
Identify the business processes
Actions description

Design phase
Identify and categorize services
Discover existing services
Specify of services
Services orchestration



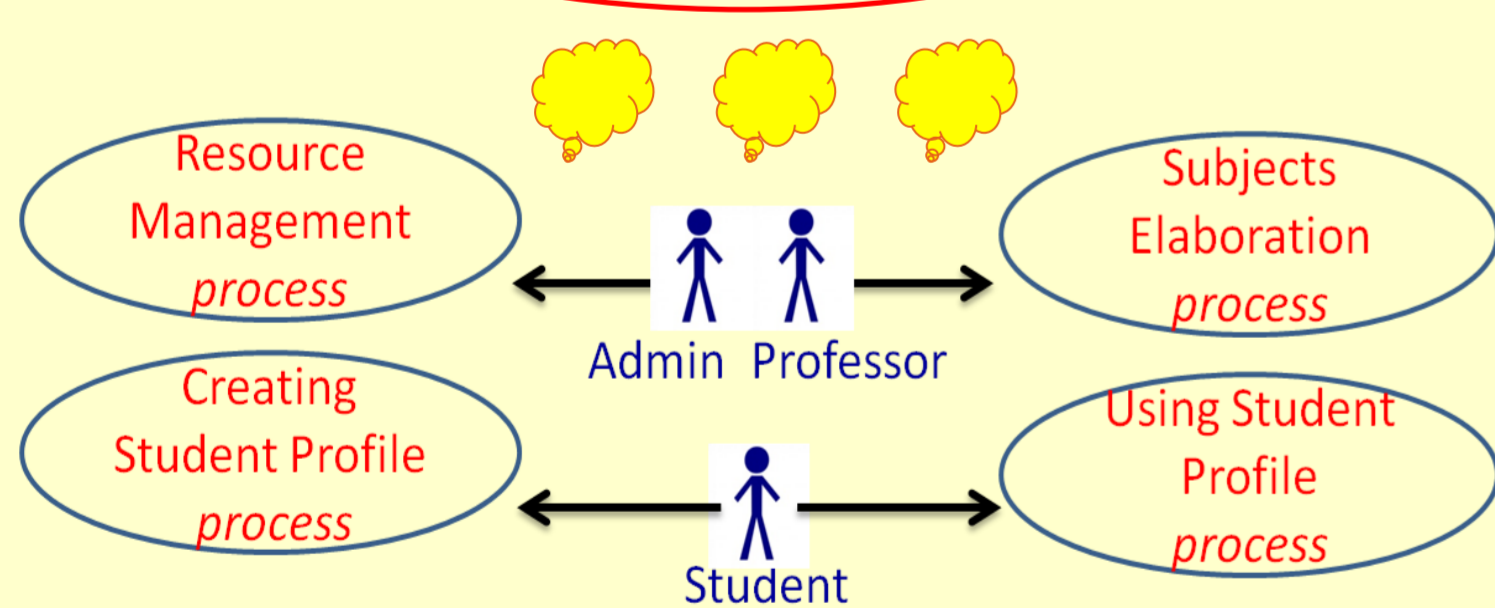
Identification and categorization of services of a process X

Implementation phase

Externalization in the Cloud
Process orchestration
SOA Governance model
Cloud Government model

Applications: A Study Case

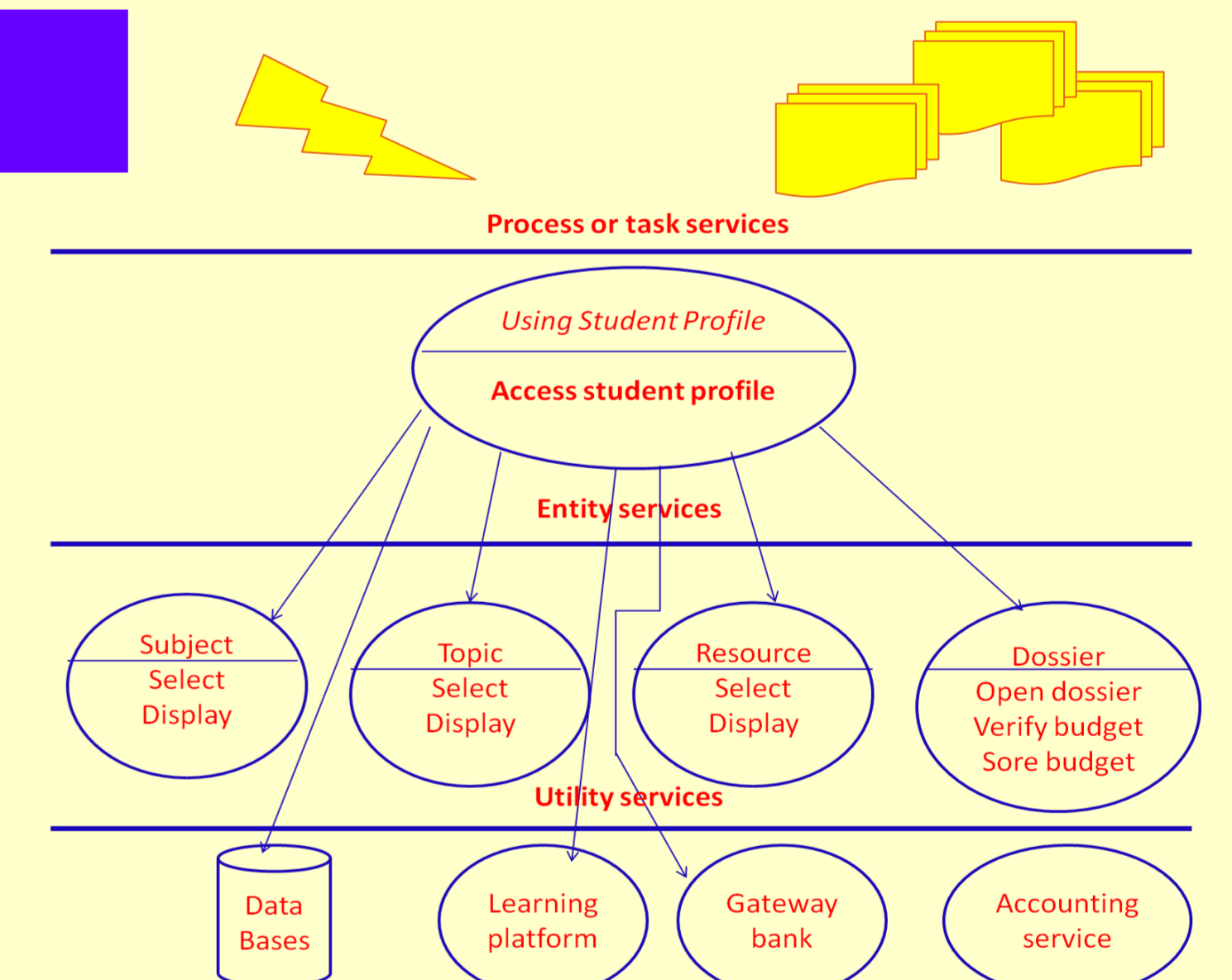
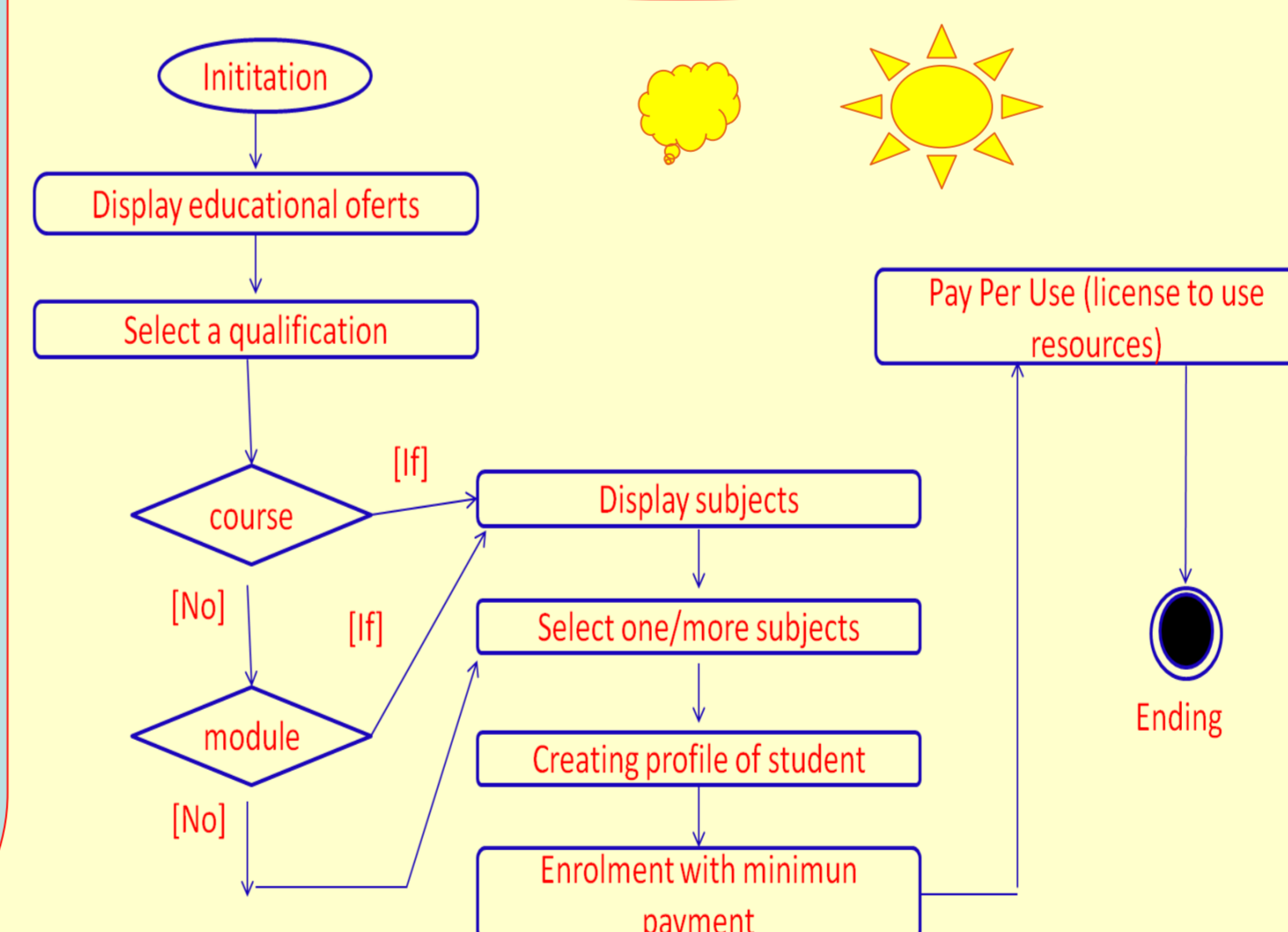
We apply our methodology in an example illustrating our proposal



Identification of business processes and users

We propose a new educational model (business model) named **"Education on demand and pay per use"**, to achieve **"Higher education from anywhere, with access from any mobile device, at any time, without requiring large investments for students, and with reuse and optimization of resources by universities. Cost by consumption and consumption by service"**.

Activity diagram of the process **"Creating Student Profile"**



Identification and categorization of services of the Using Student Profile process.

Conclusions:

We think this paper can be considered as a useful guide to undertake development projects and **the outsourcing of companies into the Cloud, using SOA**.

The model identifies the business processes. These are specified in several stages to obtain a model of business services, which can be implemented using the Web services technology.

The **"Education on demand and pay per use"** is one more step towards the removal of the time and space barriers as well as the economics that currently prevent many students access to higher education provisions.

