

## **Martin Rice, CEO, Erudine**



With a background in Strategic Marketing, Product Design, and Business Strategy, Martin had already successfully built up a graphic design and brand development company before setting up Erudine, a company with disruptive technology that allows transformational change through legacy systems evolution.

Erudine creates disruptive technology and champions innovation and has consistently fought to change the status quo in large corporations and government to better accommodate British innovation and deliver better value.

Erudine is heavily involved in the Government's G-Cloud strategy to ensure it does not get hijacked by incumbent suppliers. Martin brings a Yorkshire realism to innovation and does not shrink from saying that an Emperor is wearing no clothes.

### **A Golden Age for SMEs? Myths and realities of Cloud Computing**

To what extent is Cloud Computing a case of the Internet on steroids, opening up opportunities for Small and Medium Sized Enterprises by the disintermediation of traditional supply chains? Where does traditional IT sit in a new world of componentised re-use, payment by results, rented infrastructure, low start-up costs? Will traditional IT companies be swept away by left-of-field competition? Can SMEs take advantage of this new world to remove vendor lock-out, waste in IT, build win-win in the supply chain and accommodate innovation? How will those with most to lose fight back? What are the myths surrounding Cloud Computing and what are the realities?