

## ***Abstract: Beyond Cloud Computing for N-Screen Business: Korean Telco Company***

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### **Abstract**

‘Cloud computing’ in Korea is emerging as a next-generation information resource (IR) for companies – internally to organizations- and a keyword for core business strategies – external to organizations. As ‘smart mobile’ and converging network technologies become more advanced, not only private sector but also public sector organizations are gradually turning their attention to ‘cloud.’ This study includes case studies on three major telecommunication companies in Korea that lead the country’s cloud computing industry. From the internal private cloud perspective, differentiating characteristics of mobile office utilized as information system resource in ‘smart work’ environment were studied in comparative analysis, each as a case study. In particular, this research focuses on conceptual models and system architecture for ‘mobile cloud’ and ‘federation (community or hybrid) clouding’ as ‘beyond cloud computing.’ Moreover, from the external viewpoint, strategic mobile cloud for n-screen business is investigated. These results from the case study of ‘Korean-style’ cloud system as suggested by the research may be employed as useful materials that suggest future trends of global cloud market or as strategic guidance in such framework.