

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - DMT Architecture

Title	Formulate cloud strategy for digital media content
Code	108053L6
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with formulating the network architecture strategy at business level. Cloud has become viable with maturing of cloud technology and is becoming the trend for DMT organisations. A good cloud strategy is needed to identify business challenges, understand business needs, define cloud objectives and achieve Return on Investment (ROI), create a roadmap to transform on-premise business processes to the cloud.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating cloud strategy for digital media content</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of formulating business strategies • Possess in-depth knowledge of the organisation’s digital media business and content production cycle • Possess in-depth knowledge of the organisation’s infrastructure architecture • Possess in-depth knowledge of cloud technologies/services, such as: <ul style="list-style-type: none"> ○ IAAS – Infrastructure As A Service ○ SAAS – Storage As A Service and Software As A Service ○ PAAS – Platform As A Service • Possess good knowledge of virtualisation technology • Possess good knowledge of public cloud platforms (e.g. AWS, Google, Azure, etc.) • Possess good knowledge of Cloud advantages and disadvantages, including: <ul style="list-style-type: none"> ○ Reduce cost and ownership of infrastructure equipment ○ Flexibility - on demand expansion of infrastructure needs ○ Greater demands for security monitoring and tracking ○ etc. <p>2. Formulate cloud strategy for digital media contents</p> <ul style="list-style-type: none"> • Determine motivation and goals for adopting cloud, such as: <ul style="list-style-type: none"> ○ Investment flexibility in infrastructure ○ Improve IT efficiency and better OPEX (Operating Expenditure) returns <ul style="list-style-type: none"> ▪ Reduce ownership of expensive infrastructure hardware ▪ Reduce supporting staff and costs ▪ Aligning dynamic provisioning of rendering servers and storage on demand ○ Accelerate content delivery • Assess current cloud maturity and determine the organisation’s strengths and knowledge gaps for adoption of cloud • Determine what blend of cloud options (Private, Hybrid, Public) that fulfill specific business and technical requirements by taking a thoughtful look in reality and research of processes (content production, delivery, access, etc.), vendors, customers and tools • Identify possible challenges and formulate strategies to overcome those challenges, including: <ul style="list-style-type: none"> ○ Mastering (public) cloud security ○ Delivering reliability ○ Optimising cloud expenditure

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	<ul style="list-style-type: none"> ○ Developing a cloud culture: encourage staff to adopt cloud and virtualisation technology ○ Compliance and regulatory requirements ● Formulate cloud management strategy and disaster recovery strategy to avoid single point of failure. For example: adoption of multi-cloud service providers and /or use cloud backup services ● Formulate implementation strategy: <ul style="list-style-type: none"> ○ Selection of service provider ○ Schedule ○ Estimated cost ○ Deployment methods (such as: prototype, phased or “big bang” approach) ○ Responsible people ○ Review and update infrastructure strategy ● Formulate cloud service selection policy ● Document strategy and present to senior management/board for approval <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Apply industry best practices to constantly improve communication channels, processes, infrastructure and tools to remove bottlenecks and allow a consistent flow of value to the customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Determine clearly goals for taking the organisation’s infrastructure to the cloud ● Analyse and determine any knowledge gaps and challenges which the organisation needs to bridge to enable a smooth journey to the cloud ● Formulate a cloud strategy with sufficient implementation details that can convince and gain support from senior management/board
Remark	