

CLOUD COMPUTING AND BUSINESS ENVIRONMENT

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Abstract: Cloud computing is fetching the default opportunity for many apps, software vendors are gradually increasing more and offering applications as services over the internet rather than standalone products as they try to switch to a subscription model. However, there is a potential downside to cloud computing, in that it can also introduce new costs and new risks for companies using it. A essential concept behind cloud computing is that the location of the service, and a lot of details such as the hardware or operating system on which it is running, are largely beside the point to the user. So, the metaphor of the cloud was borrowed from old telecoms network schematics, in which the public telephone network (and later the internet) was often represented as a cloud to denote that the underlying technologies were irrelevant.

Today, the entire world focuses on the consumer are hastily evolving convergence of dynamically computational power; storage services uses and databases made obtainable through the Internet or a network. This whole development is known as "Cloud Computing". This junction is provoked by the better usage of e-Commerce, smart phones, social media and mobile commerce. This empirical impact study emphasizes the consequences of adopting Cloud Technology in business organizations with its advantages and how it impacts on business development, from various research literatures.

Key Words: Cloud computing, cloud computing services, Uses of cloud computing, benefits of cloud computing

1. INTRODUCTION:

1.1 Cloud Computing

Cloud computing is the delivery of computing services servers, databases, storage, software, analytics, networking and more over through Internet (i.e. "the cloud"). Computing services offered by the Companies are called cloud providers and charge for cloud computing services based on usage.

1.2 How does cloud computing work?

Companies can rent access to everything from applications to storage from a cloud service provider rather than owning own data centers or computing infrastructure. The advantage of using cloud computing services is that firms can pass up the upfront cost and difficulty of owning and maintaining their own IT infrastructure, and instead simply pay for when they, what use it they use. In fact, cloud computing services providers can promote from significant economies of scale by delivering the identical services to a wide choice of customers.

1.3 What cloud computing services are available?

Cloud computing services cover up an enormous range of options now, from the basics of storage, networking and processing power through to natural language processing and artificial intelligence as well as standard office applications.

Cloud Computing 'as a Service' Revenue (\$bn)



Fig.1

2. EXAMPLES OF CLOUD COMPUTING:

Cloud computing underpins a immense number of services which includes consumer services like Gmail or the photos with cloud back-up of on Smartphone, though to the services which permit huge enterprises to host all the data and lope all of the applications in the cloud. Netflix relies on cloud computing services run its video streaming service and its other business systems too, and have a number of other organizations.

3. USES OF CLOUD COMPUTING:

- Create new apps and services
- Host websites and blogs
- Store, back up and recover data
- Deliver software on demand
- Analyze data for patterns and make predictions
- Stream audio and video

4. TOP BENEFITS OF CLOUD COMPUTING

4.1. Cost

Cloud computing eradicates the capital expense of buying software, hardware and setting up , running on-site datacenters, the racks of servers, need of the round-the-clock electricity for power , cooling, and IT experts for managing the infrastructure and it adds up fast.

4.2. Speed

Mainly cloud computing services are provided on demand and self service, so yet vast amounts of computing resources can be provisioned in minutes, just with a few minutes a mouse clicks, businesses a lot of flexibility and taking the pressure off capacity planning.

4.3. Global scale

The advantages of cloud computing services include the ability to scale elastically. In cloud talk, that means of delivering the right amount of IT resources for example, more or less computing power, storage, bandwidth right when its needed and from the right geographic location.

4.4. Productivity

On-site of datacenters generally require a lot of hardware set up “racking and stacking”, software patching and time-consuming IT management responsibilities. Many of these tasks will be removed by cloud computing, so IT teams can pay out their time on achieving more important business goals.

4.5. Performance

The biggest cloud computing services is running on a worldwide network to secure datacenters, which are recurrently upgraded to the fast and latest generation and capable computing hardware. This offers numerous benefits over a solitary corporate datacenter, with reduced network latency for applications and greater economies of scale.



Fig.24

4.6. Reliability

Cloud computing formulate the data backup, business continuity easier, disaster recovery and less expensive, because data can be mirrored at manifold outmoded sites on the cloud provider's network.

5. USES OF CLOUD COMPUTING:

5.1. Infrastructure prop up and Scalability

Survey of IBM (2010) reported that almost 80% of CEOs believed their environment would grow more complex in the future, but their companies were equipped to deal with the shift. Cloud computing helps cutting-edge infrastructure support that helps the company meets there challenges with self-assurance. These digital tools can assist the business to stay ahead of the game.

5.2. Big - Data Analytics

Leveraging data to make well-versed business choices is essential to stay afloat in any marketplace Cloud computing companies provide big data analytics tools that are real-time and accessible from anywhere, even mobile devices.

5.3. File Sharing and Storage

Cloud computing creates sharing large files, pictures, videos, documents, more possible. It is not a matter of where the employees reside in the world; they can access their important documents all the way through the cloud.

5.4. Disaster Recovery and Backup

With cloud computing, we can automatically dispatch the data to any location, rather than holding to rely on manually storing all the files. Obviously, the cloud is not a silver bullet, but it's far better than maintaining it on own.

5.5. Mobility

Cloud computing allows to access significant data and files from any location, not just from the residing place or working office.

5.6. Testing and Development

It is not necessary to create two scenarios on two individual servers or networks. The cloud can be used to set up multiple questions and answers scenarios.

5.7. Security

The offering of any type service to several users, it is to make sure their information stays protected, which the Cloud hosting companies help with this.

5.8. E-commerce

The online store, will be delighted to know that cloud computing allows us to scale as they go, because the personal server cannot be handle an increase in volume.

5.9. Web Hosting

Instead of draining the IT resources, considering hosting on website on the cloud. over again, cloud hosting provides scalability.

5.10. Email

The days have gone of hosting an exchange server at the company. But Cloud Computing is more reliable and comparatively less expensive to use an email service provider.

5.11. Client Relations Manager (CRM) — in need of keeping track to the clients, no need to rely on a spreadsheet, can automate the processes by investing in a cloud computing CRM.



6. CLOUD COMPUTING AND SMALL BUSINESS:

The cloud computing can impact the business and the benefits are abundant. Here are several reasons that why the business may want to jump on board.

Savings

Now a day, Only 11 percent of an IT Sectors are budget for their new app development, and the rest is spent on maintenance and infrastructure. So, the could can save if they outsourced the maintenance.

Productivity

In absence of maintenance and infrastructure cost, makes to save the money and time. When the team has more time on their hands, it opens up their schedules in boosting their productivity.

Collaboration

Cloud computing gives the opportunities to the groups of developers and executives to work jointly, helping software innovate at an earlier rate.

Insights

Cloud computing provide the business owners' to access the real-time data. This big data can help to make an effective business decisions, guide marketing strategies, and ultimately to grow the company in an extra productive manner.

6.1 Models of Cloud computing for business

Cloud computing has 4 models in terms of different access and security options. Before you move your data into the cloud, you will need to consider which model works best for your business and data needs.

Private cloud

In private cloud, the services and infrastructure are maintained and managed by third party. It will reduces the control risks, potential security and will suit in case if the data and applications are a core part of the business , then need a higher degree of security or have sensitive data requirements.

Community cloud

A community cloud exists in the several organizations, share access to a private cloud, with analogous security considerations. For example, franchises will have their own public clouds, but they are hosted remotely in a private environment.

Public cloud

In a public cloud the services are stored off-site and accessed over the internet. The storage is managed by an external organization such as Google or Microsoft. This service offers the supreme level of suppleness and cost saving; however, but it is more vulnerable than private clouds.

Hybrid cloud

It takes advantages of both public and private cloud services. By spreading the options across the different cloud models, it gains the benefits of each model. For example, if their could use a public cloud for the emails to save on large storage costs, while keeping highly sensitive data safe and secure behind their firewall in a private cloud.

7. CONCLUSION:

Cloud computing is definitely making effect and is leisurely nagging into their business strategy formulation and accomplishment in present days and in the near future. The impact to use and support Cloud computing Technology is privacy and improved security and another impact for enthusiastic and enchanting up of cloud is cost reduction i.e., the cloud is convenient, easy to use, sufficiently secured for their business, their business privacy is well protected and it is concerned about cloud downtime more on physical devices within their physical proximity for backup, storage etc. The study superficial that adoption of Cloud computing Technology has positive impact on business development.

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