

Proposal cloud computing



Proposal Topic This proposal discusses the benefits and the disadvantages of using Cloud Computing throughout the internet and multimedia devices.

Cloud Computing recently emerged as a new buzzword in the world of information technology is merely a form of network base computing that has been around for years. Eric H.

Loeb Vice President of International External and Regulatory Affairs Team of AT&T Services defined cloud computing as “ a model for enable convenient, on demand network access to a shared pool if configurable computing resources, that can be rapidly provisioned and released with minimal management effort or service provider interaction. ” (Prospects for Cloud Computing, Inter Media March 2011 Vol, 39 Issue 1, Ann Lafrance and Angela Kung).

Cloud computing fastest growing form of computing, with revenue expected to reach \$89 billion in 2011 and \$149 Billion by 2014 according to Gartner Inc. Technology consultants (Cheng and Borzo 2010; Vererka 2010. Benefits Cloud computing provides several services, including, software, services and IT infrastructure (e, g, network and storage), each which has varying degree of user control. As cloud grows due to more broadband width and processing power and storage capacity will also grow.

Customers use cloud storage to store data, these storage areas have brought millions of dollars of income to these corporations. Biggest benefits it provides to consumers, small business and large enterprise, quick access to back up data with small cost. Allows user instant access to their online data for any location. Cloud computing is huge for small to medium business

allows them inexpensive means to access infinite amount of computing resources, that before they might not be able to afford.

For large companies, data mobility and cloud computing services have become a necessity in order to keep up with their competition. Another advantage is companies offering 24 hour customer support often needed employees in different parts of the world, now this service is done at half the cost through Cloud computing. Disadvantages The benefits of cloud computing, however, do not come without certain cost and concerns. AT & T has spent millions of dollars investing in super internet data centers around the globe.

There are concerns on whether or not cloud computing is safe, does it provide security and protection of private data for consumers and corporations. Approach Companies approach is to weigh the benefits against the disadvantages of cloud computing, the first step, for a companies to gather there IT experts and let them decide if cloud computing is worth the risk, though cloud computing inexpensive way of storing and accessing data, is the security risk worth the cost. Consumers need to decide whether to use cloud computing to store data or use alternative such as a backup hard drive.

Methodology I have a five year child who likes to look at clouds...he understand them,” (Ken Zita). “ I am not sure I do. ”. The cloud- a delocalized construct in which infrastructure and platforms are merely services and available on demand to users – maybe the future if the entire information sector. (Ken Zita, “ The Future looks Cloudy”, Inter media, March

2010, Volume 38 issue 1). How to we figure out if cloud computing is the wave of the future and will it work for corporations and for the consumer.

Some of the steps to analyze are bandwidth, cost, and the security. After an in-depth study of these key areas, will allow corporations to have a better understanding of cloud computing and will the risk be worth the savings.

When deciding on cloud computing, first will there be enough bandwidth in the future. Understand bandwidth, bandwidth determines the speed of the internet. To understand bandwidth refers more to size of hose in addition to the water flowing through it.

Before deciding on cloud services insure they have enough bandwidth to satisfy your data transfer. Next the cost, for large corporations the cost of maintain IT storage is a large expense, factor in the employee's salary, equipment cost, maintenance cost. Whereas Cloud computing the cost are minimal and affordable from the smallest business to large corporations. Even for the consumers, the cost a very minimal for the service provided. Finally we need to analyze the biggest downfall, which is the security of cloud computing.

Once your data is moved to the service in the cloud, control of data is reduced and risk increased. Will the cost savings be lost to class action lawyers? Plus there are very few regulations policies in place to protect consumer privacy. (Justin Brookman, Prospects for Cloud Computing, Inter Media March 2011 Vol, 39 Issue 1, Ann Lafrance and Angela Kung). After weighing these three main factors bandwidth, cost and security then

corporations and consumers can decide whether cloud computing is the best choice for the storage and accessing their data.