



Introduction

This white paper is an introduction to the terms, characteristics, and services associated with internet-based computing, commonly referred to as cloud computing . Characteristics, such as infrastructure, provisioning, network access, and managed metering are presented .

Cloud Computing

The term “cloud”, as used in this white paper, appears to have its origins in network diagrams that represented the internet, or various parts of it, as schematic clouds . “Cloud computing” was coined for what happens when applications and services are moved into the internet “cloud .”

Many companies are delivering services from the cloud .
Some notable examples include the following:

- **Google** — Has a private cloud that it uses for delivering Google Docs and many other services to its users, including email access, document applications, text translations, maps, web analytics, and much more .
- **Microsoft** — Has Microsoft® Office 365® online service that allows for content and business intelligence tools to be moved into the cloud, and Microsoft currently makes its office applications available in a cloud .
- **Salesforce.com** — Runs its application set for its customers in a cloud, and its Force .com and Vmforce .com products provide developers with platforms to build customized cloud services .

Characteristics

Cloud computing has a variety of characteristics, with the main ones being:

- **Shared Infrastructure** — Uses a virtualized software model, enabling the sharing of physical services, storage, and networking capabilities ..
- **Dynamic Provisioning** — Allows for the provision of services based on current demand requirements . .
- **Managed Metering** — Uses metering for managing and optimizing the service and to provide reporting and billing information .

Deployment Models

- **Private Cloud** — The cloud infrastructure has been deployed, and is maintained and operated for a specific organization .
- **Community Cloud** — The cloud infrastructure is shared among a number of organizations with similar interests and requirements .
- **Public Cloud** — The cloud infrastructure is available to the public on a commercial basis by a cloud service provider .
- **Hybrid Cloud** — This can be a combination of private and public clouds that support the requirement to retain some data in an organization, and also the need to offer services in the cloud .



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