**CASE STUDY QUESTIONS**

1. What business benefits do cloud computing services provide? What problems do they solve?

*“The combination of increased computer usage, global collaboration, and competition has brought with it the accompanying need to maximize the use of available resources while minimizing costs. One area of growing interest for meeting these needs is the use of cloud computing to centralize computing and information management functions for large, often geographically dispersed organizations and individual people. “*

***Ross.V.W.(2010). Factors Influencing the Adoption of Cloud Computing by DecisionMaking Managers (Vol.1)***

1. What are the disadvantages of cloud computing?

*“However, organizations say they are moving to the cloud very carefully and selectively, in part because of security concerns. Why? Because cloud computing represents a significant shift in how computing resources are provided and managed.”*

***Into the Cloud –securely: Cloud adoption is growing, but key security opportunities are often overlooked (2012, January, 18). Network Worl (Online), 1.***

3. How do the concepts of capacity planning, scalability, and TCO apply to this case? Apply these concepts both to Amazon and to subscribers of its services.

Amazon web services provide their subscribers to pay only for the used services, it becomes scalable when the company needs bigger services and Amazon provides them with more storage and expansion.

4. What kinds of businesses are most likely to benefit from using cloud computing? Why?

Marketing groups (Advertising), global corportations(central storage so everyone can have access to information easily) and accountancies(upload documents, tax papers and a good storage).

**Extra information:** Three main types of service are offered to business customers of cloud providers [9, 10]. Firstly, **Software as a Service (SaaS)** enables a subscriber to utilise applications offered within the cloud infrastructure. Secondly, **Platform as a Service (PaaS)**, allows a subscriber to deploy and control applications within the cloud infrastructure. Thirdly, **Infrastructure as a Service (IaaS)** enables a customer to utilise the cloud infrastructure to deploy and run operating systems and numerous applications.