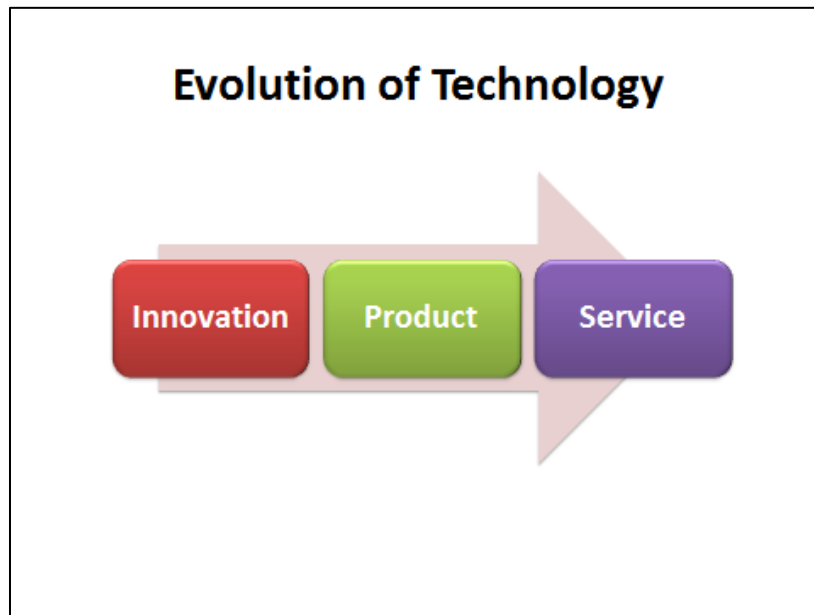
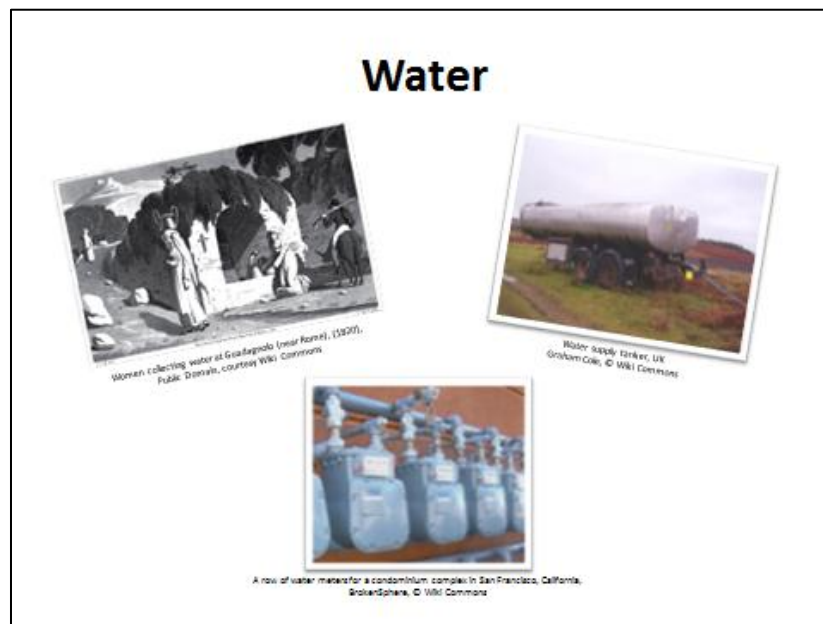


Video 1.1 - Introduction



Let's look at the evolution of technology from Innovation to Product to Service.



We'll start our discussion with water. Water is a fundamental need for human beings to survive. In the past, people used to collect water manually from natural bodies such as springs and wells and carry them to their homes.

But water gradually became available as a service, which is now delivered to your doorstep in most parts of the world, either by water supply tankers or through piped and metered connections.

Water as a Service



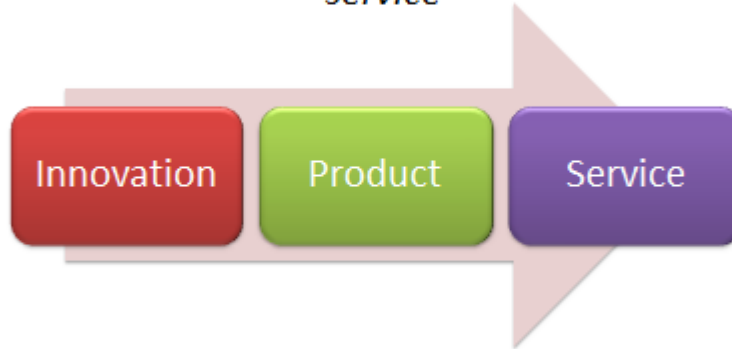
Over hundreds of years, we can see that water has evolved as a service that is available (in most developed and urban areas) as a continuous, metered service for many users.

How About Electricity?



Similarly, electricity evolved from being an innovation to a service through the electric power grid.

Cloud Computing can be considered to be the transformation of IT from a product to a service



Cloud computing can be considered to be the transformation of IT from a product to a service.

Information Technology as a Service



IT starts out by being an innovation that's created in research lab and universities around the world, which is eventually productized which users can maintain and own. Now, there's a shift towards supplying IT on demand as a utility service, where users pay for only what they use.

Examples of IT services



Webmail Services



Webhosting



Backup and Storage Services

Let's look at few examples of IT-as-a-Service: Webmail is an ubiquitous service which is offered through browsers or mobile applications. Webhosting allows companies to create and deploy websites on computers that they do not own themselves using monthly or yearly plans. There are cloud-based backup and storage services such as Dropbox and Carbonite which offer storage-as-a-service, which are available by subscription.