**Practical uses of cloud computing**

**For entertainment:**   
        　　**Hollywood**: applicates cloud computing to use cloud vendors to increase the efficiency of the process of filmmaking and deduce big data to get a better picture of the desires and preferences of the audiences. < a href = “<https://www.datamation.com/cloud-computing/cloud-computings-effect-on-old-media.html>"> (Datamation, 2014) </a>

**Spotify**:  provides instant access to lots of different songs and feature discovery services that users can be able to discover new artists which they do not know before. <a href = “<https://www.datamation.com/cloud-computing/cloud-computings-effect-on-old-media.html>" > (Datamation, 2020) </a>   
           **Lucasfilm**: due to the huge demands of storage, queuing time and costs on the studio’s data servers, this production studio adapted the usage of cloud services to ease the demands and also the large amounts of costs. <a href = “<https://inspirationfeed.com/media-and-entertainment-industry-sets-the-stage-with-cloud-computing/>"> (Inspirationfeed, n.d.) </a>

**For business:**   
            **Maropost Marketing cloud**: setting up marketing cloud which is an end-to-end digital marketing platform that clients can manage their contacts and target leads. Also, it provides an advance email delivery services that the email can be always arrived at the target’s or customer’s inbox. <a href = “<https://www.maropost.com/5-real-world-examples-of-cloud-computing/>"> (Maropost, n.d.) </a>   
           **Hubspot**: provides cloud platforms for business management with artificial intelligence to analytic workflow. Also using cloud platforms improves the security of the businesses’ data and resources. Moreover, using these cloud platforms with the use of Customer relationship management (CRM) enhance the link between companies and customers. <a href = “<https://www.ubuntupit.com/best-cloud-computing-examples-and-uses/>"> (Hasan, 2020) </a>