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Media Studies 255

Cloud Services

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Cover Page

A thousand years or so ago if one were to save a picture or document they would need rudimentary tools like scribes and hieroglyphics. Then around 105 AD under the Han Dynasty paper was invented. Even so, what did that mean in terms of sharing knowledge? Only people with access to a direct copy could view such items. Fast forward to the 2000's, we now have cloud services. What is cloud services exactly?

According to www.wepopedia.com “A cloud service is any service made available to users on demand via the Internet from a cloud computing provider’s server as opposed to being provided from a company's own on-premises servers.”

In layman’s terms this can refer to a wide variety of applications. From having operating systems stored in the cloud to personalized photo albums we used to once cherish. Everything becomes digitalized and the service allows users to store data of any type online so they’re accessible across the globe. The primary function of cloud services is storage. Instead of a company keeping up with thousands of hard drives and rooms full of servers they are now all dumped into data storage

in the cloud which is maintained over servers over the world. A computing cloud is a dense cluster of computers collaborating in such a way that to a normal user they all appear to be one giant computing resource. The number one advantage of cloud services is accessibility. As long as you are connected to the internet, everything that you ever saved is always there for you to view. Which brings me to my next point, security.

One of the biggest reasons hard drives became obsolete is simply because of the recovery nightmare. Drives could at any point become corrupted or broken or even stolen. Recovering such files were sometimes impossible. With the introduction to cloud services now all your files are saved across multiple servers across your region. Now let’s assume one of the servers your photos are saved on is corrupted, guess what? There’s 10 more backups in different places so you always have a fail-safe.

Technically speaking cloud services was thought of in the 60’s but in our context Eric Schmidt CEO of Google coined the term “cloud computing” during an industry conference. According to Wikipedia the first cloud computing tech was believed to be invented by Joseph Carl in the 60’s in his work on ARPANET. ARPANET is the network that became the foundation for the internet. Developed under the US Advanced Research Projects Agency (ARPA) the idea was made possible with the interconnectivity of several

computers in universities. Leading up to the 21st century the processing power behind cloud computing made all cloud services a viable solution rendering all others obsolete.

Google Drive/Gcloud. Amazon Web services. Microsoft OneDrive. These are just some of the vast and extensive services the cloud provides. As a programmer, the introduction of cloud services changed the game. No longer would one have to carry several hard drives in their bag. Have dozens of apps downloaded for different operating systems because one couldn’t sync or function properly with the other. It revolutionized the work flow from daily user to companies with thousands of employees. Let’s

start off with Google Drive. According to TechCrunch, Gmail has more than 1 billion daily active users. That’s 1/7th the population of the world. So, added onto Gmail is a feature called Google Drive. It’s one of the world’s most versatile, adaptable file storage services available. Users get 15 gigabytes to start off with and several different in-house apps that cater to everyone’s personal needs. The most used is probably Google Photos. It stores every single photo your phone ever takes, categorizes them, catalogs for different events, places, activities, and even has facial recognition added. Personally, this is one feature which I place above all as a photographer. Never having to worry about where your files are, sharing with clients instantly in full resolution with just the click of a button. No need for a usb, just click what you’d like to send and create a link and boom. Everyone with that link or everyone with permission can now view/edit those files. There’s tons of other in-house apps such as google docs, sheets, slides, chat, meet, calendar, news, vault, maps, hangouts and classroom all stored within its network included with that very same google account everyone uses. Running on that same infrastructure there is a business model enterprise known as Google Cloud platform. This framework has hundreds of companies dropping their server rooms left and right because of the amazing features incorporated inside along with the super cheap overhead cost. Google Drive however is

one of the easiest services to use. Not only does the UI design make it simple for everyone, but there is AI tech embedded inside the code so photos and files are organized for you in a simple and efficient manner.

Which moves me forward to Amazon Web Services. AWS is one of the most secure cloud services platform which offers companies unlimited computing power, database storage, content delivery for business to grow on a need by need basis. From machine learning automation to artificial intelligence, AWS does it all. What sets AWS apart from other online services promising the same deal is their trusted encryption and security which amazon claims is strong than on premise internal locks. This helps business

keep a mind of ease and focus on what really matters at hand. According to amazon.com, here are just some companies which rely on AWS’s infrastructure. Spotify, Airbnb, Yelp, Shazam, Intuit, MLBAM, Comcast, Soundcloud, Code, Wix and the list goes on. There is a bit of a learning curve when it comes to AWS since there is hundreds of different things to choose from.

Now as a student one might not need all of these fancy frameworks for their everyday use however CUNY students at least have a free membership to Microsoft Onedrive. This gives access to application such as Word, Powerpoint, Excel, OneNote, and plain old simple folders for you to store all your documents on. With Microsoft OneDrive collaborators can all work together and achieve their goals while all their data is constantly being synced and shared across the board. It has similar features of Google

Drive and Dropbox, however its more education purpose oriented. These are just some of the hundreds of cloud services available. Year by year the advancements in terms of speed, functionality, and power are soaring through the roof.

Citations

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