

CLOUD COMPUTING – Sample Answers

Cloud computing, which can be defined as scalable information technology using internet technologies, is seen as one of the most important areas of investment to improve business procedures which is why cloud computing features as a top priority topic among business leaders. Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g. networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.¹ According to a survey by *Gartner*², cloud computing is ranked fifth after digital marketing, e-commerce, customer experience management, and business analytics, when it comes to decision makers' preferences concerning where to invest next. The cloud is clearly regarded as an agile component in business innovation over the next five years.

There are three types of cloud computing: the public cloud, the private cloud, and the hybrid cloud. When the cloud provider hosts the computing infrastructure at its own premises and the customer has no control over where the computing infrastructure is hosted it is a so-called public cloud that can be shared between any organisations, whereas the private cloud implies that the computing infrastructure is dedicated to a particular organisation and is not shared with another organisation. Therefore, private clouds are more expensive but offer more security. The combination of both, for example using a private cloud for sensitive data and a public cloud for applications with little security concerns, are then called hybrid clouds.

One of the prejudices against cloud computing in general is that it poses large security risks. However, well-known providers hosting the computing infrastructure have the necessary skills and resources, usually superior to those of their customers, to keep security measures up to date. It seems that a technology that originally was created for the purpose of cost saving has now reached the potential to develop into a service facility that will transform the way things were done before.

QUESTIONS

1. What does cloud computing enable businesses to do?

Cloud Computing makes it possible to access data, networks and shared resources at anytime and anywhere. It is quick and easy to use. Moreover, it requires minimal management provision.

2. When it comes to investing, is cloud computing regarded as important?

Cloud computing is seen as an important part of investment strategy for companies since it helps businesses to be agile and to react quickly and efficiently.

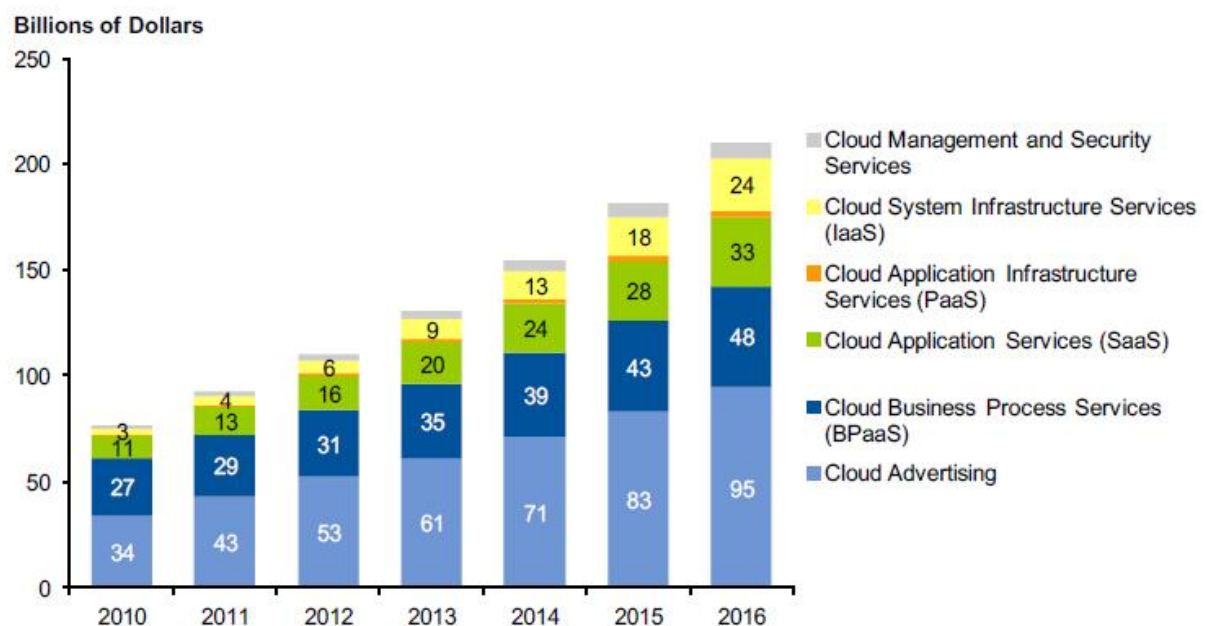
¹ This definition is according to the US-National Institute of Standards and Technology (NIST) of 2011.

² Gartner is an IT Research and Advisory Company.

3. Why is the security risk overestimated?

Cloud providers are large, well-known and well-run organisations offering a professional service. It is what they do! They possess the necessary skills and resources to be able to deliver the required services. These skills and resources are usually better than those of their clients. No system is 100% safe; however, a professionally run and operated cloud service is likely to be safer than a system run by an individual.

Public Cloud Services Market by Segment, 2010-2016



Source: Gartner (February 2013)

I. Bar Chart - Describe the bar chart above using the following vocabulary/phrases. Write down six to ten sentences involving all vocabulary/phrases below. Afterwards use these sentences when describing the chart to your partner.

1. This chart illustrates that there has been a steady growth in cloud applications.
2. Each column being higher than the previous illustrates this continuous growth trend.
3. There has been no decrease in cloud investments since 2010.
4. Between 2015 and 2016 a further increase in Security Services is expected.
5. A growth of 5 billion Dollars is predicted in the area of IaaS.*
6. Cloud advertising is forecast to grow at a rate of 12 billion Dollars again, which is exactly what happened in the period 2014-15.

**IaaS Infrastructure-as-a-Service *PaaS Platform-as-a-Service*

II. Synonyms:

vocabulary	expression in the text	line
to change	to transform	30
quickly	rapidly	7
energetic, supple (flexible: phys.)	agile	11
put in order	rank	8
costly	expensive	20
little	minimal	7
client	customer	16/27
to make sth. better (repeated)	to improve	3
abilities	skills	27
to grow	to develop	29
everywhere, universal	ubiquitous	5
vital	most important/necessary	2/27