Clouds, Services, and Servers.

Clouds, Services, and Servers are in every aspect of online computing today. From simply access you contacts on your mobile phone to maintaining a remote database for a company, it is everywhere.

When diving into what is considered state of the art in this technology there are several companies that offer these services but very few can integrate with minimal issues. Apple’s iCloud and Apple ID eco system could be considered one of the most successful implementations of Clouds, Services, and Servers. The iCloud and Apple ID system is almost seamless, a user can add data from one device which will sync to iCloud’s servers and then down to a second device with no user interaction most of the time without the user even knowing. To a user the process is instant, from adding the data on the local device, it being accessible on the server, to it finally syncing down to the remote device. Apple uses their Servers to host the iCloud service [[1]](#iCloud), Music [[2]](#Music) and TV [[3]](#TV) services to name a few. Google and Microsoft both offer full suites like Apple’s, but each have their differences and limitations. When it comes to online Cloud suites it is up to personal preference and need. Dropbox is more of a Cloud based service that hosts the files on their server, Dropbox does not offer any other services and choose to focus on one aspect.

When comparing the different options available and what can be achieved via cloud computing it is best to break it down to the relevant services as each service generally has a cloud and server aspect to it. A lot of these are Windows centric like the Tech Radar article [[4]](#techradar) on “best cloud storage”. Streaming services like music and video fall into the same category but when looking deeper there is more push and information on the video streaming rather than music streaming. This is present in the business insider article on “Best streaming services” [[5]](#bussinesinsider) and the Cnet article “Best Music streaming services” [[6]](#Cnet). Every company has their preferred market and offer their services directed at that market, this also influences what new technology is released and when it is released.

The best way to understand what is new and upcoming is to understands the different types of cloud computing. One of the best resources that explains this an article from Globaldots IT [[7]](#globaldots).

Looking at previous trends in the advancement of Clouds, Services, and Servers. It is safe to say that any improvements and advancements will be in relation to transfer speed, storage size, and storage price. Increasing speed and size while keeping costs at a minimum is a goal of any IT business. These advancements can be assisted with advancements in Hardware and Software technology, there are several other factors that can influence technologic improvement, but software and hardware is normally the biggest. The current trend is the expansion of use from the consumer level, 70% of all tech spending is expected to be cloud based in 2020 [[8]](#cloudtrends), which is a massive amount just in the cloud space alone. As more and more consumers and business move to cloud computing this will place stress on networks, servers, and cloud hardware, thus requiring these areas to advance ahead of the expansion. Certain countries and companies will focus on one of the areas that advance before the cloud computing, while the other areas get left behind (Australia’s NBN is a great example of too little, too late). If these advancement in other areas are not completed to an adequate standard it will affect the overall standard of cloud computing thus reducing the total users which in turn could lower the profit and advancement. This is a crazy circle that can be seen in every aspect of IT Today.

This impact of technologic improvement and advancement can impact everyone that has some form of technology, as almost everyone has a social media account or uses technology that links to the cloud in some way. If this advancement is not done correctly it can cause a great sector of the IT industry to grind to a halt. If users move back to local based media it will have a huge affect on the IT industry, companies like Apple, Google, and Microsoft will not require their large data centers or maintenance employees for those data centers. Reducing the demand on cloud computing would reduce the need for as many help desk staff as there would be a reduced number of users. This all would reduce the companies profit and therefore they would remove their interest in cloud-based computing. This would then remove the ability to work remotely or from home, increase the amount of people traveling to work/school. It is an ever-growing snowball, all because users moved away from cloud-based computing. It could create some jobs in brick and mortar locations, but it would be minimal compared to the job loss worldwide. This would force some companies to close and cease trading resulting in further job loss. Cloud computing is an integral part of the current IT industry and it helps the industry grow to its full potential. Without cloud computing and the way, it has grown Apple would not have moved out of Steve Job’s garage, or Microsoft Windows would not be one of the most used operating systems, or Google would not be one of the most efficient search engines. Cloud computing has shaped the IT industry to where it is today.

The advancement to any aspect of cloud computing will affect myself and my whole family greatly as we use cloud computing every day. My children’s devices are controlled by Apple’s screen time and remotely synced from my device to their devices via Apple’s Family sharing in iCloud. Improvements in Apple’s iCloud service has made it easier to secure and limit a device use, remotely. Server improvements have allowed the security and speed to be improved, this affects every user as it reduces the chance of personal identifiable information being taken and used. Changes to cloud computing affects all users good and bad regardless of what part of cloud computing is changed. Instagram removed the ability to see likes on a post, this caused a lot of people to lose followers and in turn sponsor ship. This can both be considered good and bad depending on how it is viewed and the sort of people it affected, none the less it was a change/advancement/improvement to the way that cloud system worked. Changes to reducing cloud computing would affect the greatest number of users and cause the biggest harm to the IT industry, this is unlikely to happen as the cloud sector of the IT industry is one of the fastest growing sectors [[8]](#cloudtrends), and as it grows it allows the entire IT industry to grow and improve. The ability to work from home with minimal issues was only available to a select few 10 years ago, now it is quickly becoming the new normal, yes this has been push along by the current global pandemic but if the infrastructure was not it place it would not have been achievable in such a short period of time.

# References

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[7] <https://www.globaldots.com/blog/cloud-computing-types-of-cloud>

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