For a newly launched eCommerce platform, **Cloud Computing** is the most suitable method. Here's why:

**Benefits of Cloud Computing for a Newly Launched eCommerce Platform**

1. **Scalability**
   * **Dynamic Scaling**: Automatically scale resources up or down based on demand, ensuring smooth handling of traffic spikes during promotions or peak shopping seasons.
   * **Elasticity**: Quickly add or remove resources as needed without significant delays or costs.
2. **Cost Efficiency**
   * **Pay-as-You-Go**: Pay only for the resources you use, reducing the initial capital expenditure and ongoing operational costs.
   * **Cost Management**: Easily monitor and manage costs, adjusting resource usage to optimize spending.
3. **Speed to Market**
   * **Rapid Deployment**: Quickly deploy applications and updates, reducing the time to market and enabling faster response to market changes.
   * **Agility**: Experiment with new features and services with minimal risk and investment.
4. **High Availability and Reliability**
   * **Redundancy**: Cloud providers offer built-in redundancy and failover mechanisms, ensuring high availability and minimal downtime.
   * **Disaster Recovery**: Built-in disaster recovery options and data backup solutions to protect against data loss and ensure business continuity.
5. **Security**
   * **Advanced Security Features**: Access to advanced security features and compliance certifications provided by leading cloud providers.
   * **Regular Updates**: Benefit from regular security updates and patches managed by the cloud provider.
6. **Global Reach**
   * **Geographical Distribution**: Deploy applications closer to users around the world using the cloud provider's global data centers, reducing latency and improving user experience.
   * **CDN Integration**: Easily integrate with Content Delivery Networks (CDNs) to accelerate content delivery and enhance performance.

**Conclusion**

**Cloud Computing** offers the flexibility, scalability, cost efficiency, and reliability that are essential for a newly launched eCommerce platform. It allows the business to focus on growth and customer experience without the complexities and high costs associated with traditional or hybrid infrastructure setups.