

**Cloud Computing**

Detailed Research

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## What is cloud computing?

Cloud computing is the pay-per-use online access to a variety of computing resources, including software, hardware (real or virtual servers), data storage, networking, application development tools, and AI-powered analytic tools.

Customers can have more flexibility and scalability with the cloud computing architecture than with conventional on-premises equipment.

Whether using Netflix to stream a movie, playing a video game stored on the cloud, or accessing cloud applications like Google Gmail, cloud computing is essential to our daily life.

Additionally, cloud computing is now essential in all corporate contexts, from start-ups to multinational corporations. Among its many business applications are the following: it provides the massive processing power and other resources required to take advantage of cutting-edge technologies like generative AI and quantum computing; it creates the framework for seamless omnichannel customer engagement; and it enables remote work by making data and applications accessible from anywhere.

Cloud services providers (CSPs) are companies that oversee cloud-based technological services that are hosted in a remote data center. They usually charge a monthly subscription fee or pay-as-you-go for these resources.

## Storing data

### Data Storage

Cloud computing refers to the distant storage of data in a virtual environment, such as the cloud. Users can store files and apps on faraway servers and access any data through the Internet thanks to companies that offer cloud services. Any device with an Internet connection can access the data, work, and applications of an individual or corporation.

Both public and private cloud computing are possible. For a charge, public cloud providers offer their services online. A limited number of users can access services via private cloud providers. A network infrastructure that provides hosted services is what these services are. A hybrid option is also available, which blends public and private services.

## Benefits of cloud computing

In contrast to traditional on-premises IT, which depends on the cloud services you choose and entails a business owning and maintaining physical data centers and servers to access processing power, data storage, and other resources, cloud computing offers numerous advantages, such as the following:

### Economy of scale:

You can delegate some or all of the cost and work associated with buying, setting up, configuring, and maintaining mainframe computers and other on-premises equipment by using cloud computing. Cloud-based infrastructure and other computer resources are only billed for when they are used.

**Heightened agility and speed:**

Your company won't have to wait weeks or months for IT to reply to a request, buy and configure necessary hardware, or install software—with cloud computing, you can access corporate apps in minutes. This feature gives customers the ability to employ cloud-based software and support infrastructure, especially DevOps and other development teams.

**Unlimited scalability:**

Cloud computing provides elasticity and self-service provisioning, so instead of purchasing excess capacity that sits unused during slow periods, you can scale capacity up and down in response to spikes and dips in traffic. You can also use your cloud provider's global network to spread your applications closer to users worldwide.

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**Enhanced strategic value:**

Cloud computing enables organizations to use various technologies and the most up-to-date innovations to gain a competitive edge. For instance, in retail, banking and other customer-facing industries, generative AI-powered virtual assistants deployed over the cloud can deliver better customer response time and free up teams to focus on higher-level work. In manufacturing, teams can collaborate and use cloud-based software to monitor real-time data across logistics and supply chain processes.

**Cloud Services**

- Email
- Storage, backup, and data retrieval
- Creating and testing apps
- Data Analytics
- Audio and video streaming
- Delivering software on demand

## Platforms

Three services make up the core of the cloud computing system: platform-as-a-service (PaaS), infrastructure-as-a-service (IaaS), and software-as-a-service (SaaS).

### Cloud Deployment Models:

1. The licensing of a software program to clients is a component of software-as-a-service, or SaaS. Usually, licenses are offered on-demand or via a pay-as-you-go arrangement. Microsoft Office 365 has a mechanism similar to this one.
2. As an on-demand solution, infrastructure-as-a-service (IaaS) uses IP-based connection to supply anything from operating systems to servers and storage. Instead of buying servers or software, clients can obtain these resources through an on-demand, outsourced service. IaaS systems like Microsoft Azure and IBM Cloud are well-known examples.
3. PaaS, or platform-as-a-service, is regarded as the most intricate of the three cloud computing tiers. While PaaS and SaaS are comparable in several ways, PaaS is a platform for developing software that is distributed over the Internet rather than software that is delivered online. This model incorporates Heroku and Salesforce.com.

## Types of Cloud Computing

### Public cloud:

Public cloud computing is like renting computing power, storage, and software online from a giant service provider (AWS, Google Cloud, etc.) You access these resources over the internet, similar to using a web application. Public cloud is cost-effective because you only pay for what you use, and it's scalable so you can easily adjust resources as your needs change. Many businesses are moving to the public cloud to save money and avoid managing their own hardware.

### Private cloud:

A private cloud is like having your own personal cloud computer system, instead of sharing resources with others in a public cloud. This gives you more control and security over your data, especially if you deal with sensitive information. Private clouds can be located on-site at your company or rented from a provider. While they offer similar benefits to public clouds (scalability, elasticity), they are often chosen for stricter security and regulatory compliance needs. Some companies build their private cloud with the future in mind, allowing them to easily move to a public cloud or hybrid cloud environment later.

### Hybrid cloud:

A hybrid cloud combines the best of public and private clouds, offering flexibility, security, and cost-effectiveness. Imagine connecting your own computer system (on-premises) to a private cloud and also to a public cloud service like AWS. This lets you move workloads between them depending on your needs. For example, you might develop and test applications in the public cloud for faster time to market, then move them to the secure private cloud for business or security reasons. The public cloud can also be used for sudden spikes in traffic without affecting your private workloads. Many businesses use hybrid cloud computing because it gives them more options and saves money compared to traditional on-premise setups.

### Multicloud:

Multicloud is like using different cloud service providers for different tasks, instead of relying on just one. It's like having multiple email accounts from different providers. Businesses use multicloud to avoid being locked into one vendor, to access a wider range of services, and to pick the best features from each provider. For example, a company might use AWS for web hosting, Google Cloud for AI, and Microsoft Azure for

security. This approach can also help avoid problems caused by using unauthorized cloud services ("shadow IT").

### **Hybrid Multicloud:**

Hybrid multicloud is the most popular approach for businesses today. It combines the best of public, private, and multiple cloud providers for maximum flexibility, cost-effectiveness, and control. This lets companies pick the best service for each task, optimize performance, and save money. However, managing multiple cloud environments with different tools and security protocols can be complex. To address this, hybrid multicloud management platforms have become essential. These platforms provide a central dashboard for managing everything from development projects to security across all the different cloud services being used.

## **Cloud Security: Addressing Concerns and Best Practices**

Cloud security used to be a major hurdle for businesses considering cloud services, especially public cloud. Security in the cloud requires different approaches and skills compared to traditional IT setups. Here's what you need to know:

- **Shared Responsibility:** Cloud providers secure the infrastructure, but you're responsible for protecting your data within the cloud. Make sure data ownership is clearly defined.
- **Encryption is Key:** Encrypt your data at all times - at rest, in transit, and even in use. Maintain control over encryption keys and hardware security modules.
- **Collaboration is Crucial:** Smooth cloud integration requires clear communication and collaboration between IT, operations, and security teams.
- **Monitor Everything:** Understand your industry's compliance standards and actively monitor all connected systems and cloud services. This gives you visibility into data exchanges across all environments (on-premise, private cloud, hybrid cloud, edge).
- **Cloud Security Tools to the Rescue:** Cloud providers offer a variety of tools to help you secure your data:
- **Identity and Access Management (IAM):** Automate access control for users trying to reach both on-premise and cloud-based services.
- **Data Loss Prevention (DLP):** DLP services combine alerts, encryption, and other measures to safeguard your data at rest and in transit.
- **Security Information and Event Management (SIEM):** This comprehensive solution automates threat monitoring, detection, and response in the cloud. It uses AI to analyze logs across platforms and react quickly to potential threats.
- **Automated Data Compliance Platforms:** These software solutions help you meet industry regulations by providing centralized data collection and automated compliance controls. They can even be updated with the latest regulations to keep you compliant.

## Cloud Computing: A Green Ally for Businesses

Sustainability is no longer a choice, it's a must-do for businesses. By 2025, how "green" a cloud service is will be a major factor in purchasing decisions.

Cloud computing can be a powerful tool for businesses to reduce their environmental impact and combat climate change. Here's why:

- **Energy Efficiency:** Traditional data centers are energy guzzlers. Moving to the cloud lets businesses tap into shared resources at cloud providers, which are often optimized for efficiency.
- **Reduced Emissions:** Cloud providers are increasingly using renewable energy sources like wind and solar power, further lowering your carbon footprint when you move to the cloud.
- **Sustainability Commitment:** Major cloud players like IBM are committed to becoming carbon neutral and helping their clients be more sustainable.

In short, cloud computing can be a win-win for businesses, offering cost savings and increased efficiency while also helping them achieve their sustainability goals.

## Cloud Computing: Powering Businesses in the Digital Age

Cloud computing is booming, with worldwide spending expected to top \$1 trillion in 2024! Here's how businesses are leveraging the cloud:

- **Scale with Ease:** Cloud resources can be instantly scaled up or down to meet fluctuating business needs, maximizing agility and efficiency.
- **Disaster Recovery on Autopilot:** The cloud offers cost-effective ways to protect data from outages and disasters. Cloud providers often have built-in disaster recovery solutions to get you back online quickly.
- **Speed Up Development:** Cloud-based development environments allow teams to build and test applications faster, eliminating bottlenecks like provisioning physical servers.
- **The Edge Gets Closer:** Cloud computing helps address latency issues and improve response times by bringing data processing closer to its source, ideal for Internet of Things (IoT) applications.
- **Unlocking Innovation:** The cloud provides the vast storage and processing power needed for cutting-edge technologies like AI, blockchain, and quantum computing. This empowers businesses to explore new possibilities.

# Cloud Computing: Convenience and Concerns

Cloud computing has revolutionized the way we access and store information. Here's a breakdown of its key aspects:

## Benefits:

- **Anytime, Anywhere Access:** Check email, store files (think Dropbox, Google Drive) - all from any computer with an internet connection.
- **Backups Made Easy:** Backup music, files, photos for safekeeping in the cloud.
- **Reduced Costs:** Companies ditch expensive server centers and IT staff, relying on the cloud and internet access for operations.
- **Storage Efficiency:** No more bulky desktops - the cloud handles storage needs.
- **Software Updates Simplified:** Upgrades happen online, eliminating the need for discs or flash drives.

## Security Concerns:

- **Data Sensitivity:** Security is a major concern, especially for sensitive information like medical records and financial data.
- **Ongoing Security Issues:** While regulations aim to improve cloud security, it's a constant battle. Encryption helps protect information, but breaches can still occur.
- **Vulnerability to Outages:** Server outages due to natural disasters, internal issues, or power failures can disrupt cloud services.
- **Systemic Errors:** With many users accessing the cloud, a single mistake can potentially affect the entire system.

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