# Activity: Using Cloud Services

AWS Academy Introduction to Cloud: Semester 1 | Module 1

**Instructions:** For each case study, read the description. In the table that follows the description, explain what the business needs and how they could use cloud services to improve their business.

## Case study 1

AnyCompany Lighting is a business that is trying to bring machine learning to lighting in homes, offices, and all other types of buildings. The lights use artificial intelligence to learn about human behavior patterns and turn on and off when necessary to save energy. Which cloud provider can help them bring their product to market?

| This business needs... | With cloud services, they could... |
| --- | --- |
| You are looking for information about choosing a cloud service provider to develop lighting products using artificial intelligence. | **Google Cloud Platform (GCP):**  GCP provides machine learning capabilities to build and train machine learning models.  **Amazon Web Services (AWS):**  AWS has a strong focus on security and reliability to protect sensitive data and systems.  **Microsoft Azure:**  Azure is another option, with the ability to support large-scale systems and integrate well with enterprise applications. |

## Case study 2

Example Stock Corp. is a large stock-trading firm that stores a lot of their data on their own private servers for security reasons. They have a lot of clients and work with a lot of money, so security and reliability are hugely important. They want to expand their computing to the cloud for more flexibility and agility. Which cloud provider would be their best option?

| This business needs... | With cloud services, they could... |
| --- | --- |
| Example Stock Corp. Also consider options from other cloud service providers such as Google Cloud, Amazon Web Services (AWS), and Microsoft Azure. Choosing the right cloud service provider will depend on their specific requirements and each provider's ability to meet them. | IPC’s Connexus Cloud: This multi-cloud platform connects more than 7,000 diverse capital markets participants across 750 cities in 60 countries. This platform allows traders to reach everyone throughout the trading lifecycle |

## Case study 3

AnyCompany Gaming is a gaming company that wants to release a new multiplayer game. They need customers to have quick access to the data because any lag will make the game less fun. The company would like the game to be popular around the globe. They need services purely in the cloud and have no on-premises computing. Which service will help them launch and grow their game?

| This business needs... | With cloud services, they could... |
| --- | --- |
| AnyCompany Gaming should consider the specific requirements of their game to choose the most suitable provider | Unity Game Server Hosting (Multiplay): This service provides flexible scalability and stable performance for multi-player gaming. With a 99.95% operating SLA and the ability to grow from a few users to millions of concurrent players, this is a good choice for AnyCompany Gaming.  Unity Gaming Services and Google Cloud: The combination of Unity Gaming Services and Google Cloud provides a proven game server hosting solution. This service gets your game up and running quickly and ready to reach crowds of players. At the same time, it supports player connection on a large scale. |

## Case study 4

Example Clothing Corp. is starting a small clothing store. The owner wants to use cloud services to host the website, track customers and purchases, and find data patterns to make marketing and production efficient. Which cloud service is the best option?

| This business needs... | With cloud services, they could... |
| --- | --- |
| Example Clothing Corp. should also consider other options like HubSpot CRM, Freshsales, and Bitrix24 to find the solution that best fits their needs | Google Cloud Customer Data Platform (CDP): This service is built on the Google Cloud platform and supports customer data management, marketing optimization, and product development. With AI/ML integration, Google Cloud's CDP helps create personalized customer experiences and effective data analysis.  Zoho CRM: Zoho CRM provides a comprehensive customer management solution, including customer tracking, transaction management, and data analysis. This is a suitable choice for fashion store data management. |