Unit IV

Cloud Computing Collaborating on Event Management, Contact Management and Collaborating on Project Management. Cloud Collaborating on Word Processing, Databases, Storing and Sharing Files; Evaluating Web Mail Services, Evaluating Web Conference Tools; Cloud computing and Social Networks, Groupware, Blogs and Wikis.

Collaborating on Event Management

When you're putting on a big event such as a concert or conference, you have a whole new set of challenges to face. Not only do you have to manage the tasks involved with putting together the event, you also have to handle
Attendee registration, event marketing, ticket sales, and the like. It's a massive effort—made somewhat easier by web-based event management tools.

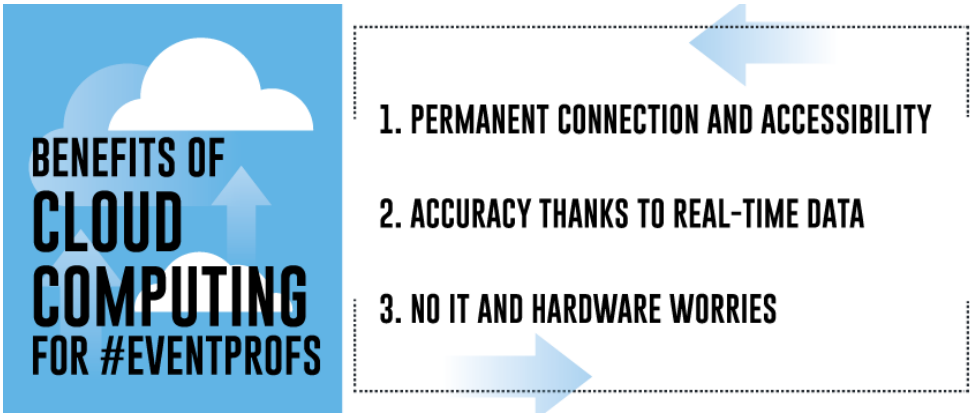
1. Event management is a general procedure to handle the various seminar, workshop and event that follows the online procedure to manage all these activities with a single resource.
2. For example, we use various event management software to control all these activities online.
3. Mostly we use Google Docs to create a simple documentation procedure. So we manage all these event activities with its schedule and task.
4. In this we create setup environment, detail of registration, detail of actual users.

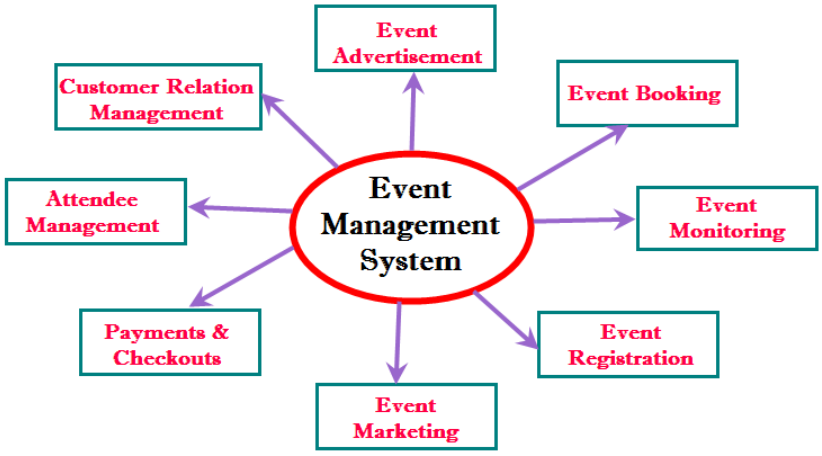
Advantages

1. Location independence.
2. Online registration and online payment.
3. Increase efficiency.
4. Reduced cost.
5. Management of common tasks.

Collaborating – Event management

- Event Planning and Workflow Management
- Event Marketing
- Event Calendar
- Facilities Scheduling
- Advance Registration
- Payment Processing
- Travel Management
- Housing Management
- Onsite Registration
- Contact Management
- Budget Management
- Post-Event Reporting and Analysis





Customer Relationship Management (CRM) / Contact Management (CM)

Contact management is the act of storing information about friends, family, and business colleagues for easy retrieval at a later date. We're talking names, street addresses, email addresses, phone numbers, and the like, stored in some sort of computer file.

contact management can be more involved and more useful than simple name/address storage. More sophisticated contact management applications help you track all sorts of details about your friends and colleagues, from personal info (birth date, spouse's name, children's names, favorite restaurants, and the like) to business info (employer, department, job responsibilities, and so forth). These contact management systems typically integrate this personal/professional information with calendar functions and a task manager.

1. In cloud computing contact management is working with CRM.
2. CRM means Customer Relationship Management and it is used to manage client interaction, deal with future and current customer. So, the information of any business share and update anytime.
3. Contact management is much more better than address book. There we track the order history, sales activity and create new approach with interaction.
4. It is used to reduce the productivity cost, reduce power uses and provides faster communication availability.
5. With the help of CC it easily provide location, larger storage capacity, data privacy and security of personal data.
6. Example is Salesforce which is a SaaS, designed for sales, marketing, customer services.

Advantages of a Contact Management System

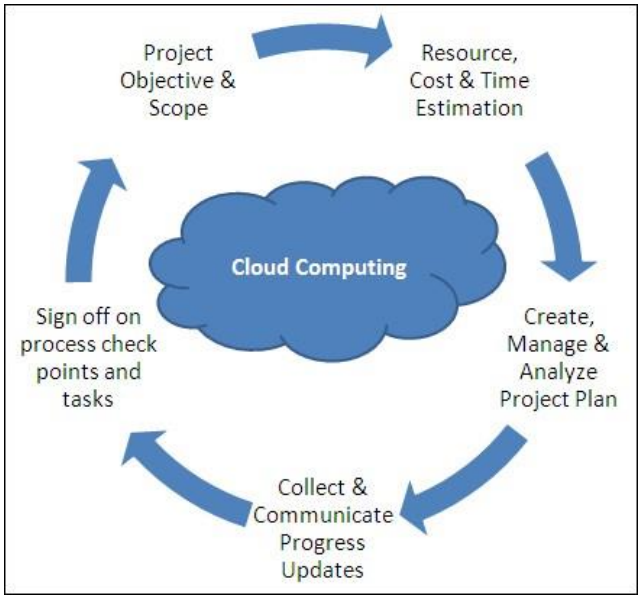
Opting for a Contact Management System (preferably automated) can provide the following benefits to an organization:

1. Storing of customer information in a well-incorporated data repository from where it can be accessed by any computer terminal in the organization.

2. Maintaining customer records with greater efficiency and less overhead as well as utilizing them to achieve maximum customer satisfaction.
3. Tracking sales records and promoting new offers to enthusiastic customers, indirectly inducing upselling.
4. Implementation of drip marketing using e-mails, social sites and other mediums.
5. Recording customer complaints and improving areas of discrepancy.

Collaborative Project Management as a Solution

We assume that various challenges faced in traditional PM can be addressed by using collaborative PM tools and processes. A collaborative PM tool deals with explicit representation of project information and timely sharing of the adequate information.



Managing Project Process as well as Inputs and Outputs

Managing the project process is the most crucial part of PM. One way to get an idea about the process is though a project lifecycle. The project lifecycle is broadly categorized into four major steps −

- **Step 1** − Understanding the project (problem definition and specification) − planning the project.
- **Step 2** − Executing.

- **Step 3** − Tracking and controlling the project.
- **Step 4** − Closing the project.

1. It is used to manage, plan, control and monitor a complex project.
2. In CC it is used to handle project task, message and document.
3. It provides on-demand network access to share a resource like network, server, storage, application and services.
4. It has five characteristics-
5. Dynamic (automatically) computing infrastructure.
6. IT service approach.
7. Self-service usage.
8. Self-managed form.
9. Consumption based billing.
10. Example are - onproject.com, zoho.com

Benefits of using cloud-based project management

1. Easy access

First and foremost, cloud-based project management software allows you to access the information from any part of the world, provided you have an internet connection. Also, you can access content from multiple devices – mobile phone, laptop or tablet.

2. Easy to get started with

The best part of having a cloud-based project management tool is the ease it provides the people to get started with it. It does not require any rigorous training, knowledge of extra tools or installations.

3. Highly cost-effective

These cloud-based management software are very easy on your pocket. You don't need to spend millions on buying servers, additional installations or buying additional storage.

4. Improved collaboration and productivity

Online cloud-based project management tools are designed to improve collaboration by ending email volleyballing at workplace

5. No additional installations and hardware

One of the many advantages these tools offer is that they do not require any hardware nor any additional installations. Unlike old-school technologies where you need to buy additional licenses for every computer with new settings.

6. Low maintenance technology

Cloud-based project management systems being highly cost-effective are also low on maintenance.

7. Reliable and secure

All cloud-based project management software (like ProofHub) are made with world-class technologies and undergo several security measures. Thus, these software are very reliable and secure

8. Support for remote teams

Today, more and more organizations are rooting for cross-functional and decentralized teams. They are building teams with a combination of local, remote and overseas talents.

Cloud Collaborating on Word Processing

presently using Google Docs or Microsoft Word Online or some other cloud-based word processor . Microsoft Word is a software program that is installed on your computer's hard disk. Web-based word processors, in contrast, are hosted in the cloud, not on your hard drive—as are the documents you create with these applications.

Google Docs

Pros

- Free
- Very user-friendly
- Entirely cloud-based with easy-to-use mobile apps
- Includes collaboration and sharing tools - you can view someone else editing a shared doc in real time
- Contains ability to create and access templates, advanced editing capabilities, and access to external resources
- Has a great "explore" feature that allows you to access content from Google queries inside the document you're typing
- Gaining in popularity, and nearly anyone with an Internet connection can use it

Cons

- Doesn't have many reliable or high-quality templates
- Since it's entirely based in your web browser, you have a high chance of being distracted by content open in other windows
- If you want to download documents external to the software, you'll need Microsoft Word or another program that can handle PDF or DOCX files

Storage , Storing and Sharing

Cloud storage is a service which enables saving the data on offside storage system. This data is managed by third-party. This data is accessible by a web services API.

Storage Devices

Following are the categories of storage devices:

1) Block Storage Devices – This type of devices provide raw storage to the clients. This raw storage is separated for creating volumes. A volume is a recognizable unit of data storage.

2) File Storage Devices – The file storage devices are provided to the client in the form of files for maintaining its file system. Storage data is accessed using the Network File System(NFS).

Storage Classes of cloud

Following are the categories of storage classes:

1) Unmanaged Cloud Storage

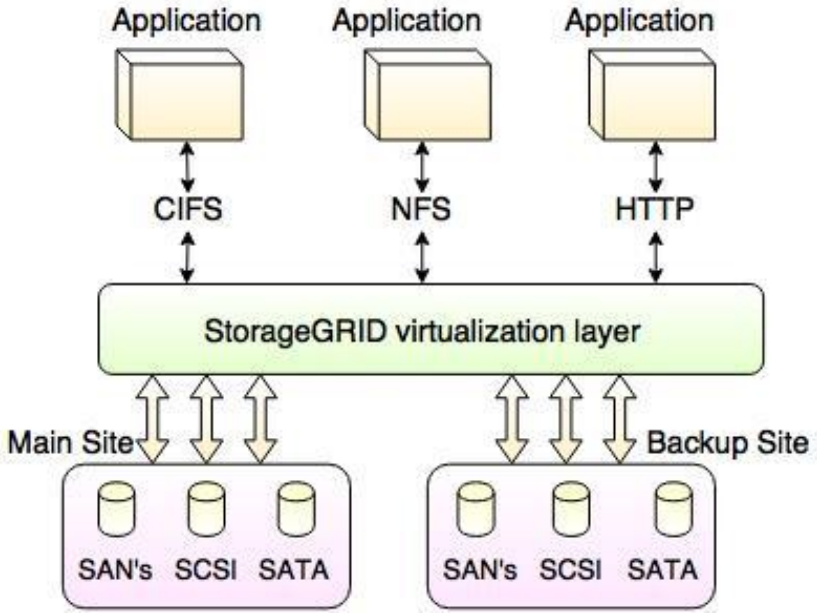
- The storage is preconfigured for the customer, this is known as unmanaged cloud storage.
- The customer cannot format or install his own file system or change drive properties.

2) Managed Cloud Storage

- Managed cloud storage provides the online storage space on-demand.
- This system shows the user like raw disk that the user can partition and format.

Creating cloud storage System

- The cloud storage system stores many copies of data on many servers at the various locations.
- The data is stored at various locations so that if one system fails it can change the pointer location to where the object is stored.
- The cloud provider uses the virtualization software to aggregate the storage assets into cloud storage system. This system is called as **StorageGRID.**
- StorageGRID creates a virtualization layer which fetches storage from various storage devices into a single management system.
- It manages the data from CIFS and NFS file system over the Internet.



The **virtual storage containers** offer high performance cloud storage systems. **Logical Unit Number (LUN)** of device, files and other objects are created in virtual storage containers.

Storing the data in cloud is not that simple task. Apart from its flexibility and convenience, it also has several challenges faced by the customers. The customers must be able to:

- Get provision for additional storage on-demand.
- Know and restrict the physical location of the stored data.
- Verify how data was erased.
- Have access to a documented process for disposing of data storage hardware.
- Have administrator access control over data.

Webmail

Webmail are web-based email accounts. These are usually free email accounts that are operated from a website. Examples include Hotmail, GMail and Yahoo Mail.

Webmail allows the users to access their emails as long as they have access to an Internet connection and a web browser. This also means that the user cannot read an old email or draft a new email offline.

The main problems with Webmail

Security – If you talk to an expert, they will advise you against accessing your Webmail from a public computer. You could compromise the security of your account. This is all very well if you have trusted computers you can use wherever you are. If you don't however then your options are very limited.

Adverts – With anything free, there always tend to be compromises and advertisements filling up your screen is definitely one of them when it comes to Webmail.

Limited storage space – As Webmail is hosted on the email provider's server, the storage space tends to be very limited. If you want to send emails with large attachments, or need lots of memory for your inbox, then Webmail is probably not the best option for you.

Evaluating Web Mail Services

Traditional email is anything but cloud based. The type of email program you probably have installed on your PC uses a protocol called the Post Office Protocol (POP). POP email requires the use of a dedicated email *client* program, such as Microsoft Outlook or Outlook Express, and—at the ISP level— email servers to send and receive messages.

There is a better way to manage your email—in the form of web based email services, also known as web mail or HTTP email. Unlike traditional POP email, web mail can be accessed from any PC using any web browser, and all your messages are stored on the web, not locally. It's just like a cloud service; no special software required. This lets you retrieve and manage your email when you're out of the office or on the road.

Gmail

Gmail offers a few unique features that set it apart from the web-based email crowd. First, Gmail doesn't use folders. That's right, with Gmail you can't organize your mail into folders, as you can with the other services.

Yahoo! Mail

Yahoo! Mail (mail.yahoo.com) is another web mail service, provided by the popular Yahoo! search site. The basic Yahoo! Mail is free and can be accessed from any PC, using any web browser. Yahoo! also offers a paid service called Yahoo! Mail Plus that lets you send larger messages and offers offline access to your messages via POP email clients.

Windows Live Hotmail

Hotmail was one of the first web-based email services, and it's still one of the largest. But it's not called "Hotmail" anymore; Microsoft has moved it into its Windows Live suite of online services and now calls it Windows Live Hotmail.

OtherWeb Mail Services

looking for a web mail service and don't want to go with one of the big three, here's a short list of some of the other major providers to check out:

_ AOL Mail (mail.aol.com)
_ BigString (www.bigstring.com)
_ Excite Mail (mail.excite.com)
_ FlashMail (www.flashmail.com)
_ GMX Mail (www.gmx.com)
_ Inbox.com (www.inbox.com)
_ Lycos Mail (mail.lycos.com)
_ Mail.com (www.mail.com)
_ Zoho Mail (zoho.mail.com)

Web Conference Tools

Web Conferencing is an online service by which you can hold live **meetings**, **conferencing**, presentations and trainings via the **internet** particularly on TCP/IP connections. You can connect to the **conference** either by telephone or using your computer's speakers and microphone through a VoIP connection.

Most web conferencing services are hosted on the vendor's servers. You typically have to arrange a conference in advance, and the hosting service will help you set everything up. Depending on the vendor, this can be a costly service, viable only for larger organizations. Make sure you check the price before you commit to using a particular service. What features can you expect from a web conferencing service?

Here are some of the most common:

Application sharing, where the presenter and participants can all access and use the same application in real time. This is useful for smaller group meetings, when all participants are collaborating on a project.

Desktop sharing, similar to application sharing, but with the presenter's entire desktop visible and accessible to participants.

File and document sharing, with individual files and documents open for all to edit, also useful for group collaboration.

Text-based chat, which lets participants discuss the presentation witheach other in real time.

Audio conferencing, which adds the spoken words of the presenter to a PowerPoint presentation. With two-way audio, all participants can speak—assuming that they all have microphones, of course.

Video conferencing, which puts a picture of the presenter in a corner of the conference webtop, typically generated via webcam. With twoway video, conference participants can also show pictures of themselves on-screen.

Below is a collection of some the commonly used web conferencing tools;

WebEx

Cisco's WebEx (www.webex.com) is perhaps the most-used web conferencing solution today. Various solutions and pricing plans are available, for organizations large and small. Features include VoIP support, integrated audio and video, application sharing, on-the-fly annotation, meeting recording and playback, and so on.

Glance

Glance (www.glance.net) is a web-based conferencing service priced from $49.95/month. Its main focus is easy-to-use screen sharing, with no client software necessary to install.

Microsoft Office Live

Meeting Microsoft Office Live Meeting (www.office.microsoft.com/en-us/livemeeting/) is a hosted service available in two versions (Standard and Professional). You get audio/video conferences, a PowerPoint viewer, integration with Microsoft Outlook, application and desktop sharing, and the like. Pricing is on a peruser basis, with volume licensing available.

Zoho Meeting

Last but not least, Zoho Meeting (meeting.zoho.com) is, for now at least, a free web conferencing service. It includes the expected features, including application/desktop sharing, chat, and Skype integration, as well as remote PC control.

Cloud Computing and Social network

Social network platforms have rapidly changed the way that people communicate and interact. They have enabled the participation in digital communities as well as the representation, documentation and exploration of social relationships.

Cloud computing vendors such as Salesforce and Amazon nowadays provide varied services including Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP). As they deliver these things through cloud servers, **clients can use the flexibility and scalability of the system** without purchasing standalone software or hardware.

Apart from data storage, the social networks are now also using clouds for various other tasks. For example, this can be **ideal for big data analytics**. One of the benefits of using cloud systems is that **users can access vast amount of structured and even non-structured data** easily.

Another way cloud computing becomes helpful is by **reducing the cost of data backup and recovery in case of a disaster**. If the data is only stored in one central location, it becomes much riskier. If something happens there, it is almost impossible to recover the data. But through cloud they remain accessible through shared resources across the globe. This is especially useful for social networks as the store personal data of its users, and so cannot afford to lose even one part of it.

Cloud Computing and Social Network Sites are among some of the most controversially discussed developments in recent years. The opportunities of using powerful computing resources on demand via the web are considered as a possible driver for the growth of the world economy. As I said before, cloud is a reality and will remain the most distinguished technological breakthrough, transforming the way business is done.

Groupware

Groupware is a class of computer programs that enables individuals to collaborate on projects with a common goal from geographically dispersed locations through shared Internet interfaces as a means to communicate within the group.
Groupware may also include remote access storage systems to archive frequently used data files. These can be altered, accessed and retrieved by workgroup members.Groupware is also known as collaborative software.

Features

- File and document uploading and sharing
- Web calendar
- Task/project manager
- Message boards
- Text-based chat rooms / instant messaging
- Wiki-like collaborative pages
- Blogs.

Blogs and wikis

Blogs and wikis are websites capable of hosting an array of material from text to videos and music. Unlike most websites however, they are 'interactive' forums where visitors can easily contribute material and work together to produce new content.

A blog is often used like a 'journal' where an individual make entries of commentary describing events and uploading new material such as images and video. Visitors to a blog are able to comment on these entries and contribute material, but cannot modify the entries. Teachers may use a blog to display student works, provide commentary on class activities and upload material for students to access during class or at home for homework tasks.

Wikis are more collaborative because they enable visitors to modify content posted by others and contribute new content. The most popular and well known wiki is Wikipedia. Wikis are a good tool for students to use when working in groups as they are able to access and edit each other's work at home and during class.

- Blogs and wikis are web resources that emphasize on sharing information through the web. They depend on the level of knowledge the user has to employ them, blog and wikis surge as an alternative to web sites without the need of coding.

- **Blog**: A blog is a shortened version of a online diary and in other terms it means an online interactive journal
- **Wiki:** A wiki is software used to create a website

Similarities between blogs and wikis

- They provide a place to keep your website for free
- They provide a place to work in group
- No technical knowledge is necessary for their usage

- They can be accessible from anywhere using internet
- They foster critical thinking

Differences of blogs and wikis

- They both offer different layouts
- Blogs can be managed by one person whereas wikis require more personnel
- They oriented to different purpose blogs (personal record) wikis (community records)