

1. What business benefits do cloud computing services provide? What problems do they solve?

As mentioned in the case study, Cloud computing is the fastest-growing form of computing. According to static information provided in the case study, it is expected that 94 percent of all computing capabilities will run with the assistance of cloud services by 2021. The reasons for this tendency are noticeable. To be more precise, cloud computing offers businesses a wide range of benefits. For example, cost savings, flexibility, and improved performance are among those. In terms of cost savings, cloud services are affordable for businesses of all sizes; and it is the cheapest alternative for building their private IT infrastructure. Building IT infrastructure requires a lot of investments and time, and it is really challenging for startups and small-size companies to do that. Also, according to the case study, companies do not have to be concerned about the maintenance and upkeep of IT infrastructure because they are the jobs of cloud service providers. In case of performance improvements, we can bring Hi-Media as an example. In order to meet the customer demand and improve its performance to satisfy the customers, the company decided to move to Amazon Web Services.

2. What are the disadvantages of cloud computing?

In accordance with the advantages of cloud computing services, it has several disadvantages. One of them is its reliability. For instance, Because of problems in Amazon Web Services, several websites experienced downtimes in their work. However, experts recommend that companies have another computing service as a backup in order to avoid such circumstances. Another drawback is the one that is associated with security issues. For some experts, the security levels the cloud computing services are doubtful. They claim that the confidentiality and privacy of the data in cloud computing services are debatable. Since cloud services are online, they are vulnerable to hacker attacks. In this way, the private information and data about companies could go to the hands of a third party who can use those data against the company (evolve, 2017).

3. What kinds of businesses are most likely to benefit from using cloud computing? Why?

As mentioned above, startups and small-size businesses benefit from cloud computing services more than others. The reasons are apparent. Those companies usually do not have enough resources to build their own IT infrastructure; therefore, in order to grow and have financial

savings, they prefer to use cloud services. Apart from that, large companies also benefit from cloud computing services. For example, as mentioned in the case study, in 2016, Netflix decided to close down its own data centers and start to use Amazon Web Services.

4. Compare the business models and core competencies of Google, Apple, and Facebook.

As we all know, all of these three giant companies are the market leaders in the world. Each has specific core competencies and business models. Firstly, the business model of Apple is designing, building, producing, and selling consumer electronics and software, and online services (Bhasin, 2021). I believe that Apple's core competencies include designing unique products, innovation capabilities, and a strong brand image in the market. When it comes to Google, the firm has the core competency of using technology in its search services. According to Google's competitive advantage, it provides fast technological tools to support the search engine. Moreover, the business model of the company is worldwide internet-related goods and services. The main products and services of Google include the search engine, Google cloud computing, software, hardware, and online advertising technologies. Finally, the core competency of Facebook is the company's ability to perform and add new features. The business model of Facebook is the sale of advertising spaces on its social media platforms.

5. Why is mobile computing so important to these three firms? Evaluate mobile strategies of each firm.

In today's world, mobile computing becomes essential. Many reasons lead to the dominance of mobile computing. The most viable ones include its ability to be flexible, efficient, and productive. Flexibility means that this system offers users to work from anywhere that is convenient for them as long as they have a proper connection. The efficiency of mobile computing is about its ability to help people save their time. Thus, since mobile computing increases efficiency and offers significant flexibility to the user, in turn, these patterns directly assist the users in boosting their productivity levels.

- ✓ Google's mobile strategy is mobile search and its cloud services.
- ✓ Facebook's mobile strategy is its mobile application that aims to ease the use of the social media platform.

- ✓ Apple's mobile strategy is its dominance in mobile software and operating systems like IOS, Apple store, Apple Pay, and some others.

6. Which company and business model do you think is most likely to dominate the Internet, and why?

According to research from Statista, the parent company of Google, Alphabet dominates the internet. However, it does not mean that other is not doing good. The statistics show that five companies, namely Google, Apple, Microsoft, Amazon, and Facebook, dominate the internet (Berls, 2020). Due to the fact that in our daily life, we are more prone to use data and analyze it, all these companies will still dominate the industry in the future, too.

7. What difference would it make to a business or to an individual consumer if Apple, Google or Facebook dominated the Internet experience? Explain your answer.

I believe that if the industry is dominated by these companies, this would create a kind of monopoly in the market. Therefore, it will drive the prices in the market to higher. Also, in this case, there would not be enough competition.