School of Continuing Studies  
Foundations of Cloud Computing

# Presentation a value proposition for using Microsoft One Drive to manage and store content for the enterprise.

## What value proposition is?

Value proposition describe how solve problems, delivers some benefits and improve their situation wrap up in a simple way. Same characteristics of a value proposition are: Be *short, be specific, speaks customer Language and test customer comprehension of your product or service*.

This is an example of value proposition that could be presented to introduce One Drive to customers.

“Need a solution that lets you store all your files in one place, share and collaborate with others, and get to your photos and files from anywhere?

OneDrive can help.

OneDrive supports over 270 file types.

Create a file on your PC or Mac and edit the same file on your laptop, tablet, or phone.

No need to email it to yourself or save a copy to a thumb drive.

Easily share files with others, work together, and see comments and changes as they happen.

Stay connected wherever you are with the OneDrive mobile app on your Android™, iOS®, or Windows Phone.

With all your files in OneDrive, securely store, share, and get to your files from anywhere – at work, at home or on the go.

We’ll show you how.”

## Describe the functions and features of *OneDrive.*

OneDrive is Microsoft's service for hosting files in the cloud, that is available for free to all the owners of a Microsoft account.

This service offers to users a simple and safe possibility to store, sync or share any sort of date, on the Web.

Moreover, it synchronizes your system settings like visual customizations, themes, applications configurations and even browsers tabs, history and saved passwords.

In addition, you can access to your OneDrive files from apps for Windows, Windows Phone, Xbox and including Mac OS X, iOS or Android.

This service comes with *7 GB* of free storage; users can add *50 GB* for $25, *100 GB* for $50, and *200 GB* for $100. *OneDrive* for Business is a standalone product separate from *Office 365* but is included with *Office* Online. It includes multifactor authentication, built-in compliance standards and auditing and reporting capabilities. *OneDrive* for Business costs $2.50 per user per month with an annual commitment. Users get 25 GB of storage space and can purchase more.

## Risks involved (if any) with the technology?

Assuming that any form of technology brings risks to user, we can highlight some of them. However, the most common barriers perceived by consumer of cloud computing are lack of privacy, data security, provider lock-in, lack of standardization, jurisdictional issues relating to applicable law and law enforcement access to data.

* + 1. Data security and privacy

Potential data security risks are arising from cloud computing relate to: an increase in threats to data confidentiality lies on concentration of data on common *Cloud infrastructure*, as well as the loss of IT control and governance by organizations; and an potential risk of data interception during the authentication or data transmission.

Mitigating Potential Risks: Multiple approaches exist to tackle these vulnerabilities, such as differentiation of the level of security needed by sensitivity of data, provide an individual sort of cryptography, which users upload all date encrypted by a unique key. It is also possible to provide a *private cloud* managed by the organization itself or a third party provider. Additional data security assurance could also be provided through a form of constant audit and request certifications systems of *cloud services* providers.

* + 1. Data security and standards

Transparency is not a providers’ provisions concerning when it comes to data security, in particular a lack of data integrity guarantees combined with disclaimers of liability clauses in contracts; a lack of standards information regarding data control and security are often unclear and incomplete concerning security and privacy on cloud providers’ websites

Mitigating Potential Risks: Be aware of compliance and regulatory standards lies down mainly into the customer's responsibilities, not the cloud provider's, regarding Tom Nolle, president of CIMI Corp. "For considerations like compliance, customers are not going to be finding solutions in the cloud; there's not really a technical solution to compliance."

* + 1. Jurisdiction and standards

Law-abiding consumers storing their data in the cloud might be affected as well by mandatory orders for disclosure, without previous notification, as in a public or shared cloud authorities are allowed to seize the servers or computers that contains personal information of the criminal and innocent indistinguishable; this is compounded by a lack of standards in providers’ ‘thresholds’ of disclosure. The main challenges surrounding the legal issues regarding privacy relate to: ambiguities as to the role of the cloud service provider; uncertainty regarding applicability of EU laws; the necessity for more effective data protection; uncertainty regarding laws governing international data transfers, and the lack of universality in data protection legislation.

*Reference:*

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