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.**

1. Take some time to understand 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: *Short, Specific, Customer Language: Test customer comprehension*.

This is an example of value proposition that could be presented:

“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.”

1. You need to briefly describe the functions and features of One Drive.

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

OneDrive offers users a simple way to store, sync and share all kinds of files, on the Web.

OneDrive also syncs your system settings, visual customizations, themes, app settings and even Internet Explorer or Microsoft Edge tabs, history and saved passwords.

The files stored in OneDrive can be accessed directly from a web browser or, if you're using Windows 8.1 or Windows 10, directly from the operating system. Other means of accessing your OneDrive files include apps for Windows, Windows Phone, Xbox and even Mac OS X, iOS or Android. These apps can be downloaded from the official OneDrive website, here: Download OneDrive.

1. What are the risks involved (if any) with the technology?

The biggest perceived barriers for both consumer of cloud computing are lack of privacy, data security, provider lock-in, lack of standardization, and jurisdictional issues relating to applicable law and law enforcement access to data.

1. **Data security and privacy**

Potential general data security risks arising from cloud computing relate to: an increase in threats to data confidentiality due to the concentration of data on common cloud infrastructure; the loss of IT control and governance by organizations using cloud services; and an increased risk of data interception in authentication and transmission procedures.

Multiple approaches exist to tackle these vulnerabilities, such as differentiation of the level of security needed by sensitivity of data or use of a ‘private cloud’ managed by the organization itself or a provider. Additional data security assurance could also be provided through a form of audit and certification systems of cloud services providers.

1. **Data security and standards**

Transparency is often lacking in providers’ provisions concerning data security, in particular a lack of data integrity guarantees combined with disclaimers of liability clauses in contracts; a lack of standards regarding data control and security; and often unclear and incomplete information concerning security and privacy on cloud providers’ websites

1. **Jurisdiction and standards**

Law-abiding consumers or business users storing their data in the cloud may well be affected by compulsory orders for disclosure, without notification, as in a public or shared cloud authorities may seize the servers or computers containing personal information of the guilty and innocent alike; 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 need for more effective data protection; uncertainty regarding laws governing international data transfers, and the lack of universality in data protection legislation.

Make the necessary recommendation and if you see fit, propose alternate options and state your reasons?

How do you propose to mitigate the risks?

* Use appropriate headings where necessary
* Use a business vocabulary and avoid technical jargon. Provide definitions for terms where needed.