

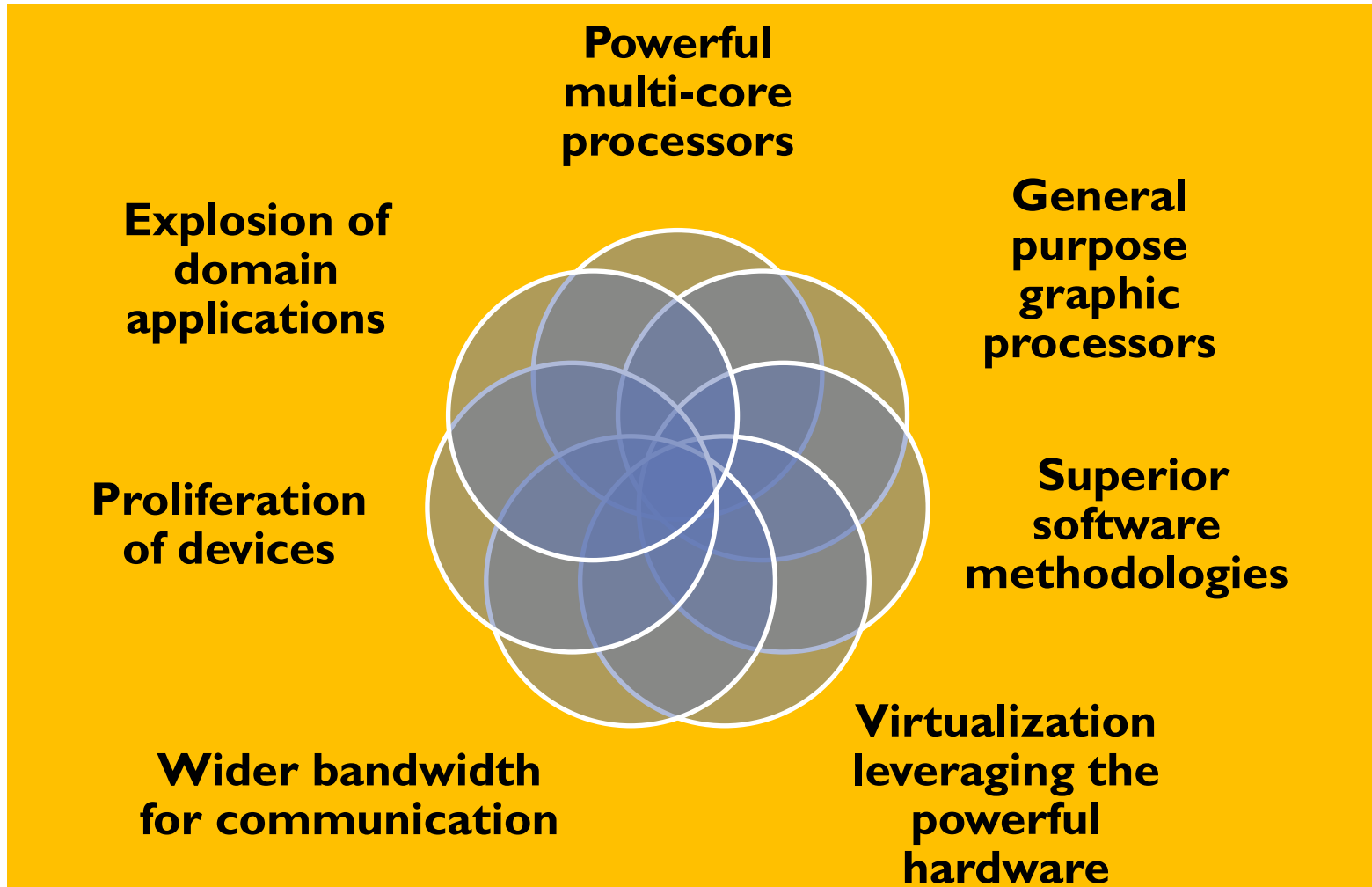


BITS Pilani

Cloud Computing

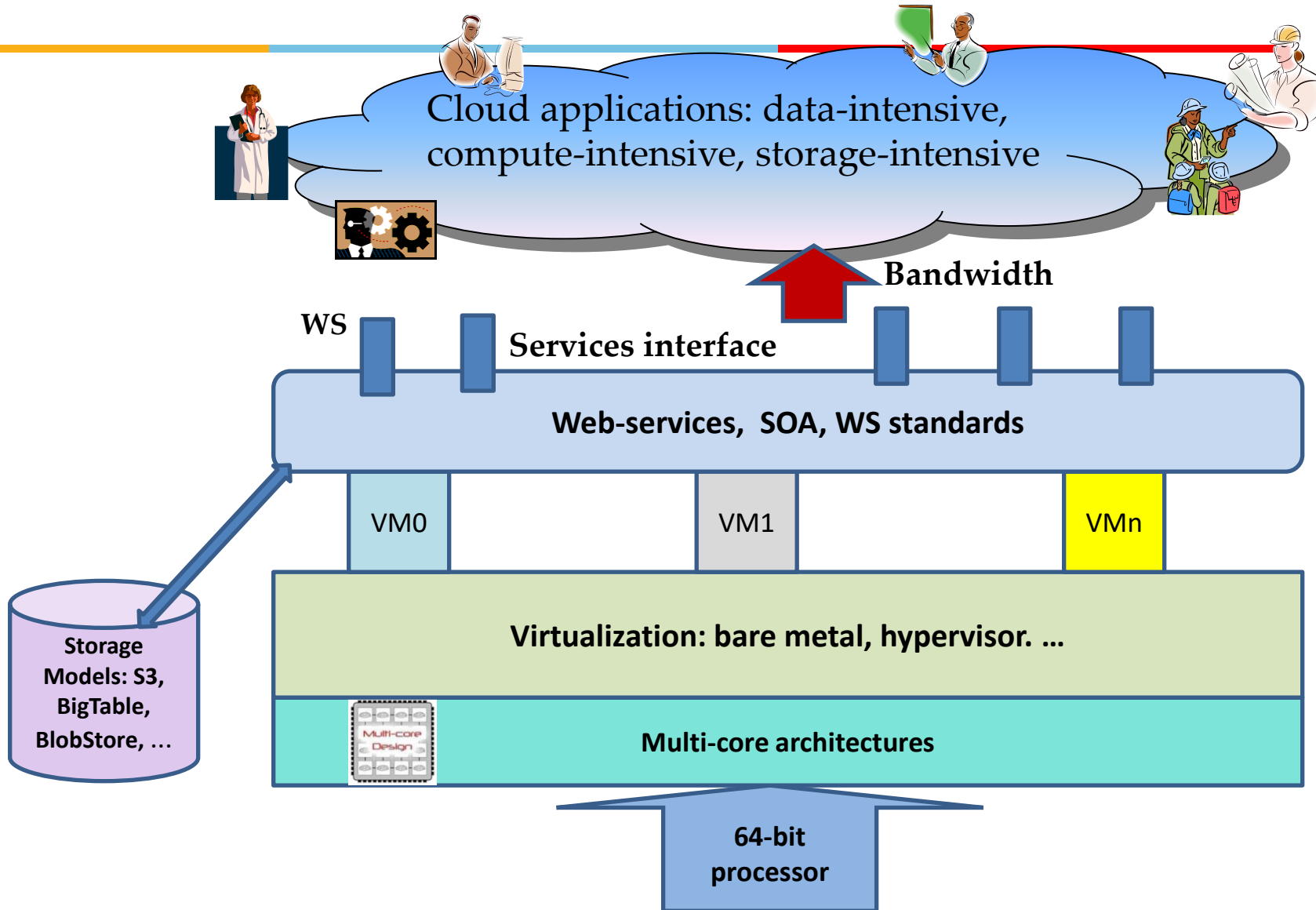
SEWP ZG527

Motivation



1. **Web Scale Problems**
2. **Web 2.0 and Social Networking**
3. **Information Explosion**
4. **Mobile Web**

Technology Advances



What is Cloud Computing?

Cloud Computing is a general term used to describe a new class of network based computing that takes place over the Internet,

- basically a step on from Utility Computing
- a collection/group of integrated and networked hardware, software and Internet infrastructure (called a platform).
- Using the Internet for communication and transport provides hardware, software and networking services to clients

These platforms hide the complexity and details of the underlying infrastructure from users and applications by providing very simple graphical interface or API (Applications Programming Interface).

What is Cloud Computing cont....

In addition, the platform provides on demand services, that are always on, anywhere, anytime and any place.

Pay for use and as needed, elastic




- scale up and down in capacity and functionalities

The hardware and software services are available to

- general public, enterprises, corporations and businesses markets

Drivers for the new Platform

Generational Shift of Computing Platform

Technology	Economic	Business	
	Centralized compute & storage, thin clients	Optimized for efficiency due to high cost	High upfront costs for hardware and software
	PCs and servers for distributed compute, storage, etc.	Optimized for agility due to low cost	Perpetual license for OS and application software
	Large DCs, commodity HW, scale-out, devices	Order of magnitude better efficiency and agility	Pay as you go, and only for what you use

<http://blogs.technet.com/b/yungchou/archive/2011/03/03/chou-s-theories-of-cloud-computing-the-5-3-2-principle.aspx>

Cloud Summary



- Shared pool of configurable computing resources
- On-demand network access
- Provisioned by the Service Provider