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(Alec Langosh)

THE EVOLUTION PROCESS OF THE CLOUD COMPUTING BUSINESS MODEL

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Grin Verlag Jan 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Masterarbeit aus dem Jahr 2012 im Fachbereich Informatik - Technische Informatik, Note: -, Ewha Womans University, Sprache: Deutsch, Abstract: It s stupidity. It s worse than stupidity: it s a marketing hype campaign. 1 Richard Stallmann, founder of Free Software Foundation and creator of the computer operating system GNU (GNU s Not Unix), quoted in The Guardian about Cloud Computing paradigm on September 29, 2008.Without any doubts Cloud Computing is THE current buzzword in the information and telecommunication industry since 2007. The hype around Cloud Computing is impressive, but also confusing, as Stallmann s quotation reveals. Among various market research institutes, governmental agencies of different countries or business consultancies, the market of Cloud Computing services will increase immense. For example, Forrester Research predicts that the global market from $ 40,7 billion in 2010 will rise to $ 241 billion per year by 2020 (Ried, Kisker 2011, p. 3).The existence and enormous growth of the Cloud Computing services is obvious, but mere the fact, what exactly is Cloud Computing, still occurs for confusion. The scholars around Armbrust et al. (2010) quoted Larry Ellison, CEO of Oracle, The interesting thing about Cloud Computing is that we ve redefined Cloud Computing to include everything that we already do. . . . I don t understand what we would do differently in the light of Cloud Computing other than change the wording of some of our ads. The term Cloud Computing is used in the Information Technology (IT) industry and research area for about four years and is consider as the next revolution of the IT sector.Although the phenomenon of Cloud Computing is still in its infant stage, it is considered...

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