<u>Syllabus</u>

Module III Cloud Services

3.1 To Explore different Cloud Services

      1. To discuss Collaborate on Calendars , Schedules and Task Management

      2. To Explore Online Scheduling Applications

      3. To Explore Online Planning and Task Management

      4. To discuss Collaborating on Event Management

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Collaborating on Calendars

Most computer users keeping their schedules on their PCs.

It's easier to track appointments and events electronically.

The problem, with using calendar software (such as Microsoft Outlook or Windows Calendar) is that all appointments have to reside on a single computer.

So many users are moving to web-based calendars.

 A web-based calendar service **stores your calendars on the Internet**, where they can be accessed from any computer that has an Internet connection.

This **lets you check your schedule, anyone has added new appointments** since you left.

Web-based calendars are **easy to share with other users in any location**, which make them great for collaborative projects.

Examples

      1.**Google Calendar**

      2.**Yahoo! Calendar**

      3.**Windows Live Calendar**

      4.**Apple MobileMe Calendar**

5. **AOL Calendar**

6. **CalendarHub**

7. **Hunt Calendars**

8. **Famundo**

9. **eStudio Calendar**

10. **30Boxes**

11. **Trumba**

12. **Calendars Net**

13. **Jotlet**

1. Google Calendar

➢ Google Calendar (**calendar.google.com**) is the **most popular web-based calendar** today, due to its association with the web's most-used search engine.

➢ **Google Calendar is free, full featured, and easy to use**.

➢ It **lets you create both personal and shared calendars**, which makes it ideal for tracking business group, family, and community schedules.

➢ Like all web-based calendars, **all your events are stored in the cloud** (in this case, **the cloud created by Google's own network of servers**)

➢ Just log in to the Google Calendar page and your calendar and all events are there.

➢ **You can create a private calendar** for yourself, and also **public calendars** for your company or organization.

➢ **Special event invitation features** make it **easy to invite others** to an event—public or private.

➢ Google allows you **to create several different types of—calendars**. You can create one calendar for home, another for work, and another for your son's sports team and so on.

➢ You can view **all your calendars** from the **same Google Calendar page**, with the events from each calendar color-coded for easy visibility.

➢ Another category of calendars are

1. **Personal calendars, like your** default calendar

2. **Public calendars, which others can** access via the web

3. **Friends' calendars, which you** import from their Google Calendar web pages

4. **Holiday calendars, which add** national holidays to a basic calendar

➢ Setting up a new calendar is easy. There's nothing to set up.

➢ When you first sign into the Google Calendar page, your calendar is already there, waiting for your input.

➢ There's nothing to create, nothing to configure.

➢ Google Calendar is unique, because **it's part of the mighty Google empire.**

➢ Google Calendar **integrates with Google's Gmail application**.

➢ Google Calendar can scan your email messages for dates and times and, **create events based on the content of your Gmail messages.**

2. Yahoo! Calendar

❖ One of **Google Calendar's primary competitors is Yahoo! Calendar** (calendar.yahoo.com), hosted by its search competitor Yahoo!

❖ This web-based calendar looks, feels, and **functions quite similarly to Google Calendar**, and is also **free for anyone to use.**

❖ One main difference in Yahoo! Calendar, is the **presence of an Add Task button**.

❖ This reflects Yahoo! Calendar's **offering of tasks in addition to events**. You can add individual items to your daily schedule, but you can also add longer-term tasks and have their due dates show up on your calendar.

❖ You can **share your Yahoo! calendars with other users**, in a collaborative environment.

❖ Just **click the Sharing link and indicate how you want to share**—no sharing, view-only for friends, view-only for anyone, or view-only with special friends allowed to edit.

❖ Choose the last option for true collaboration.

❖ At present, **Yahoo! Calendar only lets you create a single calendar**.

❖ All your events, public and private, have to be stored on this calendar; **you can't create different calendars for different functions.** (That's one advantage that Google has over Yahoo! here.)

3. Windows Live Calendar

Windows Live Calendar (mail.live.com/mail/calendar.aspx) is **Microsoft's web-based calendar**, actually **part of the Windows Live Hotmail** email service.

It offers tasks, like Yahoo! Calendar, and also **lets you schedule meetings with other calendar and Hotmail users**.

Naturally, **you can share your calendars with authorized users for group collaboration**.

4. Apple MobileMe Calendar

- It **includes online mail, contacts, and calendar, as well as an online photo gallery and file storage.**

- The MobileMe Calendar is, a **web-based calendar that can be accessed from any computer connected to the Internet, Mac or Windows.**

- It can also be **accessed from Apple's iPhone**, which makes it a truly mobile calendar

- MobileMe **lets you create multiple calendars and display them all on the same screen**, using different colors for each calendar.

- You can **synchronize your MobileMe calendars with Apple's iCal and Microsoft Outlook calendars**.

5. AOL Calendar

- AOL means **America Online**

- AOL has **both paid subscribers and free web users**.

- Any registered user can access AOL Calendar (calendar.aol.com), which **integrates with the AOL Instant Messenger (AIM) service** for both instant messaging and email.

- AOL Calendar **lets you share calendars with authorized users**.

- Your **calendars can be either private or public**.

6. CalendarHub

- CalendarHub offers all the features of the web based **calendars—private/public calendars, sharing/collaboration, multiple calendars, task-based to-do lists**, and the like.
- In addition, **CalendarHub lets you publish calendars on your blog or website**, which makes it great for creating sites for community groups, sports teams, and the like.
- **Other users can sign up to receive email notification of new events**, for any calendar view.
- It's **completely free.**

7. Hunt Calendars

Hunt Calendars (**www.huntcal.com**) **offers event-based web calendars**.

Useful **features include email reminders, notification of event conflicts, notification of new and updated events**, and the like.

The site **add web links and images to calendar events, which is unique**.

It has the **ability to customize the color scheme and graphics** to reflect your organization's look and feel.

This makes Hunt Calendars particularly **attractive to businesses and community groups**.

8. Famundo

❖ This site(**www.famundo.com**) offers a **free web based calendar ideal for schools, churches, sports teams**, and the like.

❖ After the public calendar has been created, **users can subscribe to be notified of new and upcoming events**.

❖ **You can add message boards, blogs, and other features** to your calendar.

❖ The company also **offers** Famundo for Families, **a personal version** of their Organizations calendar.

❖ **This version includes a family address book and message board**, to facilitate family communication.

9. EStudio Calendar

• eStudio Calendar (**www.same-page.com/calendar-software.html**) is **designed specifically for business use**.

• eStudio Calendar **used to broadcast information about group activities (via email) and to schedule meetings**.

• **Information about company events can also be automatically published** to your website.

• There are three types of calendars in a single interface:

1. **Member Event calendar helps users manage their personal time, keep** track of meetings with others, and so on.

2. **Team Event calendar is used to schedule activities for a group, as well** as schedule facilities.

3. **Supervisor calendar provides reports to managers about business** activities and schedules.

10. 30Boxes

The name of 30Boxes (**www.30boxes.com**) refers to the **30 "boxes" displayed on a typical monthly calendar**.

The site itself **offers interface for adding events.**

All your **events can be shared with other designated users**, plus you **get to-do lists**, **a link to Google's Gmail**, and similar useful features.

11. Trumba

- Trumba (**www.trumba.com**) **offers web-based calendars ideal for community organizations, schools, and similar public entities.**

- The company lets you **embed individualized widgets** in your own website.

- These **widgets let users view full calendars**, **add events to the schedule**, **receive email notification of events**, and such.

12. Calendars Net

- Calendars Net (**www.calendars.net**) is a **free web-based calendar designed for companies or individuals** who want to add interactive calendars to their websites.

- A typical calendar fits into a frame on your website, with **little coding required**.

- The site also **hosts personal calendars in the cloud.**

- You can employ **four different levels of security** (so that different users can view the calendar), **add events**, **edit events**, and **even change universal calendar settings**.

13. Jotlet

- Jotlet (**www.jotlet.net**) is a **JavaScript API and library** that you can use to build rich calendar functionality into any web page.

- The **Jotlet API is free for noncommercial use**, and also **available (for a fee) for commercial sites**.

Exploring Online Scheduling Applications

In a large office, scheduling a meeting can be a difficult.

Not only **know the clear time** from all the attendees' individual schedules, also have to make sure that the **right-sized meeting room is available at the designated time**.

A typical businessperson can spend more than 100 hours each year just scheduling meetings.

Therefore, **use online scheduling application**.

This web-based app takes much of the pain out of scheduling meetings, for both large and small groups.

The typical **app requires all users to enter their individual calendars** before hand.

When you schedule a meeting, **the app checks attendees' schedules for the first available free time for all**.

The app then generates automated email messages to inform attendees of the meeting request (and the designated time), followed by automatic confirmation emails when attendees accept the invitation.

For this purpose, separate web-based appointment scheduling applications exist.

1. **Jiffle**
2. **Presdo**
3. **Diarised**
4. **Windows Live Events**
5. **Schedulebook**
6. **Acuity Scheduling**
7. **AppointmentQuest**
8. **hitAppoint**

1. Jiffle

➤ Jiffle (**www.jifflenow.com**), **schedules meetings, appointments, and the like for the enterprise environment**.

➤ To track employees' free time, **it synchronizes with both Microsoft Outlook and Google Calendar**.

➤ It also **offers** its own **Jiffle Calendar application.**

➤ Jiffle **allows** the originating user **to mark available time slots** on his calendar, **and** then **share them with proposed attendees via a Jiffle-generated email invitation.**

➤ These **attendees view the invitation**, log in to the Jiffle website, and **then select their preferred time slots from the ones proposed**.

➤ **Based on these responses, Jiffle picks the best time for the meeting and notifies all attendees via an automatic confirmation email**.

➤ For smaller companies, Jiffle is free for up to 10 meeting confirmations per month.

➤ For larger companies, **Jiffle Plus**, **Jiffle Pro**, and **Jiffle Corporate plans** are available.

2. Presdo

❖ Presdo lets you **schedule meetings and events** with anyone **who has an email address.**

❖ **You can adding an event is as simple as entering a description into a box.**

❖ You then enter the email addresses of other participants, and Presdo emails out the appropriate invites.

❖ **When an attendee responds, he's automatically added to the event's guest list**. (And, for the convenience of all guests, it's **a one-button process to add an event to a user's Microsoft Outlook, Google Calendar, Yahoo! Calendar, or Apple iCal calendar**.)

3. Diarised

- Diarised (**www.diarised.com**) is a web-based meeting maker.

- It helps **you pick the best time for a meeting by sending out emails to invitees**, letting them choose the best times for them, and then sending you a summary of those best dates.

- You pick the final date, Diarised notifies everyone via email, and your meeting is scheduled.

4. Windows Live Events

- Microsoft's Windows Live Events (**home.services.spaces.live.com/events/**) is a **customized version of its Live Spaces offering**.

- To schedule an event, you **set up a list of invitees and then send out a mass email with a link back to your Live Event site**.

- It isn't enough (or professional enough) for most business users. It is suitable to plan more personal and informal events.

5. Schedulebook

Schedule book (www.schedulebook.com) offers several different types of web based scheduling services.

The company's three offerings are

1. **Schedulebook Professionals, which is a business-oriented** schedule/calendar/planning application.

2. **Schedulebook Office, which schedules the use of any shared resource,** such as company meeting rooms or even vacation homes.

3. **Schedulebook Aviation, which is used by the aviation industry to** schedule aircraft, flight training, and similar services

6. Acuity Scheduling

- Acuity Scheduling (**www.acuityscheduling.com**) can help ease your scheduling operations.

- Acuity Scheduling lets you clients **schedule their own appointments via a web-based interface**.

7. AppointmentQuest

❖ AppointmentQuest (**www.appointmentquest.com**) is designed to solve the scheduling problems of busy professionals.

❖ This application enables clients to **make and to accept appointments over the web, manage personnel, schedules, and other calendar related items**.

8. hitAppoint

• HitAppoint (**www.hitappoint.com**), **enables online client booking**.

• It's **ideal for any business that requires the making of customer appointments**— barbershops, hair salons, doctor and dentist offices, consultants, financial advisors, car repair shops, computer technicians, and the like.

Exploring Online Planning and Task Management

Planning and task applications manage everything from simple to-do lists to complex group tasks, all over the Internet and collaboratively with other users.

There are different types of applications.

1. **iPrioritize**
2. **Bla-Bla List**
3. **Hiveminder**
4. **Remember the Milk**
5. **Ta-da List**
6. **Tudu List**
7. **TaskTHIS**
8. **Vitalist**
9. **TracksLife**
10. **Voo2Do**
11. **HiTask**
12. **Zoho Planner**

1. iPrioritize

❖ iPrioritize (**www.iprioritize.com**) is a **good basic to-do list manager**.

❖ **Authorized users can create a new to-do list, add items to the list, prioritize tasks by dragging them up and down the list, and mark items complete when finished**. And, because it's web based, you can access your lists anytime and anyplace.

2. Bla-Bla List

➢ Bla-Bla List (**www.blablalist.com**) is another simple **to-do list manager**.

➢ It's web based, so you **can access your lists from any location at any time**.

➢ You can even **publish your lists via RSS so that** family and coworkers **can get instant updates**.

3. Hiveminder

• Hiveminder (**www.hiveminder.com**) is another to-do list managers.

• Hiveminder **can enter list items in a kind of freeform fashion**, and it will help you **create and prioritize lists based on your "brain dumps."**

4. Remember the Milk

▪ When you need to "remember the milk" at the grocery store, check out the aptly named Remember the Milk (**www.rememberthemilk.com**) web-based to-do list manager.

▪ Once you create a list, you can arrange reminders via email, instant messaging, or text messages to your mobile phone.

5. Ta-da List

It is another **web-based to-do list manager.**

Ta-da List (**www.tadalist.com**) lets you **make all sorts of lists, share them with friends, family, and coworkers, and then check off items as they're completed**.

6. Tudu List

• Tudu List (**www.tudulist.com**) is a little different from other to-do list managers in that **it also includes a web-based calendar**.

• **Items are added both to the appropriate to-do list and to your calendar**, on the date they're due.

7. TaskTHIS

❖ TaskTHIS (**taskthis.darthapo.com**) is similar to other to-do list managers, but **offers the ability to add extended notes to any individual task**.

❖ You **can publish your tasks or share with others via the web**.

8. Vitalist

- ➤ Vitalist (**www.vitalist.com**) **organizes all sorts of tasks and projects**.

- ➤ **It's unique in that it uses the Getting Things Done (GTD) workflow methodology popularized by management consultant David Allen.**

9. TracksLife

- Trackslife (**www.trackslife.com**) is a **database-oriented task manager**.

- **Each "track" is a separate database that combines columns of money, numbers, words, paragraphs, and yes/no responses**.

- The **application sends out reminders of critical events via email**.

10. Voo2Do

- ▪ Voo2Do (**www.voo2do.com**) is more **sophisticated priority management**.

- ▪ This web-based application lets you **set up different projects, organize tasks by project, track time spent and remaining on a given task or project, publish task lists, and even add tasks via email**.

- ▪ **Voo2Do tracks pending and completed tasks via a simple dashboard.**

- ▪ **To view tasks sorted by project, click the Projects tab**.

11. HiTask

- ➤ **More sophisticated task management can be done with HiTask (www.hitask.com)**.

- ➤ It is a **business-oriented task manager**.

- ➤ Tasks are added to your calendar and color tagged for easy viewing.

- ➤ The **task manager and scheduler both utilize drag-and-drop editing**, and you can share and assign tasks and projects to a group of people via the web.

12. Zoho Planner

- ❖ Zoho Planner (**planner.zoho.com**) is the **most sophisticated task planner**.

- ❖ With Zoho Planner, **you create a new page for each project you're working on**.

- ❖ To that project, **you add lists with individual to-dos within each list**.

- ❖ **Each list item can include extensive notes as well as images**.

- ❖ You can share each project page with users you designate.

- ❖ Each todo item also appears on your central calendar.

- ❖ Zoho Planner is **ideal for anyone managing small- to medium-sized projects.**

Collaborating on Event Management

It includes mainly two types functions

1. **Understanding Event Management Applications**

2. **Exploring Event Management Applications**

Understanding Event Management Applications

Understanding Event Management Applications include the following steps

1. **Event Planning and Workflow Management**

2. **Event Marketing**

3. **Event Calendar**

4. **Facilities Scheduling**

5. **Advance Registration**

6. **Payment Processing**

7. **Travel Management**

8. **Housing Management**

9. **Onsite Registration**

10. **Contact Management**

11. **Budget Management**

12. **Post-Event Reporting and Analysis**

Exploring Event Management Applications

1. **123 Signup**

2. **Acteva**

3. **Conference.com**

4. **Cvent**

5. **Event Wax**

6. **Eventsbot**

7. **RegOnline**

8. **Setdot**

9. **Tendenci**

Understanding Event Management Applications

The more full-featured event management apps include **management of everything from pre-event marketing to post-event analysis**.

1. Event Planning and Workflow Management

- A successful event starts well in advance of its opening date.

- Event management applications include task planning modules.

- You need to know to-do list, which tasks need to be completed before later tasks can be started, who's doing what, and be alerted to any tasks that are unstaffed or understaffed.

- you need the planning and workflow management functionality to continue into the event itself, so that you can manage your staff in an efficient and effective manner.

2. Event Marketing

- Event management applications include modules of event marketing

- Apps offer **web-based email marketing**, which lets you promote your event via targeted email messages.

- Other apps **create** your own **event website.**

3. Event Calendar

- Another **part of event marketing** mix is an event calendar.

- It **displays all the happenings** within your overall event.

- You can **post each individual event on the main event calendar**, so easily accessed by any attendee or potential attendee with a web browser.

4. Facilities Scheduling

- ➢ Event management apps include a facilities scheduling module.

- ➢ This module ties into the event host's systems, **giving you complete power over room or hall scheduling**.

5. Advance Registration

Event management apps include a web-based registration module.

You **can access attendee data** from your own computer, wherever you may be.

By using attendee's information, you **can plan specific programs during the event**.

The registration module is the **backbone of the entire event management program**.

6. Payment Processing

❖ **Accept payment through credit card, PayPal, or any other payment methods**.

7. Travel Management

- **Arranging ground transfer services** (taxis, buses, and so on) between your local airport and the event hotel, or **linking into an online travel site** or airline reservations system to provide flight reservations.

8. Housing Management

- Housing management module helps to **match event attendees with available rooms** at your event hotel.

- Apps **link directly from advance registration and payment into the hotel's reservation system**, so you can confirm rooms.

9. Onsite Registration

If the attendee arrive **on opening day**, you need to **sign them in, print out badges, provide a welcoming packet, and so forth, done by onsite registration module.**

10. Contact Management

- Using the master database of event guests, you **can provide contact management services** to help attendees get in touch with one another.

11. Budget Management

➢ Accounting or budget management module, help to **track** both your **expenses and your income.**

12. Post-Event Reporting and Analysis

- Event management module includes post-event reporting and analysis.

- Some apps let **you send and process attendee surveys, which can provide valuable feedback** from those who were there.

Exploring Event Management Applications

This module includes web-based apps.

1. 123 Signup

- Taking these event management applications in alphanumeric order (www.123signup.com).

- The company offers four different applications:

    - Event Manager

    - Association Manager

    - Training Manager

    - Member Directory.

- 123 Event Manager is scalable, so it can be used for both smaller and larger events.

- The application handles a combination of front-office and back-office tasks.

- **Front-office tasks include**

    Defining and marketing events

    Automatically generating informational web pages and registration forms

    Marketing the event through targeted email messages.

- **Back-office tasks include**

    Event registration

    Badge printing

    Payment collection

    Database management.

- The program provides **real-time reports** on registrations, attendance, collections, and other key factors.

2. Acteva

- ❖ Acteva (www.acteva.com) offers **online event registration and payments**.

- ❖ Can sort and manage all event registration data online.

- ❖ Creation of Active web Page done by filling in a few web forms.

- ❖ Interested parties visit the Active Page to register and pay for the event.

- ❖ Processes and confirms event registration and sends an email confirmation to the participant.

- ❖ Generate call lists, meal preference lists, name tags, badges etc.

3. Conference.com

- ▪ Conference.com (www.conference.com) offers most **full-featured** web-based event management applications.

- ▪ This application used for **interlocking modules.**

These modules include the following:

1. **Appointment Manager:** an online meeting scheduling application.

2. **Survey Manager:** create online surveys at any point in the event process.

3. **Export Manager:** an export/import utility copy the data from one event to another event in the database.

4. **Travel Manager:** manage ground transfer services between multiple airports and event hotels.

5. **Credit Card Manager:** offering real-time credit card authorization.

6. **Lead Track Manager :** uses bar code technology to verify session attendance and provide lead tracking services to exhibitors.

7. **Hotel Manager:** a professional room block management tool.

8. **Registration Manager :** core module of Conference.com's Event Manager systems.

9. **Email Manager: use** an email broadcasting utility

10. **Profile Manager :** links member, employee, customer, and databases with the conference registration processing.

4. Cvent

➢ Cvent (www.cvent.com) is consist of interrelated tools.

➢ It icludes

1. Event Registration

2. Email Marketing

3. Secure Online Payment Processing

4. Housing and Travel Management

5. Contact Management

6. Budget Management

7. Custom Event Websites

8. Event Workflow Management

9. Event Calendar

10. On-Site Functionality

11. Event Reporting

5. Event Wax

- Event Wax (www.eventwax.com) **is not full featured application.**

- used for **smaller-scale** in-house events, such as company meetings, parties, open houses etc.

- Its function include

    1. Schedule multiple events
    2. Send out email invitations
    3. Create event web pages
    4. Enable attendee self-registration

6. eventsbot

- ❖ It offers **online event registration** and **ticketing.**

- ❖ Eventsbot used to

    - Plan and manage event

    - Sell tickets in the choice of currency

    - Collect credit card payments

    - Promote the event with major search engines and event directories.

7. RegOnline

- ➢ RegOnline (www.regonline.com) offers **online event registration** and **payment.**

- ➢ The application handles **the reservations of individual hotel rooms and room blocks.**

- ➢ This event builder page walks through the event creation process via a series of web forms.

8. Setdot

Setdot (www.setdot.com) is **stylish web-based way to schedule and manage smaller personal events and activities**.

It **displays maps and directions to events**.

9. Tendenci

Tendenci (www.tendenci.com) **combines a web-based calendar application with online registration and payment.**

Collaborating on Contact Management

- Most people today keep their lists of friends, family, and business contacts in some sort of computer-based address book.

- Maybe it's in the Windows Address Book, maybe it's in Microsoft Outlook, that is all your contacts in some electronic file someplace on your computer.

- The problem with that is, what to do when you need to look up an address or phone number and you're not around that particular computer.

- Therefore, Storing your contacts in the cloud would let you access all your contact information from any computer, anywhere.

Web based Contact management includes:

Understanding contact management and CRM

- Contact management
- CRM

Exploring Contact management and CRM applications

1. Salesforce.com
2. bConnections
3. BigContacts
4. eStudio Contact Manager
5. Highrise
6. Apple MobileMe Contacts
7. MyEvents
8. Plaxo
9. People Matrix
10. PipelineDeals
11. SalesBoom

12. SalesJunction.com

13. SalesNexus

14. Zoho CRM

Understanding Contact Management and CRM

Contact Management

- **Contact management is the act of storing information about friends, family, and business colleagues for easy retrieval at a later date.**

- Simple computer-based contact management takes the form of an electronic address book, like the Address Book application built in to Microsoft Windows.

- Applications like Address Book store this contact information on a single computer, where it can easily be recalled and utilized. These programs often interface with your email program, for easy insertion of email addresses.

- **Contact management can be more involved and more useful than simple name/address storage.**

- More sophisticated contact management applications help you track all sorts of details about your friends and colleagues, from personal info (birth date, spouse's name, children's names, favorite restaurants, and the like) to business info (employer, department, job responsibilities, and so forth).

- These contact management systems typically integrate this personal/professional information with calendar functions and a task manager.

- **Web-based contact management applications enable you to access your contact information from any computer connected to the Internet. Instead of storing personal contacts on your home PC and work contacts on your office computer, you store all your contacts in the cloud, where they can be accessed from both home and work.**

CRM (customer relationship management)

- Many businesses require more practical use of their contact information.

- **The process of managing the needs, wants, and buying patterns of customers is referred to as customer relationship management.**

- **CRM helps companies understand and anticipate the needs of current and potential customers; it's an essential tool for building strong customer relationships.**

- **CRM software not only stores customer contact information, it also stores and analyzes all data relating to a particular customer, and then uses that data to help you determine how best to relate with that customer.**

- For example, you can use a CRM program to discover which customers order the most from your company—and then trigger regular phone calls or emails to those customers. Or you can use CRM to find out which customers have the most contact with your technical support department, and then ward off future support calls by proactively sending out support info or scheduling a special support seminar.

- **When CRM is used by sales staff, you get a subset of CRM called <u>sales force automation, or SFA.</u> SFA applications perform all the customer-centric tasks expected of CRM apps, but with a sales-specific approach.**

- For example, you may use SFA software to track when to make follow-up sales calls or to provide additional information to key prospects.

- CRM and SFA applications have been around for decades, almost as long as we've had personal computers.

- Only recently, however, have these two applications moved into the cloud.

- As you can imagine, making CRM and SFA web-based makes key contact information (as well as automated processes) available to any salesperson anywhere on the road; all you need to do is log onto the app's website to access important customer data and perform necessary operations.

Exploring Contact Management and CRM Applications

1.Salesforce.com

- The most popular web-based contact management/CRM available today is offered by Salesforce.com (www.salesforce.com).

- In fact, the company offers several different cloud services:

1. **Salesforce.com**, a software-as-a-service CRM application designed for sales, marketing, customer service, and other uses.
2. **Force.com**, a platform-as-a-service application designed for developers who want to design or customize their own sales force apps.
3. **AppExchange**, an online marketplace of add-on software for Salesforce.com, developed by independent companies

- All these cloud services **support structure, including blogs, forums, education and training initiatives, and the like.**
- **The company's primary application is the self-named Salesforce.com.**
- The company offers a hosted collection of on-demand business applications that include the following:

1. **Sales Force Automation**, which includes activity management, channel and territory management, forecasting, mobile access, email templates, and real-time analytics that help companies increase sales productivity and grow revenues.
2. **Service & Support**, a customer service solution for enterprise call centers.
3. **Partners**, a partner relationship management application that enables collaboration and partnership with channel partners
4. **Marketing**, which includes tools to execute, manage, and analyze the
5. results of multichannel marketing campaigns
6. **Content**, which enables companies to share documents and other content across the organization.
7. **Ideas**, which helps a company build online communities with their customers, partners, and employees.
8. **Analytics**, which offers real-time reporting, calculations, and dashboards to help improve decision making and resource allocation.

- Salesforce enables clients to build their own custom applications.
- The company also **offers a range of prebuilt industry-specific applications** that can be plugged into the main application architecture.
- Most Salesforce **tasks can be managed via the use of customized dashboards**.
- **Each dashboard presents a visual display of key sales metrics.**

- You can create your own custom dashboards to measure those activities of most importance to your company or department.

2.bConnections

➢ **bConnections (www.bconnections.com), a contact management program augmented with essential CRM functions for small and medium-sized businesses.**

➢ The bConnections application starts with a list of companies you do business with, and a list of contacts at those businesses.

➢ **The contact information is hosted on the web and accessible from any Internet-connected computer.**

➢ The application **includes a web-based calendar** that sales management can use **to manage the activities of all their reps**.

➢ It tracks leads and sales opportunities, to help you better prepare sales forecasts.

➢ **All activities are summarized in the application's Executive Summary dashboard**.

3.BigContacts

❖ BigContacts (www.bigcontacts.com) is a web-based contact manager **designed for workgroups as small as 2 people or as large as 2,000.**

❖ **It features an address book, group calendar, task manager, and to-do lists. Its CRM functions include sales tracking, activity reports, team management, and mobile access.**

❖ Pricing is on a per-user basis.

4. eStudio Contact Manager

- Website : www.same-page.com/contact-management.html.

- This is application is an **online address book specifically designed for business contacts.**

- The address book **can be accessed by multiple users from any Internet-connected computer**, making it ideal for real-time contact management for sales teams, project groups, and small businesses.

- **Contacts can be organized into a series of hierarchical folders.**

- Specific contacts can be found by browsing the folders, by browsing alphabetically, or by searching.
- You can search by any parameter, including name, organization, title, phone number, and the like.

5.Highrise

➢ Highrise (www.highrisehq.com) is a very **sophisticated contact management application**.

➢ **Each contact record can include basic info (name, address, email, and so on), as well as notes, file attachments, images, links to audio and video files, emails, and so on.**

➢ You can even add tasks you need to get done (call, email, send a thank-you note, and so on) regarding this person; these tasks show up in the individual's contact page as well as in your master to-do list.

➢ **Contact information (including individual notes and emails) can be aggregated by company on special company pages.**

➢ **Key information is summarized on your personal dashboard page**, which provides a bird's-eye view of your latest activities and upcoming tasks.

6.Apple MobileMe Contacts

❖ MobileMe Contacts is Apple's new web based contact management application, **useable by anyone with a Mac or Windows computer—as well as anyone using Apple's iPhone.**

❖ MobileMe Contacts (**www.me.com**) is a **straight ahead contact management app with no CRM pretentions**.

❖ It's essentially an address book stored in Apple's cloud that remains in sync with whatever device you use to access it.

❖ It also **synchronizes with the contact information in Apple's Address Book and Microsoft's Outlook, Outlook Express, and Windows Contacts programs**.

❖ **Also neat is its integration with Google Maps, which is used to map locations and provide directions.**

7.MyEvents

- MyEvents (**www.myevents.com**) is a **combination contact manager, web calendar, task manager, and online community builder.**

- You store all your contacts online, where you can access them via any web browser or wireless device.

- **The calendar function is ideal for both personal and group events**, via shared public calendars.

- You get **online file storage and sharing, online digital photo albums, hosted web pages, and community bulletin boards and chat rooms.**

8.Plaxo

➢ Plaxo (**www.plaxo.com**) **is an online address book, with contact information stored in the clouds and accessible from any Internet-connected computer**.

➢ But it's also been accused of being spyware (because its Outlook plug-in is installed automatically when you install various partner software, most notably AOL Instant Messenger).

➢ Plaxo's status as cloud service comes from the hosting of contact information on the company's servers, and the automatic sending of invitations to all contacts in a user's email address book.

➢ When information on a specific contact is updated by one user, that updated contact information automatically appears in the address book of all other users who have that person as a contact.

➢ Plaxo has altered its **offerings to include more social networking types of functionality, as well as a web-based calendar.**

9.People Matrix

❖ People Matrix (**www.wolfereiter.com/PeopleMatrix.aspx**) is a web-based contact management application.

❖ In addition to basic contact management, **it includes job applicant data, and lets users send mass emailings about job postings** and the like.

❖ You can also **use the program to post job announcements to your company's existing website, accept online job applications, and track your history of communications with individual contacts**.

10.PipelineDeals

- PipelineDeals (**www.pipelinedeals.com**) **offers an easy-to-use web-based CRM solution.**

- **The application lets you track contacts, leads, milestones, deal status, and other key data.**

- As the name implies, PipelineDeals is deal focused.

- You attach all data and accompanying files (Word documents, Excel spreadsheets, and so on) to a specific page for each current or pending deal.

- One of the **key reporting features in PipelineDeals is the Deal Home Page, a dashboard that provides a quick snapshot of deal status and upcoming activities.**

- Events and activities also display on the program's integrated web calendar.

11. SalesBoom

- SalesBoom (**www.salesboom.com**) **provides web-based CRM and back-office solutions, with different editions** for different-sized businesses:

    1. **Enterprise Edition**, for larger organizations. Includes inventory management, product management, accounting, and human resources management solutions.

    2. **Professional Edition**, for medium-sized businesses. Includes marketing automation, sales force automation, and customer service and support solutions.

    3. **Team Edition**, for small businesses. Includes sales force automation, contact management, and customer service and support solutions.

- SalesBoom's sales force automation solutions **include lead management, contact management, account management, opportunity management, and forecasting features**.

- The Enterprise Edition also **includes quote management, contract management, commissions management, and a product database.**

12. SalesJunction.com

- SalesJunction.com **(www.salesjunction.com)** **offers a web-based CRM and SFA contact management system, priced on a per-user basis.**

- **Unique features include management of service cases, mass email sales campaigns, and sales pipelines.**

- The company's Pro Edition also includes territory management functionality, which lets companies set up, assign, and work leads by territories.

❖ Individual users can be assigned to multiple territories, and managers can be assigned to manage as many territories as you like.

13.SalesNexus

- Website **: www.salesnexus.com**
- It was designed from the ground up around the needs of salespeople, sales management, and marketing professionals.
- SalesNexus **features include the ability to create and store proposals, estimates, quotes, and sales sheets; customized sales pipeline and activity reporting; management of automated email marketing campaigns; and automatic lead creation from website forms**.
- SalesNexus can capture and report the source of website leads.
- **The SalesNexus contact database cleanly interfaces with your company's email system**, so that all inbound and outgoing emails between a contact and anyone in your organization are automatically attached to the contact's record.
- It supports to mobile phone and handheld digital devices, and syncs with Microsoft Outlook contacts, calendars, and tasks.

14.Zoho CRM

➢ Zoho CRM, available in three different editions:
  - **Free Edition (for up to three users)**
  - **Professional Edition**
  - **Enterprise Edition.**
➢ The application includes the following modules:
  - **Sales & Marketing**, which integrates sales with campaigns, leads, sales pipeline, and forecasts
  - **Inventory Management**, which provides a complete integrated inventory management system
  - **Customer Support & Service**, which employs cases and solutions to integrate the customer support process with sales data

- **Reports & Dashboards**, which help you analyze sales and marketing trends and key metrics

➢ **The application includes an Outlook plug-in that enables you to synchronize your Zoho CRM contacts, tasks, calendar, and emails with Microsoft Outlook.**

➢ Zoho's Sales & Marketing component is a full-fledged CRM/SFA application.

➢ **It includes lead management, opportunity management, account management, contact management, activity management, sales management, and sales quotas functions.**

Collaborating on Project management

It includes mainly two types functions

1. Understanding Project Management

2. **Exploring Project Management Applications**

Understanding Project Management

It includes 5 key terms:

1. **Definition**
2. **Dates**
3. **Challenges**
4. **Resource management**
5. **Interrelated constraints**

Exploring Project Management Applications

It includes web based applications

1. **@task**
2. **AceProject**
3. **Basecamp**
4. **Copper Project**
5. **eStudio TaskTracker**

6. **onProject**

7. **Project Drive**

8. **Vertabase**

9. **Wrike**

10. **Zoho Projects**

Understanding Project Management

Project management is the act of **planning, organizing, and managing resources** for the successful completion of projects.

Every project has a specific **start and completion date.**

The challenges:

- completing the project by the assigned **date**

- agreed-upon **budget**.

People, money, materials, space, communications are the resources required to manage the individual tasks within a project

Project management professionals need a certain set of constraints:

- **scope** (what must be done to produce the end result)

- **time** (available time to complete the project)

- **cost** (the available budget)

These constraints are interrelated; one constraint can't be changed without impacting the others.

Exploring Project Management Applications

Project management software **helps to organize and track all the various tasks** in a project.

The software includes **scheduling**, **budget management**, and **resource-allocation components.**

The project management application includes

creating task lists for team members

allocation schedules for project resources

overview information for the team manager

an early warning of any risks to the project's completion.

1. @task

- ➤ **Website is** (www.attask.com)

- ➤ **The application includes**

  - ⭘ Drag-and-drop Gantt chart

  - ⭘ Critical path analysis

  - ⭘ Project milestones

  - ⭘ Planned/projected/estimated comparisons

  - ⭘ Resource scheduling

  - ⭘ Issue management

  - ⭘ Calendar views for project tasks.

2. AceProject

- • **Website of AceProject is (www.aceproject.com)**

- • Easy-to-use

- • manage multiple projects using multiple resources and share those resources

- • **The application offers**

  a number of different project reports and statistics.

  time tracking

  email notification of task deadlines

  monthly project calendar

  The start and end dates are shown on their individual dates

3. Basecamp

- ❖ Website is (www.basecamphq.com)

- ❖ Use special dashboard.

- ❖ The dashboard displays **all projects and clients on a single screen**, with **late items (dues) are highlighted** on the screen.

- ❖ Basecamp includes

  - ⭘ to-do lists

  - ⭘ file sharing

  - ⭘ message boards

  - ⭘ wiki-like web-based documents

- O group collaboration features.

❖ The company offers three different plans (Basic, Plus, and Max)

4. Copper Project

- Website is (www.copperproject.com)

- Can be hosted either on the company's servers or on user's own server.

- **Features are**

  - Drag-and-drop weekly or monthly timeline

  - Resource management

  - Email alerts

  - Statistical reports

  - A unique personal time management tool.

5. eStudio TaskTracker

- ❖ **Website is (www.same-page.com/online-project-management-07.html)**

- ❖ **Features are**

  Task lists

  Work logs

  Issue management

  Automatic task dependencies

  Subproject capability

  Budget and expense tracking

  Gantt charts

  Full set of management reports.

6. onProject

- ➢ **Website is (www.onproject.com)**

- ➢ Offers **collaborative project management functionality.**

- ➢ Provides **one-screen access** to all key operations**.**

- ➢ **Features include**

  Gantt charts

Time and expense tracking

Issue tracking

A web-based task calendar

Automatic email notifications

File sharing

Group discussion forums

Contact management

Full project reporting.

7. Project Drive

- The website is **(www.project-drive.net)**

- Application includes **communication and collaboration features**

- **Users get**

    o Customizable overview dashboard

    o Templates for fast project setup

    o Gantt charts

    o Task management

    o Resource allocation

    o Document sharing and management

    o Automated communication tools

    o A group calendar

    o Cost analysis and budgeting

    o Large number of management reports.

8. Vertabase

Website is (www.vertabase.com)

It offers

A summary executive dashboard

Multiple schedule views

Project portfolio

Cross-project Gantt charts

Resource planning

Budget control

Issue tracking

Detailed project schedule.

9. Wrike

❖ Website is (www.wrike.com)

❖ The application is **email based**.

❖ Emails from project members are automatically converted into tasks.

❖ Wrike then automatically

Reminds **overdue tasks**

Creates individual schedules

Generates Gantt charts for each project.

10. Zoho Projects

➢ Website is (projects.zoho.com)

➢ Zoho Projects is a standard project management application.

➢ **Features:**

○ Complete with tasks and milestones

○ A project calendar

○ Gantt charts and other reports

○ Time tracking

○ Group file sharing.

Collaborating on Word Processing

It includes mainly two modules

1. How Web-Based Word Processing Works

2. Exploring Web-Based Word Processors

How Web-Based Word Processing Works

It includes the key terms

Benefits

Who should use

Who should not use

Exploring Web-Based Word Processors

It includes web based applications.

1. **Google Docs**
2. **Adobe Buzzword**
3. **ajaxWrite**
4. **Docly**
5. **Glide Write**
6. **iNetWord**
7. **Kbdocs**
8. **Peepel WebWriter**
9. **ThinkFree Write**
10. **WriteBoard**
11. **Zoho Writer**

How Web-Based Word Processing Works

Microsoft Word is a software program that is installed on **computer's hard disk**.

Web-based word processors are hosted in the **cloud**, not on your hard drive.

Benefits of Web-Based Word Processors

1. Documents **can be accessed anywhere**, from any PC.
2. **Can easily share documents with others**: so real-time workgroup collaboration possible from anywhere.
3. **Can't lose work** theoretically anyway.

4. Most web-based applications are **free**.

Users of Web-Based Word Processor

1. Beginning users.

2. Casual users

3. Anyone who **wants access** to their documents **from multiple locations.**

4. Anyone who **needs to share** their documents **with others**.

5. Anyone who **needs to edit** their documents **in a collaborative environment**.

Type of users who should not use Web-Based Word Processor

1. Power users

2. Anyone who **wants to create sophisticated printouts** (eg: fancy printout)

3. Anyone **working on sensitive documents**

    (eg: secret documents)

4. Anyone who **needs to work when not connected to the Internet**

Exploring Web-Based Word Processors

1. Google Docs

- Google Docs (**docs.google.com**) is the **most popular web-based word processor**.

- **Docs includes Word Processor, Google Spreadsheets and Google Presentations**.

- **Advantages** :

        Basic formatting is easy

        Storage space is generous

        Sharing/collaboration version control is easy.

- The leftmost pane helps to organize your documents.

- You can **store** files in folders, **view** documents by type, and **display** documents shared with specific people.

- The documents for the selected folder are displayed in the main part of the window.

- To open any document, click the item's title.

- To delete an item, select it and then click the Delete button.

- To create a new word processing document, click the New button and select Document.

- To share a document or spreadsheet, click the Share button and select Share with others.

- In the **Invite People box**, enter the email addresses to share the document (separate multiple addresses with commas).

- Your recipients receive an invitation via email.

- The invitation contains a link to the document; clicking this link opens the document in a new browser window.

- Google Docs has the ability to work on documents offline, without an Internet connection.

- **To use Google Docs Offline, click the Offline link to download and install <u>Google Gears</u>, a software tool that <u>converts Google online apps into traditional desktop apps</u>.**

2. Adobe Buzzword

- ❖ Website is (buzzword.acrobat.com).

- ❖ Buzzword **runs in Flash**, which is **problematic for older PCs** or those with **slow Internet connections**.

- ❖ Flash implementation gives **a snazzy interface** and some **advanced editing** and **formatting features.**

- ❖ Buzzword's features:

  - **Full text and paragraph formatting**

  - **Headers and footers**

  - **page numbering**

  - **Endnotes**

  - **Keyboard shortcuts**

(which are not currently available with Google Docs)

- ❖ Other Features includes :

  A running word count

  Inline spell checking

  The ability to insert comments

  A history of revisions made to a file.

  Can import JPG, GIF, and PNG files into any Buzzword document

3. ajaxWrite

> Website is (**www.ajaxwrite.com)**

> It **doesn't work with Internet Explorer; it use the Firefox web browser**.

> It doesn't include

- **paragraph and document formatting**
- **sharing or collaboration**

4. Docly

- Website is (www.docly.com)

- Designed especially for professional writers.

- Its focus on **copyright management**, including the **ability to assign a Creative Commons license** or a **traditional "all rights reserved" license.**

- That is, it **can share** and **publish** Docly documents, as well as can also **offer them for sale.**

5. Glide Write

Website is **(www.glidedigital.com**)

Glide applications includes **email and chat**.

Glide documents can be viewed on a number of smartphones, including the iPhone, BlackBerry models etc.

6. iNetWord

- ❖ The iNetWord (**www.inetword.com**) is a **full-featured application.**

- ❖ Each open document appearing on its own tab.

- ❖ It support for

    page backgrounds

    Borders

    page numbering

    Tables

    Images

    a number of predesigned templates for common types of documents.

- ❖ **Changes** made by other users are **highlighted** onscreen.

7. KBdocs

- ➤ KBdocs (**www.kbdocs.com)** is a **no-frills online word processor.**

- ➤ There are only **limited formatting options**.

- ➤ **It doesn't have any sharing or collaboration features**.

8. Peepel WebWriter

- • Peepel WebWriter (**www.peepel.com**) is **part of a multi-application web-based office suite.**

- • It has the **ability to edit the documents offline.**

- • It **can assign Read and Write access to different users**.

9. ThinkFree Write

- ❖ ThinkFree Write **(www.thinkfree.com**) is a **Java-based online word processor**.

- ❖ **ThinkFree mimic the Word 2003 interface**.

10. WriteBoard

- ➤ WriteBoard (**www.writeboard.com**) isn't the full-featured word processor.

- ➤ It does make **collaboration between multiple users easy.**

- ➤ After creating a document and share it with others, **it's easy to compare different versions of the document**;

- ➤ Every time you or someone else **saves an edit, a new version of the document is created** and linked to in the sidebar.

11. Zoho Writer

Website is (**writer.zoho.com**)

Zoho is **right up with Google** in terms of functionality and features.

Multiple documents display in a single window.

Features include

- ○ **standard editing and formatting**

- ○ **page numbering**

- ○ **headers and footers**

- ○ **footnotes and endnotes**

- ○ **tables of contents**

- ○ **other advanced features not found in all other web-based word processors.**

Collaborating on Databases

It includes **Understanding Database Management** and **Exploring Web-Based Databases**

Understanding Database Management

This modules includes **How Databases Work** and **How Online Databases Work**

Exploring Web-Based Databases

This modules includes web based applications.

1. **Blist**
2. **Cebase**
3. **Dabble DB**
4. **Lazybase**
5. **MyWebDB**
6. **QuickBase**
7. **TeamDesk**
8. **Trackvia**
9. **Zoho Creator**
10. **Zoho DB & Reports**

Understanding Database Management

How Databases Work

A database does many of the same things that a spreadsheet does, but in a different and more efficient manner.

Many **small businesses use spreadsheets** for database-like functions.

If a spreadsheet is a giant list, a database is a giant filing cabinet.

Each "filing cabinet" is a separate database file, and contains individual index cards (called *records) filled with specific information* (arranged in *fields).*

Database application used to create and store anything that includes a large amount of data.

DB automates data entry, retrieval, and analysis.

Users see only the front end.

How Online Databases Work

A local database is stored on an individual computer.

Online or web-based database stores data on a cloud of servers.

So data can easily be shared with a large number of other users, no matter where they may be located, only requires internet connection.

Exploring Web-Based Databases

1. BLIST

- **Website is (www.blist.com).**

- Easy-to-use and **designed for nontechnical businesspeople.**

- **The default Blist interface uses a spreadsheet metaphor.**

- It **can switch to a forms-based interface.**

- Data may be public or share it with designated users. Databases can be read-only, or users can have the option of adding new records or deleting old ones.

2. Cebase

- ❖ **Website is (www.cebase.com)**

- ❖ **Create new database applications with a few clicks of your mouse**; just fill few forms and make a few choices from some pull-down lists.

- ❖ Data entry is via web forms, and the **data is displayed in a spreadsheet-like layout**

3. Dabble DB

- ➢ Website is (www.dabbledb.com)

- ➢ Similar to Cebase.

- ➢ Data used to generate graph, calendars and maps.

  - Dabble DB offers three ways to share your data.

- **The Pages option** enables to **collect data** from other users without granting access to the underlying database.

- **The Users option** lets other users **access the raw data** in the database.

- **Schema option uses the Dabble DB JavaScript API** to let others interact with the data on other websites

4. Lazybase

- **Website is (www.lazybase.com).**

- It is better **suited for individuals** than for large businesses.

- Creating a new database is as easy as filling in a few forms.

- There **aren't a lot of fancy reports** .

- **It offer simple data entry and display.**

5. MyWebDB

- ❖ Website is (hu.oneteamtech.com/mywebdb.html).

- ❖ myWebDB create **powerful applications** by **using its Builder Wizard** to fill in a few forms, **no coding necessary**.

- ❖ Features are

  - **Good-looking interfaces**

  - **Complete with navigation menus**

  - **Editable data grids**

  - **Intuitive data entry screens**

6. QuickBase

- ➢ **Website is (quickbase.intuit.com)**

- ➢ **The oldest and most feature-rich online databases.**

- ➢ Most stable and reliable web-based applications

- ➢ **Can design your own web-based database applications**.

- ➢ Each application has its own form-based entry and table-based views.

- ➢ Can **generate** the necessary **reports** and share data with other users.

- ➢ **Get customizable dashboards for each application.**

- ➢ **QuickBase is not free. Pricing is on a per-user basis.**

7. TeamDesk

Website is (www.teamdesk.net).

Powerful application that facilitates advanced application development.

Can work from predefined applications for many business functions **or create your own custom apps.**

The TeamDesk Application Library includes

- applications for project management
- Marketing
- Sales
- customer support
- human resources
- billing
- Other business functions.

8. Trackvia

- Trackvia (www.trackvia.com) is similar to TeamDesk
- **Create the databases from dozens of sample applications or completely from scratch.**
- Can also share databases with designated users;
- **Can assign different levels of permission, from Add (enter new records only) to View to Edit (change existing data) to Delete.**

9. Zoho Creator

- ❖ **Zoho offers two different database products:**
  - ⭕ **Zoho Creator**
  - ⭕ **Zoho DB & Reports.**
- ❖ Of the two, **Zoho Creator is the easiest to use and best suited for casual users**.
- ❖ **Zoho Creator (creator.zoho.com) is a versatile data repository, complete with data-entry forms and spreadsheet-like list views.**
- ❖ To create a new database, scratch or use a predesigned template.
- ❖ Can display data in a number of different views, including **summary, table, and spreadsheet views.**
- ❖ Can create web forms for data entry and embed them in your website or blog.

10. Zoho DB & Reports

➢ **Website is (db.zoho.com).**

➢ **Zoho DB offers more in-depth reporting** than is available with Zoho Creator, including charts, pivot tables, and other report types.

➢ **Zoho DB supports web-based APIs** that enable it to **serve as a back end** for your own hosted applications; it also **supports SQL** for more robust data queries.

➢ If the needs are simple, use Zoho Creator.

➢ If the needs are more complex, or if you're accustomed to working with Access, SQL Server, and similar relational database management programs, go with Zoho DB & Reports.

Storing and Sharing Files

This includes **Understanding Cloud Storage** and **Evaluating Online File-Storage and -Sharing Services**

Understanding Cloud Storage

This module includes

What Is Cloud Storage?

Why Use Cloud Storage?

Risks of Storing Data in the Clouds

Evaluating Online File-Storage and -Sharing Services

This module includes web based services.

Examples are

1. Amazon S3

2. Egnyte

3. ElephantDrive

4. Microsoft Office Live Workspace

5. Mosso

6. myDataBus

7. Nirvanix

8. steekR

9. Windows Live SkyDrive

Understanding Cloud Storage

What Is Cloud Storage?

The servers used for cloud storage are **hosted by third-party companies** who operate large data centers.

Can access cloud storage via the Internet.

Lease storage capacity from the cloud storage service.

It **looks like a single server** or hard disk, **but it's really a virtual server**.

In reality, the data may be stored across multiple servers, sometimes spanning multiple locations (or even continents!) that then **appear to be a single server** in your storage dashboard.

A cloud storage service might **offer multiple petabytes of storage**, which is not possible in a single PC

Why Use Cloud Storage?

There are three primary benefits to cloud storage:

Scalability: can opt much or as little space as you need.

Reliability: can be used as giant online backup drive.

Lower costs: offer lower storage rates.

Risks of Storing Data in the Clouds

Reliability:

Problem occurs when **cloud service provider has technical problems** and either **goes offline**.

If a cloud storage service doesn't have adequate infrastructure or doesn't maintain multiple backups, your data could be at risk.

Security:

High-tech thieves could break into the system and view or **steal the sensitive data**.

User error:

One simple mistake to expose your data to unauthorized users or permanently delete data you don't want to delete.

Access problems:

Connection goes down or Slow connections, present problems.

Evaluating Online File-Storage and -Sharing Services

1.Amazon S3

- The **Amazon Simple Storage Service** (S3) provides unlimited online storage.

- S3 launched in March 2006.

- **Amazon charges fees for the amount of data stored** and for the bandwidth used in uploading and downloading that data.

- S3 is that it **uses the same scalable storage infrastructure that Amazon.com** uses to run its own global e-commerce website.

- can access Amazon S3 by going to aws.amazon.com and clicking the Amazon Simple Storage Service link.

2. Egnyte

- ❖ Egnyte (www.egnyte.com) provides **online file storage, backup, and sharing.**

- ❖ Set up a virtual online file server that **configure according to specific needs**.

- ❖ **Can designate shared folders and subfolders with different permissions for power users and standard users**.

- ❖ Uploading files is as easy as clicking a few buttons.

3. ElephantDrive

- ➢ ElephantDrive (www.elephantdrive.com) is a **user-friendly online file-storage service**.

- ➢ **They offer three different versions of different-sized users: Home Edition, Pro Edition, and Pro Plus Edition.**

- ➢ Each edition has different storage and transfer limits.

4. Microsoft Office Live Workspace

Website is (workspace.office.live.com)

Can use it to store Microsoft Office documents and Office documents only.

Limited to the number of documents you can store, typically around 1,000 per user.

Advantage is that it's free.

This help to store your main or backup copies of your Word, Excel, and PowerPoint documents.

5. Mosso

Mosso (www.mosso.com) is a **business ready cloud hosting platform.**

Both storage and bandwidth scale automatically as needed.

Pay fee on the basis of use.

Mosso serve as your own website hosting service, complete with domain registration and client billing services.

6. myDataBus

- The myDataBus service (www.mydatabus.com) is a **combination cloud storage and file-sharing service**.

- Used to store individual files or to share photos, videos, and music with friends and family.

- **It offers group collaboration tools and integration with Facebook, MySpace, LiveJournal, and other similar sites**.

7. Nirvanix

- ❖ Website of Nirvanix (www.nirvanix.com).

- ❖ Nirvanix is a cloud storage platform **optimized for large files** and **large enterprise-level** customers.

- ❖ **The Nirvanix Storage Delivery Network intelligently stores, delivers, and processes storage requests in the best network location.**

- ❖ Storage is offered on an on-demand, completely scalable basis.

8. steekR

- ➢ steekR (www.steekr.com) is **designed especially for consumers who want to share** their **documents and media files online.**

- ➢ Can opt to make specific files editable by other, or assign them read only Restrictions

- ➢ **The basic steekR service, with 1GB of storage, is free**.

- ➢ Paid plans, with up to 100GB of storage, are also available.

9. Windows Live SkyDrive

Its Microsoft's second cloud storage service.

Windows Live SkyDrive (skydrive.live.com) differs from Office Live Online in that you **can use it to store any type of file**, not just Office files.

You get 5GB of free storage, and can easily share your uploaded files with others you authorize via shared or public folders.

Personal folders are used for files you want to keep private.

uploading and managing your files is accomplished via **an easy-to-use graphical dashboard.**

Just click a folder to view its contents or open an individual file.

 It's quick and easy, ideal for home or small business users —including those who want to collaborate over the web with other users.