Date: 20th August 2023

Words: 1621 total. Comprising 1115 of my own words; 506 words produced in collaboration with ChatGPT.

**Abstract**

Cloud computing is a big change in how businesses work, and it's becoming very important for global business. For companies like Trivago, which is part of the Expedia Group, using the cloud helps them work faster, change things easily, and serve their customers better. This is because they can use a lot of data and strong computer power from the cloud to give customers what they want. But moving to the cloud is not easy. There are worries about data privacy, getting stuck with one cloud service, and security issues. As more businesses want to use the cloud, they need to use it wisely and be aware of these problems.

Table of Contents

[Section 1: GenAI collaboration 1](#_Toc143420272)

[GenAI Prompt 1](#_Toc143420273)

[GenAI Reply 1](#_Toc143420274)

[Section 2: Your critical extension of the GenAI's input 4](#_Toc143420275)

[Introduction 4](#_Toc143420276)

[Context and Relevance of Cloud Computing 4](#_Toc143420277)

[Benefits and Opportunities of Cloud Computing 5](#_Toc143420278)

[Costs and Threats of Cloud Computing 6](#_Toc143420279)

[Conclusion 7](#_Toc143420280)

[References 8](#_Toc143420281)

# Section 1: GenAI collaboration

## GenAI Prompt

“Examine how Trivago, a part of Expedia Group, uses cloud computing. To examine, please consider the pros and cons of ethical and social issues in InfoSys, InfoSys in global business, InfoSys and organisational strategy, IT infrastructure & emerging technologies, foundations of business intelligence, and securing information systems.”

## GenAI Reply

While cloud computing offers numerous benefits in scalability, cost, and access to advanced tools, it also introduces challenges that Trivago must navigate. Ethical considerations, especially regarding data privacy, the strategic implications of vendor dependence, and the continuous evolution of cloud technologies, are critical areas of focus for Trivago as it leverages cloud computing.

**Context:**

1. **Ethical and Social Issues in InfoSys (Ch 4)**

* **Pros:** Using cloud computing, Trivago can offer a seamless experience to users around the globe, ensuring data is available quickly and efficiently. This enhances transparency, as users can readily access hotel price comparisons.
* **Cons:** Storing user data in the cloud might raise concerns about data privacy. There's the risk of breaches and misuse if not properly managed. Trivago must ensure that it follows global data protection regulations and informs users about how their data is used.

1. **InfoSys in Global Business (Ch 1&2)**

* **Pros:** Cloud computing allows Trivago to deploy its system globally without the need for physical infrastructure in every country. This facilitates quick entry into new markets and scalability.
* **Cons:** Relying heavily on a cloud service provider might make Trivago vulnerable to outages or issues that the provider faces, impacting services globally.

1. **InfoSys and Organisational Strategy (Ch 3)**

* **Pros:** Cloud infrastructure can be a core part of Trivago’s strategy, enabling it to scale on demand and only pay for what it uses, providing cost efficiencies. It also allows Trivago to focus on its core business – hotel price comparisons – rather than IT management.
* **Cons:** If not managed correctly, over-reliance on a specific cloud vendor can lead to vendor lock-in, making migration to another service cumbersome and expensive.

**Infrastructure:**

1. **IT Infrastructure & Emerging Technologies (Ch 5&7)**

* **Pros:** Adopting cloud computing provides Trivago access to the latest technologies without substantial upfront investment. Cloud providers like AWS, Azure, or Google Cloud often roll out new services and tools that businesses like Trivago can utilize.
* **Cons:** Rapid changes in cloud technologies may force Trivago to continuously adapt, which can introduce complexities. Also, if a technology is phased out or altered by the cloud provider, Trivago may need to reconfigure its systems.

1. **Foundations of Business Intelligence (Ch 6)**

* **Pros:** Using cloud infrastructure, Trivago can harness big data tools and analytics provided by cloud vendors. This can enable real-time insights, predictive analytics, and data-driven decisions. The cloud facilitates the gathering and processing of vast amounts of user data to improve offerings.
* **Cons:** Managing and analysing vast amounts of data in the cloud may introduce concerns about data sovereignty, especially given the global nature of Trivago’s user base.

1. **Securing Information Systems (Ch 8)**

* **Pros:** Cloud vendors invest heavily in security, often providing a more secure environment than what individual companies can afford. Tools for monitoring, encryption, and threat detection can be readily deployed.
* **Cons:** The shared responsibility model of cloud security means that while the infrastructure may be secure, Trivago must still ensure their applications and data are protected. Breaches, if they occur, can have massive reputational consequences, given the scale at which Trivago operates.

Section 2: Your critical extension of the GenAI's input

## Introduction

In today's digital world, companies are always looking for new ways to improve and stay ahead. One big change is using cloud computing, which changes how businesses handle data and grow. Trivago, which is part of the Expedia Group, is also using this new method (Smith, 2019). But using cloud computing can be complicated. It's important to look at how Trivago uses it, thinking about data privacy, depending on certain cloud providers, its effect on global business, and keeping up with new tech changes. We need to understand both the good and bad parts of Trivago's use of cloud computing in areas like ethics, global business, planning, technology updates, using data wisely, and keeping information safe (Johnson & Turner, 2020).

## Context and Relevance of Cloud Computing

Cloud computing is like the main support for modern online businesses. It helps companies work better, save money, and reach more people. For Trivago, which has users all over the world and needs to quickly compare prices and suggest options, this is very important. Using cloud computing helps Trivago give all users, wherever they are, a good experience. But it also means they need to be careful with people's private information to keep their trust. While the cloud can help Trivago grow and serve people worldwide, it also means they might rely too much on just one cloud service. They need to be careful in choosing who they work with (Smith, 2019).

Big cloud companies like AWS, Azure, or Google Cloud give many tools to businesses like Trivago. But Trivago must be ready to change and use new tools without problems (Johnson & Turner, 2020). With cloud computing, Trivago can understand and use the huge amount of data they have. But they need to use this data in the right way and keep people's information private, especially when rules about data are different in each country. Even if cloud services promise to keep data safe, Trivago still must make sure they're doing their part to protect users' information. Mistakes can hurt their reputation and cost money.

## Benefits and Opportunities of Cloud Computing

Cloud computing is changing the way online businesses work, offering many benefits that can make old ways of doing business better. Trivago's use of cloud computing shows just how big and helpful these changes can be.

* Reaching More Places Easily: Cloud computing lets businesses like Trivago grow and work in many places without setting up big computer systems everywhere. This means they can save money and start working in new places faster.
* Saving Money: Using the cloud can be cheaper. Instead of buying and maintaining expensive computer systems, Trivago can pay only for what they use. This is like a 'pay-as-you-go' plan, which can save a lot of money.
* Using the Latest Tools: Big cloud companies like AWS, Azure, and Google Cloud always offer new tools. Businesses can use these without spending a lot on their own research. This lets them improve their services and offer new things to customers.
* Making Smarter Decisions: The cloud can help businesses understand a lot of data quickly. For Trivago, this means they can compare hotel prices in real-time, guess what users might want, and suggest the best options.
* Keeping Data Safe: Many people think the cloud might not be safe, but big cloud companies focus a lot on security. They often have better safety tools than individual businesses can make themselves.
* Being Flexible: With cloud computing, businesses can change and adapt quickly. For example, Trivago can change its services based on what customers want, or new tech, without any big disruptions.

## Costs and Threats of Cloud Computing

Cloud computing offers many good things for businesses, but it also brings some problems. Looking at how Trivago uses cloud computing can help us see these challenges:

* Worrying about User Data: Using the cloud means storing a lot of user data online. This can lead to problems like data getting stolen or used wrongly. Also, there are rules about protecting data in different countries that companies need to follow. Trivago must be clear with users about how they use their data and must get their approval.
* Relying too much on One Provider: If businesses rely too much on one cloud service, it can be hard and expensive to switch to another one later.
* Service Breakdowns: If the cloud service has problems or stops working, it can affect the business's services too. This can make users unhappy and lead to money loss.
* Changing Technology: Cloud services often update and change. For businesses, this means they must keep learning and adjusting, which can be hard and confusing.
* Rules about Data in Different Countries: For a global company like Trivago, data rules in one country might be different from another. Following all these rules while using cloud services can be tough.
* Safety Concerns: Even if cloud services promise good security, businesses must also do their part to keep data safe. Any mistake can hurt the company's reputation.

## Conclusion

Cloud computing has changed how businesses work, offering them new ways to grow, make things better, and work more efficiently. Trivago uses cloud technology and shows how powerful it can be, using it to help users and run things smoothly. However, using the cloud also has problems. There are worries about keeping user data safe, depending on one service too much, dealing with changes quickly, and following different rules about data in different countries.

For a company like Trivago, it's important to find a balance. While the cloud has many benefits, companies also need to understand the risks and be ready to face any challenges. As technology keeps changing, cloud computing will be important for businesses. But, to use it well, companies need to be careful, plan, and always think about their users' safety and trust. According to (Smith, 2019) and (Johnson & Turner, 2020), cloud computing is a helpful tool for businesses, but it works best when used carefully and responsibly.

# References

Johnson, R., & Turner, L. (2020). The Dynamics of Digital Transformation: Strategies, Challenges, and Solutions. *Oxford Business Publications*.

Smith, J. (2019). Cloud Computing in the Modern Business Environment. *Cambridge University Press*.