Dear Bookstore Management,

It has come to my attention that you are looking for digital technologies to assist in your operations, and expand your business. I may recommend looking into cloud computing to bolster the options available to you and your customers.

Cloud computing technologies essentially take resources located off-site that are not managed by you or your staff in order to expand your digital capabilities in-house. For example, you may utilize cloud computing in the form of Infrastructure as a Service (IaaS) for running complex task like back-end processing for your clients to help analyze client information, gather trends, and provide recommendations to particular clients based on their reading history. You may also be able to utilize this technology to store that same information in a database like you may as part of Amazon’s AWS suite of tools. It is by this rationale that I would recommend looking into cloud services. You may be able to drive and expand to new clientele by utilizing these services and develop technological ideas that would not be possible with your current infrastructure. This would in turn provide a more reliable and convenient business for your clients, and become a competitive option in the bookselling market.

There are a number of advantages you may have utilizing technological solutions like IaaS that you may not be able to leverage with a traditional brick-and-mortar store front and website. Firstly, there is additional security to be gained with out-of-house server systems. In the event of a disaster at the main book sales site, you will still be active on the digital storefront. Since computing happens from a non-centralized location, damages to your HQ will not result in an immediate shut-down. Secondly, the cost of investing will be much lower compared to the up-front investment required from performing these calculations yourself. Secondly, you will be able to do faster. Since you do not need to invest in expensive computer components and learn how to put them together, you will not need to waste time troubleshooting components during blackouts. All of that shall be handled for you; allowing you to focus on expanding your services. This combines with the tremendous potential of performance output to allow you to make your more demanding ideas a reality that you simply would not be able to do with this bookstore’s budget otherwise. Although, these do have their own concerns associated. For example, you would rely entirely on another party for up-time. You also are at risk of the other party’s cybersecurity intrusions.

In the end, I believe cloud computing will give you more opportunity than the risks presented.

Sincerely,

Corey Crooks

# **References**

Amazon. (2023, November 8). *Start Building on AWS Today*. Retrieved from AWS Technologies: https://aws.amazon.com/

DeVry University. (2023). *What is Cloud Computing? An Overview*. Retrieved from devry.edu: https://www.devry.edu/online-programs/area-of-study/technology/what-is-cloud-computing.html

Morrow, T. (2018, March 5). *12 Risks, Threats, & Vulnerabilities in Moving to the Cloud*. Retrieved from Software Engineering Institute: https://insights.sei.cmu.edu/blog/12-risks-threats-vulnerabilities-in-moving-to-the-cloud/