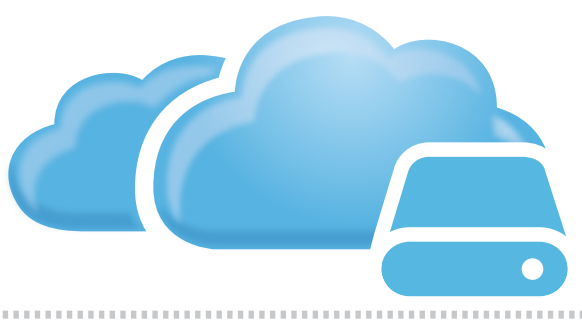
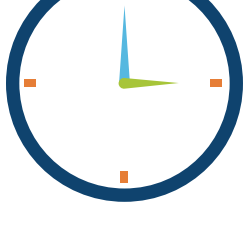


THE HISTORY AND FUTURE OF CLOUD STORAGE

Cloud Storage is defined as anything that involves delivering hosted services over the internet



By definition, cloud storage is



Sold on demand by the minute or by the hour.

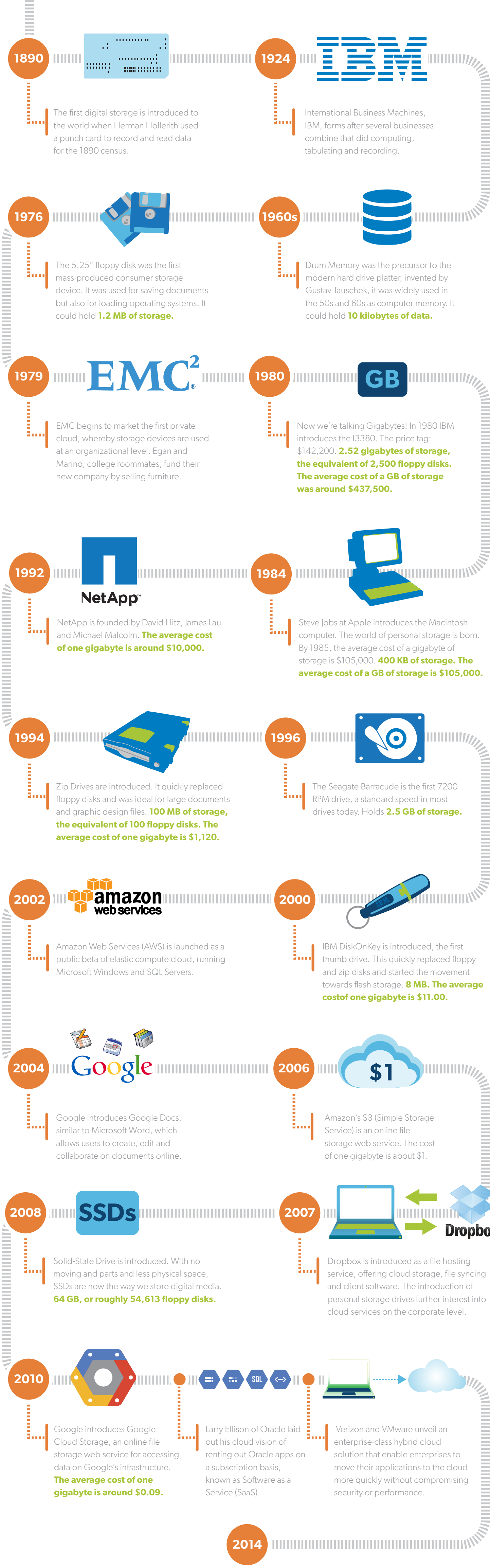


Elastic - A user can have as much or as little of the service as they want.



Fully Managed by the Provider.

Here's a look back on the history of digital and cloud storage.



Cloud Computing can best be understood in terms of 3 entities

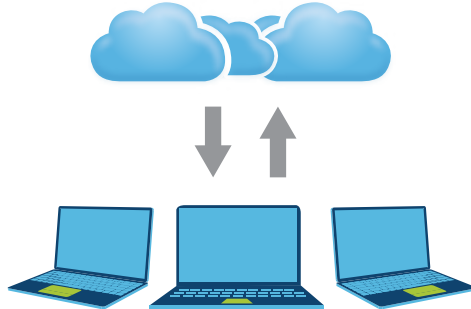
1 Private/Enterprise Cloud



A marketing term for a proprietary computing architecture that provides hosted services to a limited number of people behind a firewall (Source: techtarget.com)

The major players are: HP/3PAR, Oracle, IBM, CISCO and VMware. Other companies that play a role are EMC, FalconStor, Fusion-IO and NetApp.

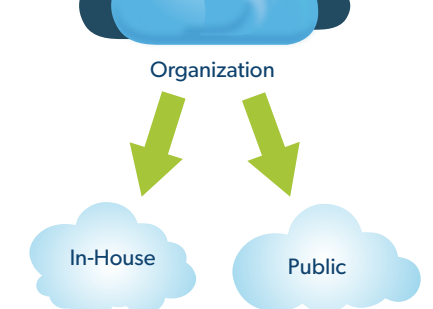
2 Public Cloud



A set of computers and computer network resources based on the standard cloud computing model, in which a service provider makes resources, such as applications and storage, available to the general public over the Internet.

The major players are: Google, Microsoft Azure, Amazon, Facebook and Twitter. Other companies that play a role are Salesforce and Yahoo.

3 Hybrid Cloud



A hybrid cloud is a cloud computing environment in which an organization provides in-house and has others provided externally

The major players are: Verizon, Rackspace and Terremark.

The Future

A price war evolves. With little differentiation between product, companies like Yahoo, Google, Microsoft and Amazon fight to offer more storage for cheaper. Companies offer storage for next to nothing, as a way to position and sell their software and services and attract users.

The cost of one gigabyte is, well, **FREE**.