THE HISTORY AND FUTURE OF **CLOUD STORAGE**

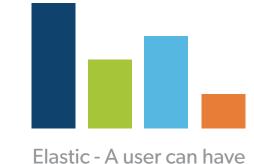
Cloud Storge is defined as anything that involves delivering hosted services over the internet



By definition, cloud storage is



Sold on demand by the minute or by the hour.



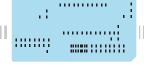
as much or as little of the service as they want.



Fully Managed by the Provider.







The first digital storage is introduced to the world when Herman Hollerith used a punch card to record and read data for the 1890 census.



IBM, forms after several businesses combine that did computing, tabulating and recording.





mass-produced consumer storage device. It was used for saving documents but also for loading operating systems. It could hold 1.2 MB of storage.



the 50s and 60s as computer memory. It could hold 10 kilobytes of data.

Now we're talking Gigabytes! In 1980 IBM





EMC begins to market the first private

introduces the 13380. The price tag: \$142,200. **2.52** gigabytes of storage, the equivalent of 2,500 floppy disks. The average cost of a GB of storage was around \$437,500.





1984

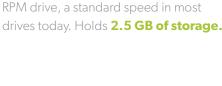
By 1985, the average cost of a gigabyte of storage is \$105,000. 400 KB of storage. The average cost of a GB of storage is \$105,000.



the equivalent of 100 floppy disks. The average cost of one gigabyte is \$1,120.



1996









2000

and zip disks and started the movement towards flash storage. 8 MB. The average costof one gigabyte is \$11.00.





allows users to create, edit and

Google introduces Google Docs, similar to Microsoft Word, which



2007

2006



Amazon's S3 (Simple Storage









Dropbox





gigabyte is around \$0.09.



Larry Ellison of Oracle laid

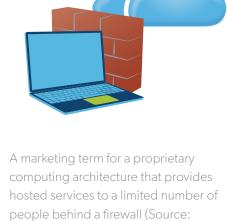
solution that enable enterprises to move their applications to the cloud more quickly without compromising security or performance.

Verizon and VMware unveil an

enterprise-class hybrid cloud



Public Cloud



Private/Enterprise Cloud

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

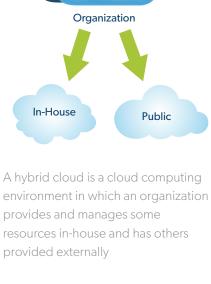
techtarget.com)

A set of computers and computer network resources based on the standard cloud computing model, in which a service provider makes resources, such as

The major players are: Google, Microsoft Azure, Amazon, Facebook and Twitter. Salesforce and Yahoo.

applications and storage, available to

the general public over the Internet.



Hybrid Cloud

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.



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