



## UMD DATA605 - Big Data Systems

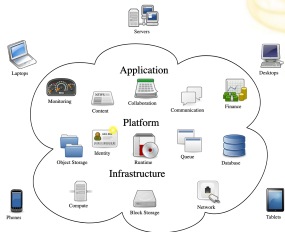
### 11.1: Cloud Computing

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- *Cloud Computing*

# Cloud Computing

- Computing as **"service" rather than "product"**
  - Storage and computing in the cloud
  - Edge devices (e.g., phones, laptops, tablets) interact with the cloud



- **Advantages of cloud computing**
  - Device agnostic: seamless computation across devices
  - On demand
  - Efficiency / scalability
    - Programming frameworks (e.g., Hadoop, Spark, Dask) enable scalability
  - Reliability
  - Cost: “pay-as-you-go” for resources
    - Cheaper than building own systems
    - Computing as a commodity (like electricity)

# Buying infrastructure

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- **To buy or to rent?**
- **Building / buying infrastructure**
  - Require time and capital investments (Capex)
    - Especially at the beginning without revenues
    - Smooth cash flow (constant \$/mo) is better than lumpy one (big one-time purchase)
  - Buy hardware (e.g., computers, storage, network)
    - Estimate current hardware size
    - Difficult to estimate future demands
  - Update obsolete hardware
  - Cost of owning hardware (Opex)
    - Data center, electricity, cooling, handling faults
  - Administering
    - Install, update, maintain software stack

# Renting infrastructure

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- **Renting infrastructure** (i.e., cloud computing)
  - Pay for what you use
    - Low initial capital investment
  - Ready systems with a click
  - No multi-year resource plan needed
  - Choose machines for your application and data needs

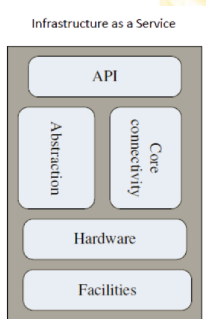
# Cloud Computing

- **Ideas of cloud computing around for a long time**
  - Mainframes + thin clients (1960s)
  - Personal computers (1980s)
  - Grid computing for supercomputers (1990s)
  - Peer-to-peer architecture (early 2000s)
  - Client-server model (Web 1.0 and Web 2.0)
  - Cloud computing (2010s)
- **Now, it finally works**
- **Why now?**
  - A convergence of key technologies
    - OS virtualization
    - Large data centers
    - Decreasing hardware costs
    - Big data frameworks



# Infrastructure-as-a-Service (IaaS)

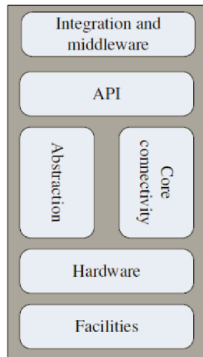
- Cloud provides low-level resources like virtual machines, storage, networking
  - Users install and maintain the operating system and applications
- **Examples**
  - AWS EC2
  - Google Compute Engine
  - Microsoft Azure Virtual Machines
  - IBM Cloud Infrastructure
- **Benefits**
  - Flexibility in managing resources
  - Scalability to meet demand
  - Cost-effective, pay for what you use
- **Use Cases**
  - Hosting websites and applications
  - Data analysis and processing
  - Development and testing environments



# Platform-as-a-Service

- **Problem:** assembling your own software stack requires work
  - Install
  - Configure
  - Manage dependencies (e.g., incompatible versions)
- **Solution:** get a pre-built software stack
  - Software stack as a virtualization solution (e.g., VMware or Docker)
    - Pre-installed OS
    - Libraries
    - Application software
- **Business model built around this**
  - E.g.,
    - Google App Engine
    - Managed Hadoop
  - E.g., pre-built images for Hadoop
    - Hortonworks, Cloudera
  - E.g., pre-built distributions for Linux
    - RedHat, Gentoo, CentOS

Platform as a Service





# Software-as-a-Service (SaaS)

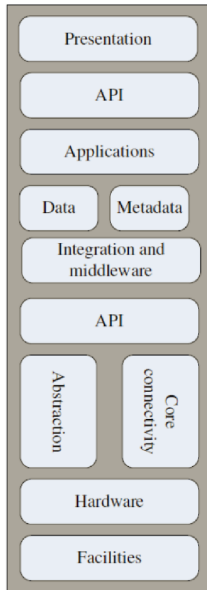
- **Cloud provides the application**

- No need to install on your machine
- Use directly from the cloud
- Examples include:
  - *Dropbox*: Access and share files without local storage
  - *Salesforce*: Manage customer relationships online
  - Any app running in a browser: Google Docs or Microsoft Office 365

- **Benefits**

- Accessibility from any device with internet connectivity
- Automatic updates and maintenance by the provider
- Scalability for growing user needs
- Cost-effectiveness by reducing physical hardware and software installations

Software as a Service



# X-as-a-Service

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- After 2010, business model of **X-as-a-service (XaaS)**
  - Mobility-as-a-service (e.g., Uber)
  - Games-as-a-service (e.g., Google Stadia)
  - Storage-as-a-service (e.g., S3, Google Drive)
  - Desktop-as-a-service (e.g., AWS app)
  - Marketing-as-a-service
  - Banking-as-a-service
  - ...

# Cloud Deployment Models

- **Private**

- Internal cloud hosted on organizational premises
- E.g., company's data center running virtualized services

- **Public**

- External cloud hosted by third-party providers
- E.g., AWS, Azure, GCP offering compute and storage to clients

- **Hybrid cloud**

- Combine private and public environments to optimize cost, security, scalability
- Sensitive workloads stay internal
- Scalable tasks move to public cloud

- **On-premises resources**

- E.g., corporate servers in a building

- **Off-premises resources**

- E.g., cloud provider's distributed data centers

