**Week5 Podcast Reflection**

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**Podcast Reflection: Hybrid Cloud Storage Matters**

This week’s podcast has introduced the history of a cloud storage company and its business strategy to provide powerful and trusted hybrid data storage service. It is not surprising that more and more companies are interested in moving their data center to cloud. This is claimed to be a huge need to trigger data storage evolution iteratively at a fast-pacing speed. Object storage plays a crucial role in cloud storage which mostly boasted in its high scalability and cost optimization compared to other storage solutions like block storage, file storage, or traditional on-premises data centers. What I learnt is that those are not the only benefits of object storage. Customers also post lots of concerns about data on the cloud if the data is safe and available at an acceptable level. To some extent, cloud storage, not only object storage like a black box to customers because the underlying storage algorithm or server are hidden to customers. That is also the fundamental infrastructure of another powerful capability access everywhere with an internet connection without limitation on physical locations. It is easy to access, as well as easy to back up data into different logical regions which could be across states or in the same city depending on customer needs. Also, security has been addressed by developing more advanced encryption mechanisms like End-to-End Data Encryption with AES-256, which can support data on rest and data in transit. Also, by forcing different levels of data regulatory, compliance, and rules certifications, customers could have more confidence in trusting the data storage providers. To conclude, cloud storage excels in the past 5 to 10 years is not an accidental event but through continuous efforts in technology evolution to meet cloud user’s needs.

**References**

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