

# The cloud

## What is it?

The cloud refers to services which are accessed via the web rather than installed on premises. Cloud services are billed for use, without purchasing the resource underlying the service (server, software). Since the rise of the cloud in 2006, services available in cloud mode have diversified: from the simple rental of storage space or computing power ("Infrastructure as a service") to access to a complete business application ("Software as a Service").

### Companies to assist you

Ippon.Tech, Akka Technologies,  
OVH, Outscale, Microsoft Azure,  
AWS, Google Cloud

### Influencers to follow

Clément Vouillon, Octave Klabla,  
Marie Jung, David Linthicum,  
Rachel Delacour.

## 3 companies leveraging the cloud

Today, all businesses have embraced the cloud. We can distinguish 3 modes:

- public cloud: it is accessible publicly to any customer. This does not mean that everyone can see what others are doing on the cloud! Every customer has their private spaces on the cloud.
- private cloud: like a public cloud except that it is owned, managed and used by the company exclusively. It is not accessible to third parties.
- hybrid cloud: this is a private cloud where certain forms of (less confidential) operations can be delegated to a public cloud.

You will have noticed that the "web API" and "cloud" cards have the same text for the "business impact" category. Indeed, to a large extent, APIs and the cloud are the two ingredients of the same revolution: access to a variety of services via the web.

## What business impact?

- Outsourcing: A company can access a wide variety of cloud services provided by service providers rather than developing them themselves. Better focus on core competencies.
- Growth: a company can offer a service in cloud form: new customers, new markets, new business models, flexibility and speed of implementation.

## Resources needed

### Organizational resources:

- an IT department ready to evolve on their missions and skills: piloting outsourced services rather than directly producing these services.

### Financial resources:

- change from a capex model (fixed assets on the balance sheet) to opex (expenses or income in the income statement)

## Do's and don'ts

### Do

- Identify use cases and business gains and associated costs

### Don't

- think the cloud is cheap: billing using the cloud can be expensive, so the costs should be tracked with care.
- neglect technical and legal follow-up on the data processing chain.