SOFTWARE ENGINEERING II : MGMT, MAIN AND QA
PROF. GIRIDHAR AMARAVADI
TA : ROSENKRANTZ TODD
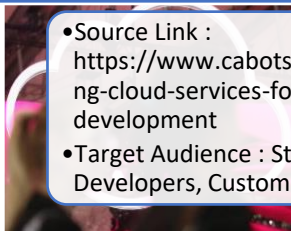
COST OPTIMIZATION STRATEGIES
LEVERAGE CLOUD SERVICES

Leveraging Cloud Services for Agile Product Development

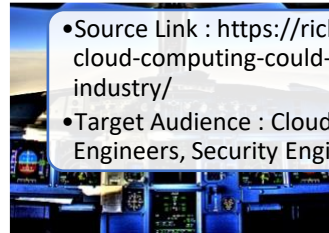**Source : Cabot Solutions**

By

Dilip Geevarghese

- Source Link : https://www.cabotsolutions.com/leveraging-cloud-services-for-agile-product-development
- Target Audience : Stakeholders, Developers, Customers

How cloud computing could help the aviation industry

Source : Rick's Cloud

By

Rick Blaisdell

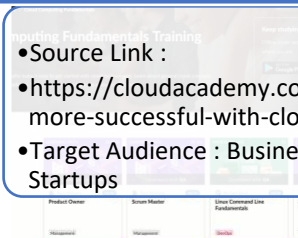- Source Link : https://rickscloud.com/how-cloud-computing-could-help-the-aviation-industry/
- Target Audience : Cloud Leads, Cloud Service Engineers, Security Engineer

10 Reasons Digital Marketing Is More Successful With Cloud Computing

Source : Cloud Academy

By

Riley Mathews

- Source Link :
- https://cloudacademy.com/blog/reasons-digital-marketing-is-more-successful-with-cloud-computing/
- Target Audience : Business Development Manager, Businesses, Startups

INTRODUCTION

Many organizations have been on a steady course of improving the cost efficiency of IT, however in the age of digital business, cost optimization takes on a new dimension. Now the real question is, what does cost optimization mean? According to Gartner, It's a continuous discipline to maximize business value while reducing cost which involves various types of businesses, services, operations, etc.
Now "**LEVERAGE CLOUD SERVICES**" is known to be one of the top 10 cost optimization strategies for a better benefits in business and will see how it plays a prominent role in few industries.

1. Leveraging Cloud Services in Agile Product Development

In the article, various transitions and procedures have been mentioned on how Modern Agile is becoming advanced than the Agile Methodology where the former one focuses not only on product development but on various business fields and the later one includes repetitive meeting with customers, team members, etc. to keep track of project functioning on regular basis. So the author also conveyed on how **WATERFALL APPROACH** was once used which obviously is a long process and doesn't involve customers until the last stage. Then two main concepts were given (SERVERLESS COMPUTING and MICROSERVICES) which helps in cost optimization. Serverless is also known to be **Function as a service FaaS,** in which **developer** can only concentrate on deploying the software but not on the structure because of which AWS and Azure have made the most of Serverless features. Now changing to Serverless would boost the results as it has low operational cost, more reusability, few cycles of development, application scaling. Coming to Microservices, a clear depiction was provided where each process is further divided into smaller functions that reduces the **complexity** which helps in deploying continuously in business implementation where huge techies like Amazon, Netflix, eBay have transitioned to this to develop efficient workable applications. So microservices will actually serve in enhancing performance security, maintainability. So by following the modern Agile methodology, there are plethora of ways to make use of cloud in a more efficient way where developers work will get more easier as the main concentration will be development resulting in a more advanced delivery to **customers.** The developers can make use of the cloud services to the most as it can enhance the product delivery methodologies to the customer.

2. How Cloud Computing could help the aviation industry

Airlines is known to be one of the massive corporate sector with humongous data, working crew, etc. which needs a continuous support system round the clock. Author explains on why the aviation industry should transition and make use of the cloud computing services as it would be more easier to maintain a healthy relation with the stakeholders. Reasons would be – The maintenance burden will be lowered because, if a cloud service is operated then the ongoing servers and relative burden will be reduced i.e one need not always make sure the server is connected or not, overall cost will be reduced. Secondly, it's the flexibility of technologies they can use. If cloud service is deployed, the **cloud engineer** can implement the operation in way where a variety of them can be used over pay-by-use way which actually reduces to burden to buy all the services. Then if the company would further expand, accordingly one can increase the computing power too which is scalability, in this way they would be able to meet their industry needs and quickly build resources like applications, websites. There's an added advantage in which if the information is updated on cloud then the user can continue to monitor it in their devices which reduces the complexity of sending reminders each and every time. So I think use

of cloud in this sector will benefit the **cloud engineers** as they'll be responsible in maintaining such data, operations, announcements, flight schedules, etc. which would let the airlines operate in a more advanced way

3. 10 Reason Digital Marketing is more successful with Cloud Computing

Digital Marketing has been in the booming stage ever since the online era begun and actually took a big leap during the COVID-19 era. This requires huge database, secure payment gateways, workforce, customer service, etc. There would be payments to be done, so secure servers will be ensured with the cloud in which privacy will not be breached because it's considered to be the main issue in this sector. Then dealing with customers is one of the tedious task as we cannot get to meet them in-person. So to know their taste of buying must be done carefully as it decides the businesses' future which can be done by sending out the surveys, polls, etc. which will help in knowing the current trends and meet the standards. Followed by, cloud-based analytic tools are considered to be one of the powerful way to enhance **the customer experience** which tracks the market, provide strategies and helps in knowing their target audience in a more better way This would benefit the **CEO**s of the company as they can help the company to go to the audience through platforms like YouTube, Instagram, Facebook, etc.. which helps in expanding their business in an effective which reduces the marketing cost because of automation and improving productivity.

Conclusion

On and overall, the cloud allows to increase **IT infrastructure flexibility** delivering real business benefits to the companies and clients. Like consider Agile methodology, in which the primary target is to provide client satisfaction. There are plethora of ways to make use of cloud in a more efficient way where **developers** and **product owner**'s work will get more easier as the main concentration will be development resulting in a more advanced delivery to customers. And in the aviation industry with the help of cloud computing, air crashes can be prevented by reading the details from the sensors that could detect the wind's speed because of which one can predict if it's safe to run the flight or not where the **cloud lead engineers** will make sure of it's working. Isn't that a savior? While coming to the digital marketing, the **CEOs** can make huge profits by leveraging cloud services as the investment is completely worth to optimize the market strategies at a perfect location and a perfect point.