**Activity 1**

It is without a doubt that there are several benefits and negatives when it comes to cloud storage. It is a popular service used by several around the world as a result, and plays a big role in cybersecurity. Cloud storage is basically a model that allows one to store files and data on the internet securely. Cloud storage does not run out of storage, and is highly secure. Specifically, there are both businesses, companies, and individual people using cloud storage in recent times. It is clear that collectively the benefits outweigh the negatives. One would need to understand the difference between those of course.

Beginning on the negatives, cloud storage requires one to have a connection to the internet. Additionally, the internet connection would need to be a fast one, as if not it will take a very long time to access the data within the cloud storage. This means that if one were to lose access to the internet, they’d lose access to the data in their storage. For those storing necessities for their companies and lost access to their data, it would end up costly for them and bring damage to their reputation for example. Another negative with cloud storage is that it is extremely challenging to move the data within cloud storage to another cloud provider. Once it’s initially stored, a medium-to-large size business would struggle to move their data because of the sheer magnitude of it.

Now on to the first benefit of cloud storage, it is available to purchase at a low cost. The thing about cloud storage is one only needs to buy the amount of storage they require. Cloud companies simply provide their services to avoid one needing to spend their own resources on building up their own model. Next, cloud storage is available anywhere as one only needs to access the internet and there it is. This simply provides convenience and would be more helpful for a company that is international for example. Cloud storage is fully secure so it works well for file sharing. There are platforms that offer different ways to view encrypted data you have received on the cloud. Tracking back to how one only needs to buy the amount of cloud storage that they need, it must be noted that cloud storage is scalable, so one could simply add more storage as they see fit. Of course this would call for more purchasing but it also depends on the amount. Furthermore, cloud storage is virtual, meaning one would not need to buy physical storage repetitively which would ultimately end up more expensive. Cloud storage remains the safer and cheaper option. Resources are managed more effectively as there are no extra storage systems around to slow time and efficiency.

In conclusion, the benefits of cloud storage far exceed the negatives. In terms of storage, the cloud is a secure, virtual, space with no limits on storage. The user decides how much they need, and pay the appropriate amount. Data can be stored and accessed from anywhere; it is essentially an online storage that can be checked at any time by the one who owns it.

**References**

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