**Cloud Computing**

The use of “cloud computing” is another great way for businesses big and small to maximize profits. Companies like Google and Amazon are helping businesses become more efficient by providing such software and hardware as a service through the internet. Just look at the numbers; a license for Microsoft Office is ten times as much as the enterprise version of Google apps. To add to that, many companies still use the free version of Google Apps. So by switching to internet based software services they can save money to be used elsewhere within the company. It also provides a simpler way for collaboration between employees of the same company that are spread across the globe. Although there are concerns with security issues and financial regulation and reporting when companies are increasingly using “cloud computing”, it would seem the benefits in cost savings out way the risks in using it.

I see “cloud computing” becoming more prevalent in the future global market. I believe it will take some time for stronger security measures to be built in to the services and that it will be hard to convince people to migrate from the free versions. But it’s already growing because online apps are being used more and more by the common consumer for the same reasons; they’re cheap (or free), easy to use, and accessible wherever internet is available. It is written in the article that cloud computing is already a “… several-hundred-million-dollar business, and it will be a billion-dollar business in a couple of years…” which I believe to be true. When there exists such a tool as “cloud computing” that helps companies save on costs and collaborate among its employees more easily, it’s inevitable that it will continue to grow and become a large part of the global economy.