

Technology Report and Presentation

Design and Creative Technologies

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Cloud Computing for ABC Enterprise: Key Contributions to Business Automation

1. Executive Summary

Cloud computing has become embedded in our lives: we use it from the moment we wake up to the time we go to sleep being constantly connected. Emails, social media, streaming, file storage, smart home devices are all examples of cloud computing. This technology is a powerful enabler to our personal lives alone, even more to the business context, which is this report's focus, as we will dive on ABC Enterprise app case scenario.

ABC app offers delivery services, providing an interesting link between customers-restaurants and has already experienced great success on leveraging cloud for expanding the business. The app's customer base has already grown 10x in a single month, and this report will take it to another level by presenting a plan to be able to accordingly support the possibility of continuous scale. Why not grow 100x? 1000x? 100000000x?

2. Benefits of Cloud Computing vs. Traditional IT Infrastructure

Traditional IT Infrastructure often means on-premises services, which leads to the need of a specific room to store the computer, HVAC systems for refrigeration, a specialized network team, cables, energy, the list goes on. Cloud, on the other hand, offers a few interesting features that will be outlined below.

2.1. Cost Efficiency and Pay-as-you-grow Model

The company hired XYZ cloud provider and routes traffic via Route 53 to ABC cloud infra backed by elastic computing instances of VM running the web and app servers, with backups and imagery. This is super-efficient, given ABC pays for usage.



Figure x – Data Traffic flow on ABC Enterprise using Cloud.

2.2. Rapid Scalability for Business Growth

Discussion of ABC's 10x customer growth in a single month and the cloud characteristic of rapid elasticity.

2.3. Reduced IT Management Overhead

How ABC avoided corresponding increase in IT management expenses and resource pooling

3. Challenges of Cloud Migration and Mitigation Strategies

asdsadsad

3.1.Potential Migration Challenges

Analysis of how ABC reduced IT start-up cost by 80% and the cloud characteristic of on-demand self-service and measured device

3.2. Mitigation Strategies

Discussion of ABC's 10x customer growth in a single month and the cloud characteristic of rapid elasticity



Figure x – Conceptual Model of the Relationship Between Patient Experience, NPS, and Revenue Growth.

4. Cloud Service and Deployment Models

4.1.Service Model Analysis

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4.2. Deployment Model Analysis

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The figure consists of two side-by-side screenshots of a web-based survey form. Both screenshots feature a header with the 'PRÓ-CORPO' logo and the text 'ESTÉTICA AVANÇADA'. The background of the form is light purple.

Left Screenshot (Initial State):

- Section 1:** A heading 'Pesquisa de Satisfação!' with a blue heart icon. Below it, a note 'Contamos com sua avaliação! ❤️'.
- Section 2:** A text input field with a placeholder 'Por favor, digite o seu CPF: *'. Below the field is a note 'Your answer'.
- Section 3:** A dropdown menu labeled 'Choose'.
- Section 4:** A text input field with a placeholder 'Como você avalia o atendimento recebido em seu procedimento ou avaliação realizada aqui na Pró-Corpo? *'. Below the field is a note 'Your answer'.
- Section 5:** A text input field with a placeholder 'Você tem sugestões, críticas ou comentários? Escreva pra nós!'. Below the field is a note 'Your answer'.
- Buttons:** 'Next' and 'Clear form'.

Right Screenshot (After Selection):

- Section 1:** The same heading and note as the left screenshot.
- Section 2:** The same CPF input field.
- Section 3:** The dropdown menu now shows 'SP - Tucuruvi'.
- Section 4:** The text input field now contains the value '10 - Excelente!'.
- Section 5:** The same text input field.
- Buttons:** 'Next' and 'Clear form'.

Figure x – Existing NPS survey instrument used by Pro-Corpo Estética (2022-2025). This study will analyze aggregated responses from Question 1 (NPS score) and monthly revenue data, with Question 2 text comments available for future qualitative analysis.

4.3. Recommended Models for ABC Enterprise

5. Cost Model Analysis

5.1. Cloud Cost Model Options

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5.2. Recommended Cost Model for ABC Enterprise

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6. Cloud Service Provider Recommendation

6.1. Provider Comparison

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6.2. Recommended Provider for ABC Enterprise

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6.3. Essential Computing Elements for Industry Automation

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7. Conclusion

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8. Proposed Timeline

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Table 2 – Timeline in details with Phase/Task and Description

Phase/Task	Description
1 - Literature Refinement & Problem Definition	Consolidate prior studies on NPS, revenue correlation, and patient-experience metrics. Confirm research gap & finalize RQs.
2 - Data Acquisition & Ethics Clearance	Obtain signed consent letter from Pro-Corpo; verify anonymization and data-use boundaries.
3 - Data Cleaning & Preparation	Remove duplicates, handle missing values, compute monthly averages, merge NPS + revenue tables.
4 - Descriptive & Correlation Analysis	Run Pearson / Spearman tests, generate scatterplots, and check temporal lags.
5 - Regression Modelling & Validation	Build regression model, test assumptions, interpret coefficients, cross-validate by clinic/year.
6 - Results Interpretation & Draft Writing	Integrate findings with theoretical implications; draft report chapters and visualizations.
7 - Final Editing & Presentation Prep	Review structure, apply feedback, edit references (APA 7th), design slides, rehearse presentation.

Post-Study Dissemination (Beyond Week 12): Following completion of the 12-week research cycle, findings will undergo extended validation and dissemination through journal publication (targeting *International Journal of Market Research* or *Journal of Healthcare Management*) and conference presentations. This extended phase (estimated 20-28 additional weeks) will involve manuscript preparation, peer review, and knowledge translation to both academic and practitioner audiences, ensuring research impact beyond the immediate assessment period.

This schedule ensures that analytical tasks are interleaved with reflection and validation, minimizing risks of data misinterpretation and ensuring that findings are actionable and reproducible. By Week 12, both the written report and the presentation materials will be

complete, demonstrating a clear, ethical, and technically sound workflow from research conception to dissemination.

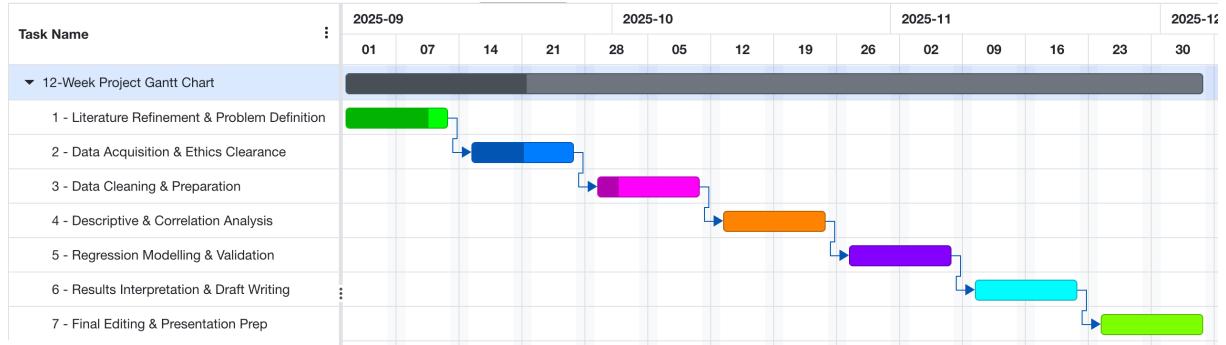


Figure 7 – Project timeline showing overlapping phases throughout the 12-week research cycle.

9. Appendices

9.1. Appendix A – XXX

- a

End of Appendix Section

Statement of Acknowledgment

I acknowledge that I have used the following AI tool(s) in the creation of this report:

- OpenAI ChatGPT (GPT-5)
- Anthropic Claude Sonnet 4.6

Both have been used to assist with outlining, refining structure, improving clarity of academic language, and supporting APA 7th referencing conventions.

Prompt examples:

- 1.
- 2.
- 3.

I confirm that the use of the AI tool has been in accordance with the Torrens University Australia Academic Integrity Policy and TUA, Think and MDS's Position Paper on the Use of AI. I confirm that the final output is authored by me and represents my own critical thinking, analysis, and synthesis of sources. I take full responsibility for the final content of this report.

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