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MEDST 255 New Technologies

CLOUD SERVICES

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The Cloud is a network of servers where people can access software or memory from. Its purpose is to bring online consumption and storage only through the internet, so society can get rid of the, now considered, excess forms of hardware such as CD discs that have a/an software/application to be installed or a hard drive/USB. It very useful for those who like to have minimal things to consider when it comes to their computer usage, because it gets rid of the need to use more hard drive space in a computer and you can even get rid of your CD drive. Businesses also like it because it can reduce the need for making their own proper servers and/or create access keys to certain software by linking someone's access to said software online, through a paid subscription or just making an account with a free to use website/application. The Cloud was made with the conception of the internet and the Cloud services came along once most of all online traffic started to use a type of open source software.

The history of the Cloud can be traced back to the birth of the internet which started out as an individual computer at military bases and universities that ran super slow. ARPANET was then made in 1969 and its significance was that it connected other computers together, though it was a select few. These computers were then able to access the other due to time-sharing where computer scientists had to coordinate the times each would use a workstation (which was the computer they would use to access the others). These select few workstations were link to the same magnetic drum memory which is a very early and primitive form of the Cloud because all got their info there to be called upon and processed. As the years went by and the Internet kept innovating, Richard Stallman, a Software Developer at MIT, encouraged a movement to keep large communities connected through fast network connections. This made way for open source software programs (using Linux-type coding) to let networks easily and quickly communicate with each other such as web servers, databases, and browsers. This lead to server rooms becoming more massive, in order to handle the ever-increasing population of people who use the Internet. Different companies; such as Google, Amazon, Rackspace; create more space by using and attaining better hardware in their server rooms to not only store significant amount of information but also to send it to where it needs to be and fast. This quick handling of information made a lot more software developers able to use open source software

coding as the typical code for the internet community to communicate with the myriad of websites and databases people use today. With everyone now using the internet, everyone has access to the Cloud, so services were made to handle anyone and everyone with information. Companies realize they could buy more servers to support more online traffic and handle information securely, so a fee came to be with these services. This creates what we know now as Cloud services because in order to use the cloud, it must be through some type of internet connection through another web browser, and through a login with a website or company.

So, Cloud services are super easy to access for the population that uses the internet for storing and sending information. These services are effective because it helps individuals and businesses store/send/use more amounts of data when they connect to a Cloud service. The application is the handling of data be it storage or a key to access a software. Take account of the current Cloud services offered and their fee:

First example of a cloud service is Adobe. This company has always been selling their software, such Photoshop and Premiere Pro, via discs for purchase and it was always a one-time purchase of an over $100 physical product until a new version came out in the following years but now, they can offer all the software they have disposable with the Adobe Creative Cloud. For about $50 a month, an individual can pay for access to all of the software Adobe has made and there is no need to purchase more discs to update the program. Although the fee is cash, this lets Adobe now constantly update their software when they need to, and they won't need to make another disc for people to purchase ever again. With the often software updates that happen within a year, anyone who torrents the software can't keep updated with the new versions, so this cloud service curbs the torrenters who steal a copy of released versions of an Adobe software. Another advantage is that people from multiple accounts can access the same project over the internet as long as they have the same access, so they can collaborate on whatever they're working on.

Another example of the Cloud services and its use on the Internet is Google Drive or Dropbox. These companies have made extra servers to store memory at specific locations in the Cloud for individual use. Individuals can upload whatever amount of information and it gets

stored to whatever servers the company is using. Those individuals can then send a link to what they have access to, so they can share computer files of work or entertainment data. What becomes skeptical is the security of the information stored. Since their service is free to use, the fee is that the Dropbox server holds your delicate information. Not so much things are ominously delicate to be stored in a Cloud service like Dropbox so there usually aren't worries to distrust it, but there are things like two-step verifications and passwords to help protect your information.

Lastly, another example of Cloud services are social media like Facebook or Instagram. Every time something is posted on their software, it is uploaded to the Cloud (the servers they use). Signing up is free and the applications are super engaging, but the fee is accepting the terms and conditions to let your personal information on the website get stored for you and it being sold to third-party advertisers in order get proper advertisements to you. This however also works, with the content being served to you, to be more to your personality with what you navigate to on social media. Giving a website an individual's information can enhance the same individual's experience to me more tailored to him/her.

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