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Cloud Services

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What are cloud services? The cloud service is what we use everyday un-knowingly. “A cloud service is any service made available to users on demand via the Internet from a cloud computing provider's servers as opposed to being provided from a company's own on-premises servers”. (Webopedia). So what this means is that the cloud service is a way to share information for anywhere that you are so that you don’t have to be remotely in your house or at your job. You are basically storing your files on the Internet instead of on a hard-drive. It helps you to de-clutter your computer and allows you to store information on something that would never run out of space. We use these servers are used without people noticing. Things like email, social media such as Snapchat, Instagram and Facebook are all cloud servers. The idea of cloud services was floating around since the 1960’s, but many people believed it was started in 2006 when Google and Amazon brought up the idea in conferences. ‘”…Schmidt said, “I don’t think people have really understood how big this opportunity really is. It starts with the premise that the data services and architecture should be on servers. We call it cloud computing—they should be in a “cloud” somewhere.”’ (MIT Tech Review). The year after it started to become more mainstream when Microsoft, IBM and Amazon made it public. Companies wanted a way to share information without having it be

remotely in one area such as thing as online shopping or email. One example of the cloud will be Google’s G-Drive. The G-Drive is a way for users to save any work they’ve done on their computers or phones and save it on the Google server and have access to it whenever they need it. They can also send it or share it to people whenever they have to. They start you off with 15 gigabytes of space, but you can upgrade the amount with a fee. Another example would be the Apple’s cloud server. The iCloud is basically the same as the G-Drive, but it is only made and used by people who own an Apple Product. For the iCloud you can store almost anything in it, but it did have its problems in the early stages. The iCloud has been hacked multiple invading the privacy of its users allowing the hackers to access photos and videos that were saved using the cloud. The people who were mostly affected were the celebrities whose personal photos that were saved on the cloud were leaked out to the public. The iCloud starts you out with 5 gigabytes of storage, but you can upgrade with a fee. Another cloud service that really isn’t commonly used is Amazon’s. Amazon’s cloud service is free when you create an account and from the jump you get 5 gigabytes. When you sign up for Prime, you get unlimited storage for photos and an extra 5 gigabytes for videos and any other files. The cloud services were made to make life easier for users. It’s true, that is has but many of these companies charge you up to ten dollars a month to have more storage on an internet server that guarantees protection, but always sometimes gets hacked. The

accessibility of the clouds are great but if you’re paying ten dollars a month for 30 gigabytes of storage, you’re paying one thousand two hundred dollars a year for an internet. These same people can pay ninety-six dollars for an external hard-drive that has one terabyte of storage. Many social media platforms sort of act like a cloud too. For instance Snapchat allows you to save photos and videos that you take on the app directly to the app. They ask for an email for back up so in case you log out and don’t remember your login information your photos and videos can be sent to your email. Another social media platform that acts like a cloud is Facebook. You can post your photos and videos on the platform and just leave it there and Facebook has no limit of storage. The only things you can store on these platforms are just videos and photos. Many of these companies do have to make money so I do understand the prices, but if these prices do go up, many users are just going to go back to the basics and use USB drives to store their information. For the future I think many companies are going to start doing cloud services. For example Netflix now allows you to download your favorite movies or episodes from a television show so you can watch it later when you don’t have Wi-Fi or when you’re travelling. More companies might start making apps for cloud services hopefully in the future because accessibility to your work is important to some people. Cloud services are now starting to become more mainstream due to the ease of using it. Many people are now using it and it might end up ceasing the use of hard drives in general. iCloud

already has close to eight hundred million users, so if more companies make cloud servers, USB drives and hard drives might be done.

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