**CLOUD COMPUTING**

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**Abstract**

Around the world today, people rely on Cloud-based computing to avail themselves of numerous services. From a common man to a successful Entrepreneur are now able to develop a flexible and agile infrastructure to meet the needs of their business, while reducing costs. Cloud computing optimizes the method of Managing computer servers, Data Storage, and Networking. A lot of IT workload is being shifted from On-premise to Cloud as it incorporates factors such as Scalability, Data Security and Maintenance. It is predominant to talk about the architecture of Cloud computing to perceive its functionality. Customers generally choose one of three options for their Cloud deployments-either public, private, or hybrid based on the requirements of Security level, Performance, and Integration. Furthermore, there are distinct service models available today through these deployments. Today’s computers have tons of processing power including super-fast CPU speeds, speedy RAM, and giant Storage capacity, but to use the computing power efficiently we employ Virtualization. With the help of Virtualization, multiple operating systems and applications can run on the same machine and same hardware at the same time. By doing so we are increasing the utilization and flexibility of hardware. Cloud computing is very promising for the IT application to store data and deploy applications in the Cloud computing environment but there are concerns regarding Data security and privacy issues. To attain the highest level of Data Security in the Cloud, several methodologies are been proposed by researchers, and choosing the right Cloud service will resolve the issues. In this paper, we attempt to elaborate in-depth about Cloud computing.

**Keywords**

Deployment Models, Service Models, Architecture, Amazon Web Services, Virtualization, Data Security