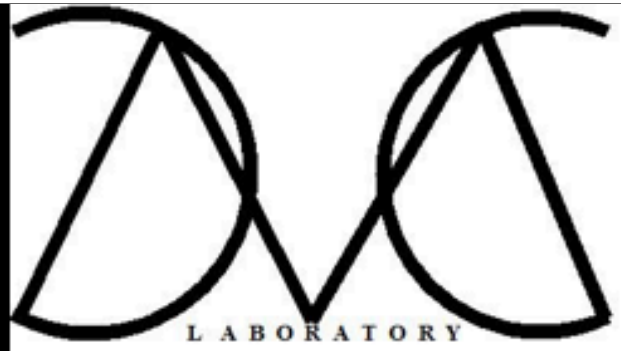

DEFINING THE CLOUD: 5 CHARACTERISTICS

5 Essential Characteristics

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- *On-demand self-service*
  - A consumer can unilaterally provision computing capabilities, such as server time and network storage, as needed automatically without requiring human interaction with each service provider.

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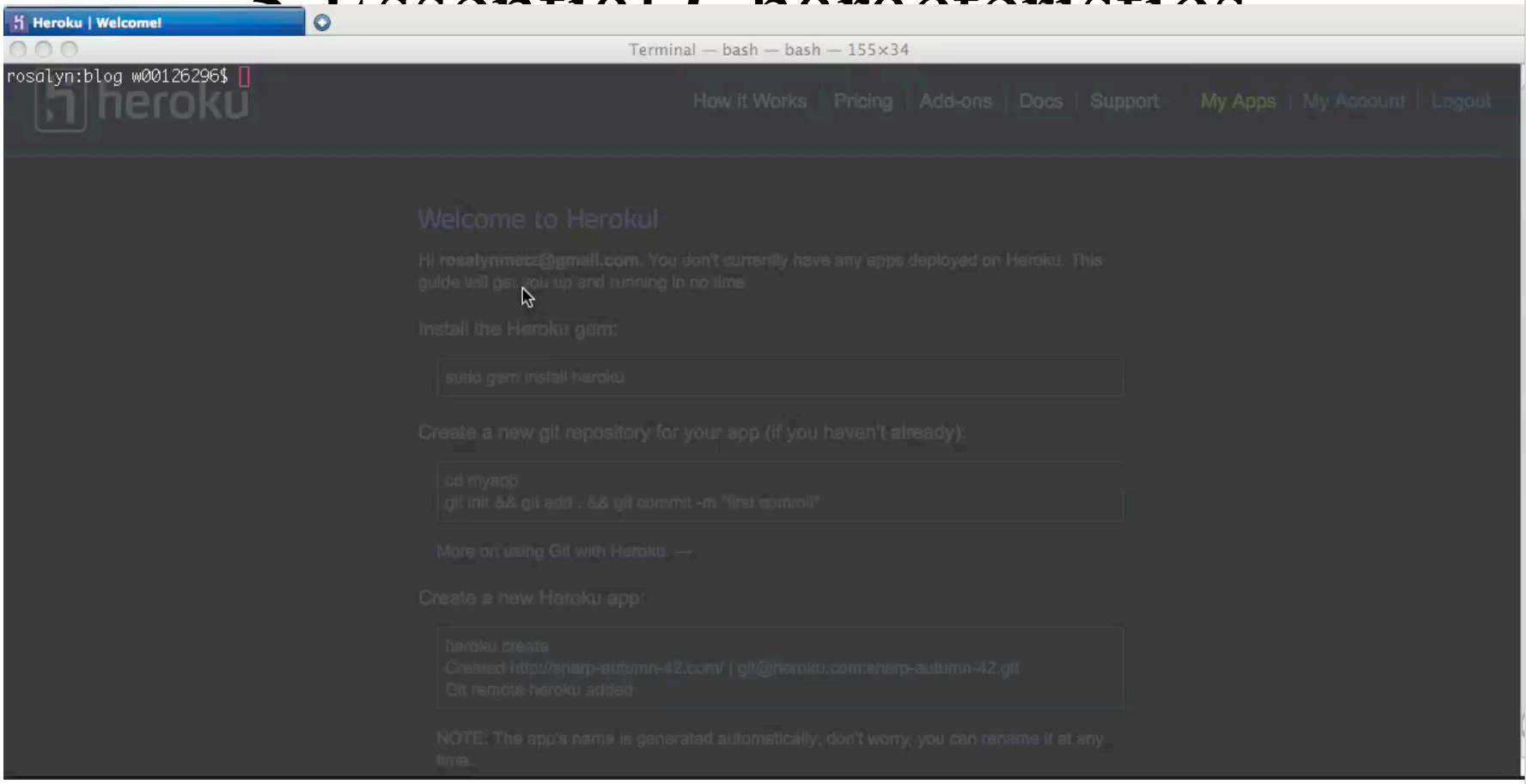

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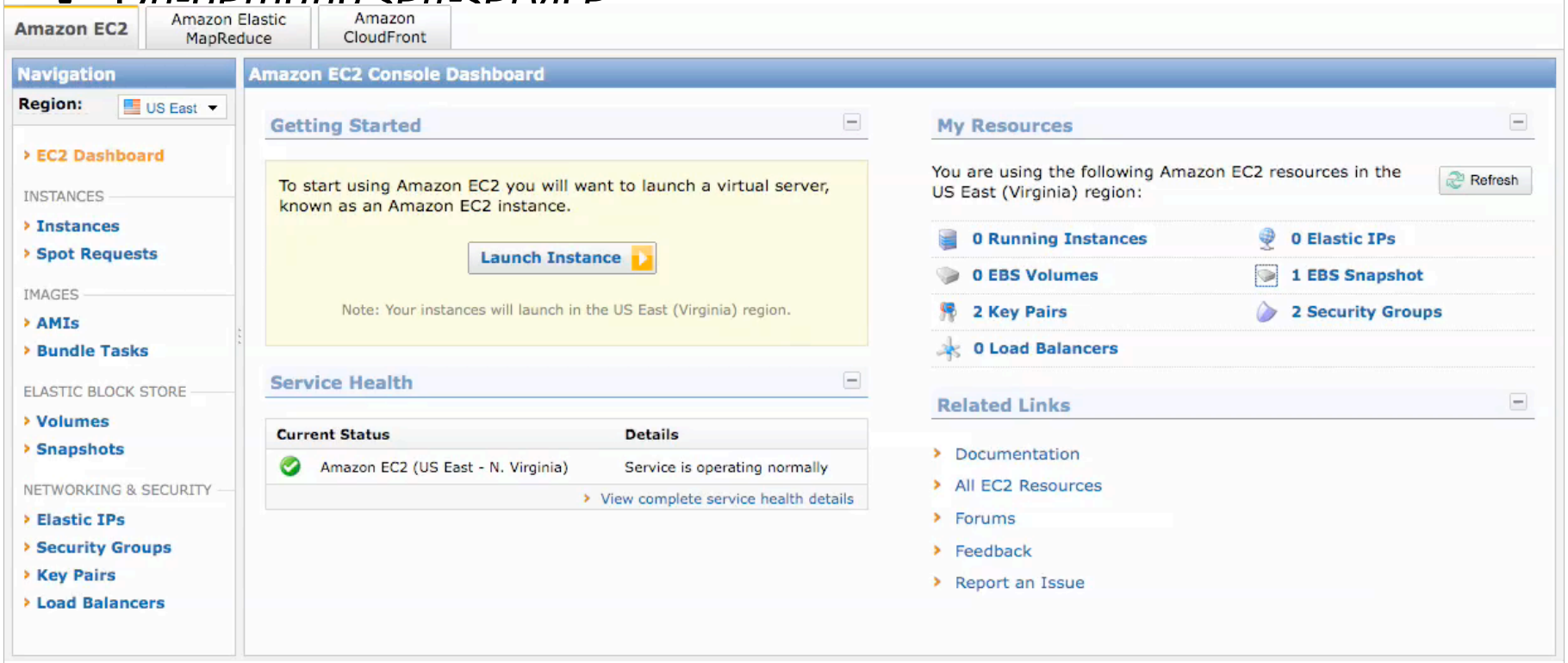

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ELASTIC DEMAND

ELASTICITY OF DEMAND

$$= \frac{\%\ \text{CHANGE IN QUANTITY}}{\%\ \text{CHANGE IN PRICE}}$$

EXAMPLE:

Because there are so many housing options, it is easy for people to not have to pay more than they want to.

the balance

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- *Measured service/Pay-as-you-go*
  - Customers are charged for the services they use and then amounts. There is a metering concept where customer resource usage can be monitored, controlled, and reported, providing transparency for both the provider and consumer of the utilized service

Characteristics

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requiring human interaction with each service

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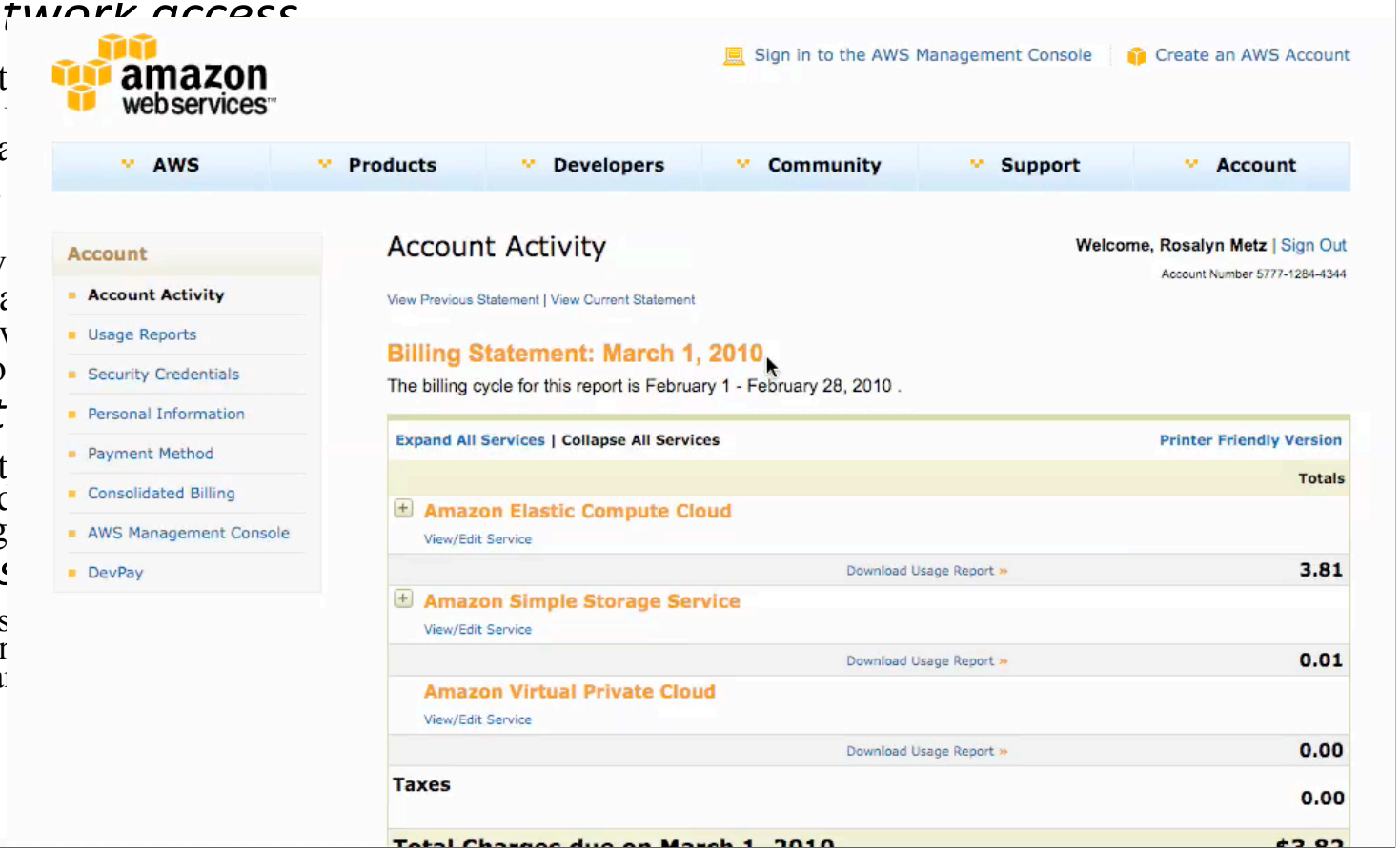

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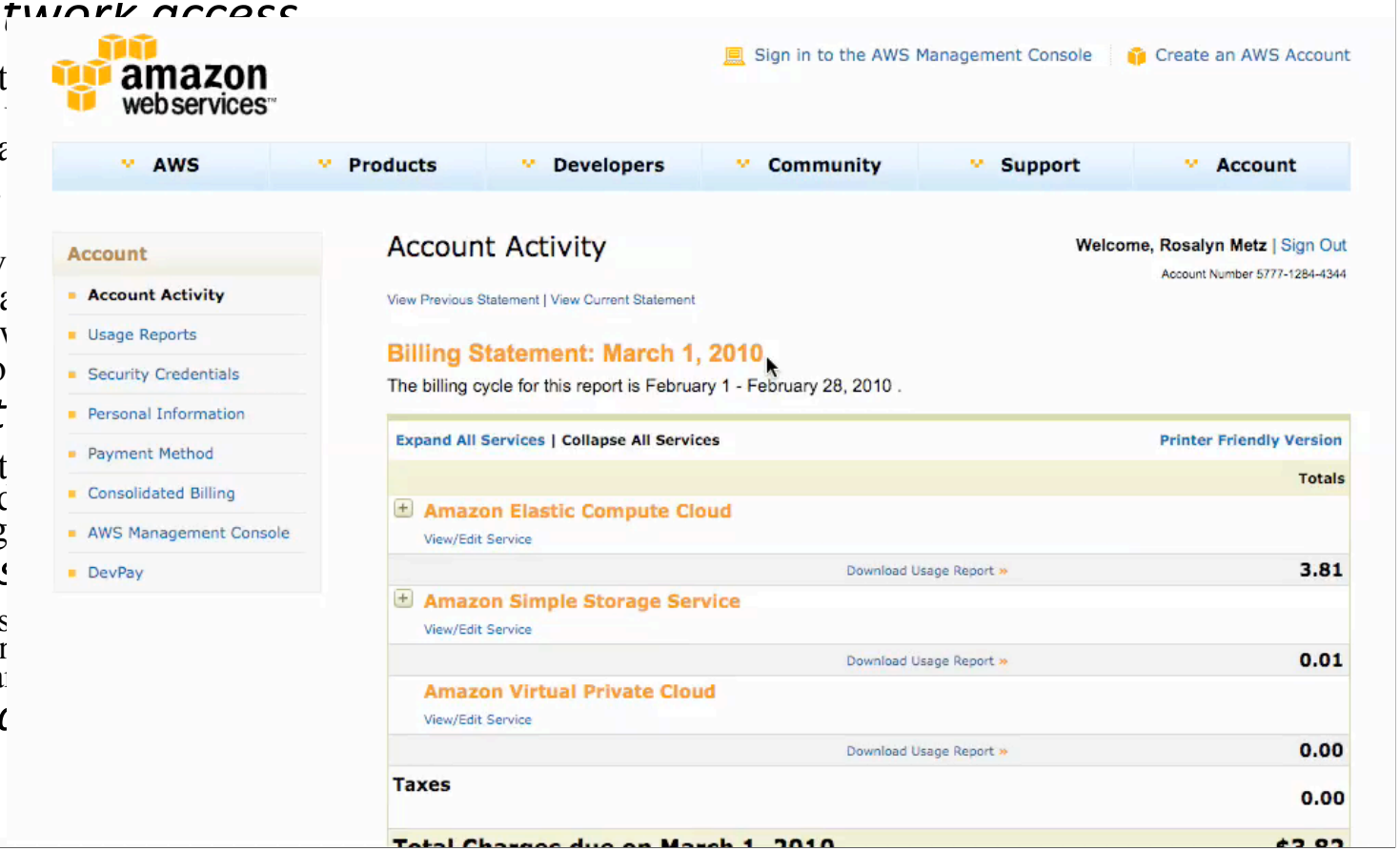
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