Get Your Head IN The Clouds!

A Cloud Computing Guide For Business Owners

Brought to you by:
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About Angela Wills

Angela loves helping small business owners learn how to make smart choices that lead to online profits. She is the founder of Marketers Mojo, the 'hub' of her business that contains a growing library of articles, audios, videos and more about how to market a small business on the internet.

Angela has been featured in two print books, been a guest tech expert on a local hour-long TV show, featured on numerous internet events and has worked with hundreds of clients and customers to build successful online businesses.

As an internet marketing and business fanatic, Angela has had her hand on many businesses including affiliate management, email marketing, virtual assistance, network marketing, product creation and more. Her many testimonials prove Angela is an expert who makes it EASY to understand and take action.

Angela started her first website in 1999 and her first online business in 2001. She wanted the freedom of entrepreneurship offered. Angela has been running a full-time business from her home office since 2007, is now absolutely unemployable and darn proud of it!

While Angela loves her business, she also loves spending time with her son, family and loving puppy Shadow.

Other Resources From Angela:

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# Table of Contents

- Introduction ........................................................................................................... 4
- Are You Ready for It? ............................................................................................. 5
- Are You Already Using Cloud Services? ............................................................... 6
- Cloud Computing FAQ .......................................................................................... 7
- Advantages of Cloud Computing .......................................................................... 8
- Disadvantages of Cloud Computing ..................................................................... 9
- How You Can Use Cloud Computing .................................................................... 10
- Getting Down to Business .................................................................................... 11
- Cloud Computing Security .................................................................................. 13
- How to Choose the Right Service ......................................................................... 14
- Review of Cloud Storage Providers ..................................................................... 15
- Five Considerations for Cloud Computing Architectures ..................................... 16
Introduction

Cloud Computing is computation, software, data access and storage services that don't need end-user knowledge of the particular physical location and configuration of the system that delivers the services. You can actually compare it with the electrical power grid, you don't require the specialized knowledge to use it. Just plug in the device and you will be ready to go!

The term "cloud" is used as a metaphor for the Internet, based on the cloud drawing used to represent the Internet in computer network diagrams. The concept isn't new and has been around for decades. Years ago the IT companies tried to market this concept already but this wasn't a success. The reason for this was that you needed a fast and reliable Internet connection, and at the time if they were available, they came at a hefty price.

Nowadays almost everyone has access to the internet via a fast broadband connection. This removes the bandwidth problem and information is sent at a lightning fast speed around the globe. Almost all companies use fast Internet connections, because the Internet is used in a big part of their business and prices for connections have dropped significantly.

An example of a Cloud based service is Google's Gmail. You can sign up to an account and send e-mail to colleagues or friends around the globe, without having any sort of technical knowledge of the way that e-mail works. Google has all the specialized expertise and networking infrastructure to manage the e-mail traffic. The benefit is that you don't lose valuable time on the technical stuff and enables you to focus on your business!

The introduction flat fee Internet and the Smartphone like the iPhone or Android phones in combination with mobile Internet plans, caused a fast adaptation of Cloud technology.

If you want to have a location independent business, Cloud Computing is the way to go! Instead of running applications locally on your computer and store data yourself, they run on a shared data center maintained by the best industry experts. For example, you can configure your Smartphone to connect to your favorite e-mail Cloud service and carry your e-mail with you wherever you go. Your e-mail is stored in the Cloud and you can access it on your Smartphone or any computer, no data is stored on the device itself. Because you can "plug in everywhere", this has several advantages for you:

- You are able to access all programs as well as data using your browser.
- You can get started very quickly
- The costs are much less when compared to conventional software programs
- You don't need to have your own servers and storage
- No software set up necessary
- You don't have to update your software programs
- No specialized knowledge required
- The service is often at no cost or via predictable regular monthly subscription

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Some popular cloud services are:
~ Gmail – Emails
~ Basecamp – Project Management
~ WordPress – Website Design
~ Bluehost – Website Hosting
~ Aweber – Email Marketing
~ Facebook and Twitter – Social Media
~ Amember – Shopping Cart
~ Audio Acrobat – Podcasting
Are You Ready for it?

Companies evaluate cloud computing as part of an overall business delivery model, deciding which applications are candidates to move to cloud and which need to remain in legacy environments is part of the planning process. Identifying business requirements up front creates the right basis for planning cloud projects, time-lines, and resources.

The demand for consulting services designed around cloud readiness is being driven by customers looking for solutions that can get cloud technologies and legacy technologies - dedicated hosting or on-premise - to work together.

Discovery Phase
A cloud readiness assessment can be viewed as a series of stages. During the Discovery phase, a thorough examination of your current IT infrastructure gathers details about your business systems, their usage, performance, capacity, and application inter-dependencies, etc. Due to the complexity of IT environments and numerous IT demands, many large companies may not have a complete documentation or understanding of all their application environments. Most companies use a consultant during the assessment process because the specific expertise needed for this type of evaluation is not something an IT department normally has available to spare.

Analysis Phase
During the Analysis phase, you and the consultant review the data on each application and confirm its continued need, use and importance with users. You also need to confirm access, performance, security, compliance and other special requirements for each application. From there, you can discern and compile the infrastructure requirements.

Validation Phase
In the Validation phase the initial findings are laid out and you determine a strategic vision for using cloud computing. You and the consultant explore different scenarios and options, and you determine which applications are ready to deploy, which could be ready if security, compliance and other requirements can be met by a vendor and which cannot be moved for whatever reason. Your consultant should be able to articulate how various vendors deliver their technology and should identify those vendors that could potentially meet your needs.

Migration Planning Phase
Based on your strategic vision, you select your vendor and proceed to the Migration Planning phase. Here you lay out a plan for preparing migrating, testing and moving to live production for each application. You also set critical requirements for security, storage, performance, etc. along with the time-line for accomplishing each move.

Some companies take longer than others to plan and execute their moves to cloud computing. Regardless of the time it takes, the more meticulously you perform these four tasks, the more smoothly your migrations will go and the better your cloud computing experience will be.
Are You Already Using Cloud Services?

When someone refers to a cloud application, one is stating that the application is internet based and running on a large and massively redundant scalable infrastructure. If you use YouTube, Google Gmail or Google Docs, Yahoo, AOL, MSN, or Hotmail, you are using Cloud Applications. Cloud applications are used in many different ways. In fact, many people use these applications every single day without even realizing it. A large majority of the Internet is now using cloud applications to communicate, create word documents, and to store large quantities of data. The following tips will help you find the applications you need to be more productive.

One of the most popular cloud applications are office applications suites with word processing, spreadsheets, and presentation software. Google offers Google Docs and Microsoft offers Microsoft Office Web Edition along with your hotmail account. Not only can you create documents in the cloud, but you can also use these cloud applications to save your documents there. When you leave one computer and move to another, you still have your files in the same place. It is increasingly true that the safest place to store your important documents is off of your computer.

In the past, people had to endure challenges to keep copies of documents where they were needed. People had files on their home computers, and files on their work computers, and some had files on their notebook computers as well. An important sales presentation should be on a notebook computer to show at the office of the client, but if one left the presentation saved to the office computer and did not bring a disk, then one would be out of luck and facing either travel to retrieve the document or a lost sales opportunity. And if your work computer, home computer, or laptop was to break down, then the data would also be unavailable when needed. Today, you can save your documents on the cloud from your laptop. The sales presentation, finished in the public park on a nice bench while having lunch, has been saved to the cloud. Then you trip and drop your notebook computer into the duck pond. At least the sales presentation is safe. With a new notebook computer, you immediately have access to your sales presentation. This is one reason why storing your vital documents on the Cloud can mean the difference between success and failure in today’s world.

Communication has changed because of cloud computing as well. Offices of the same country in different locations can share information using cloud applications on the Internet rather than having to pay extravagant monthly charges for a leased line to each location and the hardware to run it. The same internet connection is also lowering company’s telephone bills by using cloud applications for voice over IP telecommunications (VoIP). This technology lets companies buy their telephone usage a la carte by bandwidth, and long distance charges and other variables are a thing of the past. Large companies are also using enterprise resource planning, or ERP, to run more efficient businesses and make better decisions. By linking together systems across sales, fulfillment, accounting, supply chain, customer relationship management, and email, companies can achieve two goals. They can eliminate duplication of effort by different people, work groups, and departments, and they can have real time data for decision making.

If you would like to communicate with your friends, family, or work associates, cloud apps can handle all of your communication needs. Computer users can now create streamlined
work areas online for brainstorming, instant chat, and data comparison. If you are away from your office, but you need to have a meeting with your employees or colleagues, you can easily do so by taking advantage of the cloud computing apps that are now coming to the marketplace.

Online education is a growing field that uses cloud applications. There are new universities that primarily serve students online. These colleges and universities have a campus but they have reached out to serve a worldwide clientele with cloud applications. Coursework can be completed from any location day or night. It can be graded by teachers worldwide to save university money to use on improving electronic resources in the Cloud. Mainstream colleges and universities are offering some of their courses online, including in the Ivy League. Intellectual inventories and grant funding centralization are benefits of cloud computing that higher education is beginning to enjoy.

It does not matter whether you are a home user creating and storing documents and interacting with friends, or if you are a corporate giant: cloud applications are now a part of your world, and the benefits are best realized by understanding the topics.
Cloud Computing FAQ

Q1. What is Cloud Computing? (Slightly obvious but one which we should really start with)
A. Cloud Computing is, in basic terms, computing over the internet. It allows you to access your e-mail, documents, software, even your desktop online, so it's like having a virtual computer. This means you can work from anywhere - your office, your home, a hotel, a cafe, basically anywhere that has an internet connection.

Q2. Is it safe?
A. On the whole, yes. Although, you need to ask your Cloud provider about their security measures of course. Hackers have found breaking into the Cloud extremely difficult and the security is only getting tighter. It also makes your data safe from non-virtual theft! If anyone was to break into your office and steal your computer, they wouldn't actually be able to access your data in the Cloud.

Q3. What if my internet connection gets lost?
A. It's worth looking into getting a back-up connection just in case - although, as we've covered, you can access it anywhere with an internet connection. Therefore, if your internet does go down, you could always pop to a coffee shop or a home office or make a cuppa whilst you re-boot.

Q4. Will it save me money?
A. Not necessarily. It depends on how many users you'll have. The great thing about it is that it's entirely scalable - so you only pay for what you need, and as you grow, so can your Cloud. Saving money is never a guarantee, though it does save energy.

Q5. Is it here for good?
A. Afraid so! Yes! The Cloud has already been around for years and the recent coverage shows that interest is growing. According to the InThePersonalCloud.com, 76% of the US is already using Cloud Computing of some capacity on a daily basis.

Q6. How do I know if it's for my business?
A. Cloud Computing can be used by just about any business of any size in any industry. You might be a start-up looking for secure back-up or an employer who wants easier sharing and more flexible working for your staff; either way the Cloud has various benefits and is without doubt, the future of technology.
Advantages of Cloud Computing

So you've just about got your head around the basics of cloud computing, you've been told that it's an amazing advancement for your business and it's the way forward, but what now? Technology and marketing research specialists, Gartner, has said that by 2012 80% of America's 1000 biggest businesses will pay for a cloud computing service, but what does that mean for you? Why should you bother investing in the cloud? Here are some of the biggest benefits of cloud computing:

Scalability: The biggest buzz word surrounding cloud computing is scalability. The ability to increase or decrease your cloud capacity as the network usage fluctuates which means, in theory, you shouldn't suffer from any crashes or downtime as you can simply contact your cloud provider and increase capacity. The main advantage of this to both personal users and businesses is that you only pay for what you use and the process of altering capacity takes just minutes.

Remote Accessibility: The obvious major advantage of cloud computing is its accessibility. Whether you're a big business or a personal user you're able to access your data from any PC with an internet connection, as long as you remember your log-ins of course.

Quality of Service: As with choosing any web host, choosing your cloud host comes with a check list. Some of the main points on the list are often quality of service and up-time, something which is vital for a network running solely on internet connections. Cloud providers will often employ skilled practitioners to manage the networks and make sure that down time is as close to zero as possible. Along with this you should expect 24/7 support from your vendor and immediate action to be taken if your network goes down. Though it may be annoying for you to sit at the other end twiddling your thumbs if your network goes down, it should give you some piece of mind knowing that professionals are sorting it out.

Security & Backup: A great advantage of the cloud, especially for businesses, is the option of having real-time or frequent automatic backups. This results in little data loss and takes away the hassle of sourcing a backup provider and paying a separate cost. With security, the cloud's allusiveness means that cloud servers are less prone to attacks/hacks as the location of data is unknown. Again, for businesses, you have the option of an internal cloud with provides even more security, hiding your cloud behind a firewall or passwords.

Cost & Efficiency: Implementing any new system into a business is never easy work, but without the need to purchase and set up a load of new hardware, moving a business into the cloud is as easy as it's ever going to get. Most of the work is left in the hands of the cloud provider, as well as most of the costs. This advantage means that you'll be able to focus on any changes within the company and leave the rest to the experts. (It is important to note that financial advantages of the cloud are often only seen in the long term - see Disadvantages of Cloud Computing.)

Doing Your Part: Though it's not necessarily a deal breaker when it comes to making the decision to move into the cloud, the satisfaction of being more environmentally friendly is an added bonus. The limited hardware will reduce your electricity usage and expenses while
the lack of equipment required to cool and run servers will reduce your dangerous emissions to the environment.

Although cloud computing certainly has its benefits, if you're considering the cloud for your business or even want to discuss the latest trend, then its also important to look at the downside too.
Disadvantages of Cloud Computing

There are undoubtedly a great deal of advantages to cloud computing, no matter your business size, however its important to remember that while the hype around the latest computing advancement can be justified, it can also be matched with a good few negative points. As with anything technological, cloud computing has its weaknesses, and here are some of the biggest.

Reliant on Network Connections: The most obvious disadvantage is that it completely relies on network connections. If the network goes down, you're pretty much done working until it comes back up. What's probably even more frustrating is if you're network is running slowly, you're work's going to be running slowly too.

Lack of Hard Drive: While lack of a hard drive is a benefit when it comes to hardware costs, it can also be a disadvantage to you if you use programs that rely on an attached hard drive. While this is becoming less of a problem, you can still find yourself having trouble trying to get programs to connect to the hard drive on your remote server.

Connection of Peripherals: Now this is one of the biggies. While you can find nearly all peripheral devices with wireless capabilities, connecting the wireless to what is effectively the wireless, is not the easiest of tasks. You'll probably have issues with personal devices on a smaller scale but bigger companies that have a networked system of peripherals will probably find it a bit easier. The other issue is software. Many devices will run on software designed to relate specifically to the PC which means that, while you may be able to access your cloud accounts from anywhere, you'll only be able to print/scan etc from a PC with the software installed.

Expense: Although cloud computing can show you financial benefits in the long term, it's not the cheapest of solutions to get set up if you're doing it on a smaller scale. Sure, if you're a big business who can shell out quick cash for quick benefits its all good, but there's no cheap way around it for those of you wanting to test the water before you jump. It's all or nothing unfortunately. Cloud expenses also seep back to the data centers that have to shell out for new software that can actually run the cloud as well as update, rewire, purchase new machines to keep up too.

Legal Ownership of Data: This can get a bit confusing as most cloud providers will have different terms and conditions regarding ownership of data. The most important thing to do if you're moving into the cloud is to read the fine print and understand things like when you will have access to your data, what happens to your data if the provider suddenly disappears, what happens in the event data is lost, distribution rights etc. Also note if there is any rules that you could breach which could prevent you from accessing your data.

Security & Backup: Now I know we've mentioned this one in the advantages of cloud computing section but there's a good reason it appears in both. Although the cloud can result in less data loss because of its frequent backup's, the fact that its servers are interconnected means it's an 'all for one and one for all' system when it comes to attacks and intrusions.
Although there is no doubt that these flaws with cloud computing will be ironed out as the phenomenon progresses, as we speak even, they're still very prominent at the moment and should definitely be taken into account when you're deciding if the cloud is right for you.
How You Can Use Cloud Computing

Enticed by the idea of cloud computing but not entirely sure how to go about using it? Chances are, you have been doing just that by using web services to store your data for you. Here are five free ways that you can get in on the new cloud computing phenomenon.

1. Use a cloud-based email service. All web-based email services are actually in the cloud. This includes Gmail, Hotmail, and Yahoo mail. In short, if all of your emails are stored online and not on your computer, you're already emailing in the cloud. You can also filter these accounts through your PC by using a software program like Microsoft Outlook or Mozilla Thunderbird, but why take up space on your PC when you could be using your free 7 GB of Gmail storage? Gmail is hugely popular for a reason. You can also take advantage of Gmail's free chat client, Gchat, designed for easy and casual communication between email correspondents.

2. Investigate online Docs services. At present there are two major cloud-based docs programs. These are Google Docs and docs.com, which is a Microsoft product designed to work with Office 2010 and integrated with Facebook. Both services allow for easy sharing, collaboration, and saving "in the cloud" to save space on individual PCs. Google Docs in particular has slightly fewer capabilities than Microsoft Word but it will almost certainly get the job done in a pinch with easy layout and design functions.

3. Collaborate online. Services like Google Calendar can help you coordinate with people all over the place, whether or not they've invested in expensive office software. Docs software also allows for easy collaboration and sharing. Keep track of blog posting schedules in a spreadsheet or work together on a business presentation, even when you're at a distance. Scheduling meetings at any time of day has gotten much easier with these services, and now you won't even need to fork out the cash so that everyone has the same expensive software.

4. Share photos. Services like Flickr, Photobucket, and even Facebook can share your photos across the web for you. No more need to mail off CDs to friends and family; just upload them and your family can download them for free. You're also provided with an easy link, especially from Flickr, to post those pictures elsewhere on the internet. This solves the problem of buying your own website and storing your photos on your own PC. No need to worry about memory card space or PC meltdowns if all of your pictures are stored on the internet.

5. Start a blog. If you use services like Blogspot.com or WordPress.org, your blog is essentially stored in the cloud without you paying a penny. Customization options are limited for these types of blogs, but if you're looking to save some money but keep your blog, there aren't many better ways to do it. Blogs enable you to share your thoughts and photos with the world, on one defined subject or on as many as you like.

Students and researchers may be lucky enough to get free cloud computing services, especially if they are attached to universities. I used to have free website from my university. If you think you might have it, ask! Don't use your PC space when you could be storing your information in the cloud.
Getting Down to Business

Demystifying the Cloud
There is nothing new about the concept of Cloud Computing, in theory it isn't much different than mainframe systems used over 30 years ago. All computing is centralized and users access the information they need from terminal devices. In recent years though, technology has advanced to deliver this type of computing on a much more efficient scale. Now working on a document, surfing the web, and using software can be accessed through the cloud just as fast, if not faster than using your desktop PC.

A great case in point of cloud computing is Netflix. The old days of driving to the video store to rent a DVD and playing it from a DVD player are fading quickly. Why invest in players and physical movies when you can just access what you want when you want it? You can now stream a movie directly to your TV, computer, or even a smart phone. You have access to the data you need (in this case 1000's of movies) on any device, and you do not need to invest in hardware to process the data (in this case a DVD player).

Fragmented Solutions
Filtering out all of the different Cloud offerings in the market today can be a daunting task. There are many vendors that provide single Cloud based solutions such as E-mail, Back-up, file sharing, infrastructure, or even software. The problem is that there hasn't been a truly turnkey solution that can deliver everything you need in your business network through one single interface.

There can be savings by moving pieces of your network, like e-mail for example. But what about the rest of your network? You'll still be left with servers to maintain, staff to manage it all, data to back-up, etc. The reason why most companies have not yet totally embraced Cloud Computing is because there hasn't been a simple solution that provides everything a company needs. The goal is to eliminate as much of the liability that comes along with your IT operations from your balance sheet.

Is There Money to Be Saved?
Maybe. Looking at the true cost savings of Cloud can be complex. There are obvious cost savings when it comes to eliminating unnecessary hardware like servers and even some desktops; But if you can't migrate all or most of your network to the Cloud, the true cost savings won't really appear. What's the single biggest expense in most IT budgets? Labor.

The mantra for your company's IT should be "less is more". If you can reduce the labor and material costs you spend on maintaining a server room, troubleshooting issues, and upgrading systems, your IT budget just shrank by 50% or more. Imagine applying those additional resources towards more efficient ERP software, CRM, or a marketing initiative.

Going with the cheapest solution may end up being more costly than you originally thought. If it can't offer everything your employees need to work in a simple and familiar delivery, what seems like savings may actually decrease productivity. After all, technology is supposed to make employees more efficient. If you can move all or most of your network to the Cloud, reduce your labor/material expenses, and ensure your employees are able to access everything they need in a single Cloud solution, there are major savings.
Potential Cost Savings
- Servers: buying, maintaining, upgrading every few years
- Desktops: replace with less expensive, longer lasting Thin Terminals
- Licensing: Microsoft Office, server licensing
- Energy: Reduce power and cooling consumption
- Labor: Reduce maintenance, troubleshooting, helpdesk, etc

Scalability- Why is it important?
One of the big benefits of Cloud Computing is its ability to adapt with your business. During periods of growth, companies invest heavily in growing their IT department. This means buying more equipment and paying more labor to maintain it all. During down turns, most businesses are stuck with the depreciating equipment they have invested in and need to maintain it to continue doing business. You can't really sell of parts of your network when times are slow.

With Cloud, you can scale very quickly without any additional capital expenditures. Let's say tomorrow you get a huge contract and need to hire more employees, not a problem just add them to your Cloud. If your business slows down and you have less staff, just remove them from your Cloud and down goes your IT cost. You pay for what you consume, not for what you think you may need in the future.

Empower Your Staff
Of course saving money sounds good, but to grow your business you need to make money. Making technology available to your staff when they need it is imperative to maximizing efficiencies in today's market. With more initiatives to work remotely on a multitude of devices, cloud computing makes more sense than ever. Larger corporations have already started BYOC (Bring Your Own Computer) programs where employees can use whatever device they want to work. Laptops, Macs, and even tablets like IPads are becoming more popular in the work place. Since all of the processing, data, software and e-mail all come from the cloud, the end device (PC, Mac, tablet, phone) is just displaying an image and interface to work on. Even an old desktop with minimal resources will work just fine.

So imagine enabling your organizations to work anywhere, anytime, on the device of their choice. Do you think you may get a few extra minutes of productivity each day? Will collaboration, integration, and efficiency amongst your team help close that extra deal?

Security and Reliability
A common concern that comes up around Cloud Computing is security. Often someone fears what they don't know. The reality behind Cloud Computing is that your network is placed in state of the art SAS 70 compliant data centers. These data centers have security measures in place the average business could never afford to implement. Dual power grids, cooling systems, full surveillance, biometric restrictive access, multiple gigabyte internet connections and the latest equipment an IT manager could only dream of. They are able to guarantee 99.999% uptime and full back-ups of your network.

By moving your entire network to the Cloud, a crashed computer or a lost laptop means nothing. Just login from another device and keep working...all of your data will be there waiting for you to finish whatever you were working on.
So What's the Best Solution?
If you want to save your company money and maximize efficiencies, a total Cloud approach is the way to go. However using 10 different Cloud solutions to deliver your entire network still requires quite bit of management and brings integration issues.
Cloud Computing Security

One of the greatest game-changing innovations of this decade is cloud computing. The shift away from pure on-premises purposes and info storage is already well underway, with customers, modest and midsize businesses, and also significant enterprises putting purposes and information into the cloud. The ever-present question nonetheless, is regardless of whether it is safe to do so.

It may appear like a leap of faith to put your valuable data and purposes within the cloud, and to trust cloud computing safety to a third party. Yet faith isn’t a part with the equation, nor should it be. Every enterprise requirements to know that its information and purposes are safe and the query of cloud computing safety should be addressed.

Most software providers impose some stage of safety with their applications, although when cloud application companies implement their personal proprietary approaches to cloud computing security, concerns arise over international privacy laws, exposure of info to foreign entities, stovepipe strategies to authentication and role-based accessibility, and leaks in multi-tenant architectures. These security issues have slowed the adoption of cloud computing technology, although it need not pose an issue.

Lack of physical protection is the trigger of an enormous quantity of loss, and insider attacks account for a surprisingly significant percentage of loss. It is the guy from the Accounting department who you have lunch with. It is the lady who brings you coffee within the morning and usually remembers that you like two sugars. It is the current college grad with so much prospective, which did such a fantastic job on that final report.

Obviously, insiders can attack your network and info regardless of where it is located, given enough incentive and info, but bodily proximity from the actual hardware and info makes it much easier to gain access, and cloud data centers tend to have far better internal physical protection protocols, which includes locked rooms, regulated access, and other protections against actual theft and tampering.

We tend to believe that retaining control over everything is inherently a lot more secure, when this is not the case. Smaller companies particularly may possibly lack the expert protection staff in-house, and even larger firms usually just don’t have the resources to dedicate to implementing rigorous safety on an ongoing basis. A cloud computing provider on the other hand, which offers a detailed service degree agreement and retains skilled protection workers in-house, will usually offer superior security when compared with the in-house choice.
How to Choose the Right Service

Cloud computing, put simply may be the use of computers situated on the Web for your day to day computing needs, which includes companies like internet based e-mail and info storage too as a lot more complicated tasks.

Cloud computing includes a number of advantages over more traditional computing; nonetheless it also features a quantity of weaknesses. In this post I'll attempt and give you a balanced view of the pros and cons of cloud computing so that you simply may possibly make your personal mind up as to if it really is for you personally and your business.

Value – Probability essentially the most cited advantage of cloud computing may be the price, you can find two primary price savings connected with cloud computing. They're the capital expenditure, the quantity of cash needed to acquire the IT equipment initially and also the lengthy term upkeep and support. While the cost saving of not having to acquire the initial infrastructure might be obvious, there’s also an ongoing saving connected with outsourcing your IT companies, the economics of scale means that the cost of upkeep and help could be brought down to slightly less than if you where hosting the information yourself, but nevertheless permitting your cloud suppler to make money.

Scalability – Image in the event you suddenly realized you needed to double the size of one’s network storage how simple would it be to suit your needs to do that? With cloud computing it could possibly be as straightforward as login into your handle panel and choosing the new sum of storage you would like.

The circumstance is even more extreme should you turn this on its head and consider what would happen if you abruptly necessary half your network storage. Conventional you’ll be stuck with a load of equipment you do not require which is slowly going out of date, with cloud computing in the event you no lengthier need it you no longer need to pay for it, you just login to your manage panel and minimize the amount of storage you will need.

Although cloud computing features a number of positive aspects, it really is a low cost, it is Scalable and it is much more environmentally sustainable than an in house resolution, there are a quantity of other problems that must be looked at before you transfer your enterprise into the cloud. It really is obviously achievable to mitigate some of the issues with cloud computing, although nevertheless reaping some of the benefits, by limiting the transfer to the much less mission critical parts of the company.
Review of Cloud Storage Providers

When a Business PC user or individual home PC user decides to store their computer files over the internet it is known as cloud computing. The home user can access the information from everywhere and can also share the saved data with other departments by permitting them access to the computer files via the third party storage provider. To ensure security and integrity of your saved data you need to strive to locate the best cloud storage providers on the worldwide web.

This is uniquely helpful to the companies that have a whole lot information to save and do not notice a portable storage device meeting their security requests. The Best Cloud Storage web pages also offer the plus of easily accessing it from everywhere all over the globe provided there is an internet access link of course. It has extra advantages such as not wasting any cash on space as you pay for what you are using as well as leaving most upkeep everyday jobs to the internet hosting donor.

There are more than a few online businesses that put forward the best Cloud Storage Providers on the World Wide Web at the moment. 1 of the better major corporations is named dropbox. This firm offers good perks with some without charge online storage for new customers. It also has applications for your smart telephones where you can control your saved files and even play movies from beginning to end. It allows you to disclose saved files with other people over the worldwide web in a straightforward safe manner.

Users will furthermore acquire some other excellent features when using the best cloud storage internet sites for illustration you can retrieve saved files that you may have erased at an earlier time and regain them fairly easily if you want to. With cloud storage provider websites you can easily sync your saved files across all platforms over the world wide web, on top of all this a number of these storage space providers come with an associate arrangement where you can get more space by welcoming other customers to join.

Another great Cloud Storage site is identified as memopal: This company provides new consumers up to 3 gigabytes of on the house usage to start you off. It works with all operating systems and for those with a lot more online storage needs can subscribe to their yearly plan which is very inexpensive in comparison to lots of other websites on the worldwide web.

Another on the web hosting source is Google docs: It used to be only for company documents but some latest tweaks have seen the accommodation of all types of saved pc files. It has narrow on the house online storage space options but supplies charged cloud storage space at fantastically competitive tariffs. It can be counted on to be very reliable as it is provided by the well-accepted web giant Google.

Amazon recently came up with a cloud arrangement to compete with marketplace pacesetters. Their system generates complimentary online storage space plans of up to 5 gigabytes. Beyond that the home user can pay for cloud Storage space at very competitive tariffs. One chief element is that all files purchased from that site are stored on your cloud account. One main limitation of their system is that it provides no sharing feature. The files kept are accessed by the account pc user alone.
For those with petite files to distribute you can take advantage of SkyDrive: a way of storing files provided by Microsoft for free. It is extremely constructive for allocation staff documents securely. Additionally, customers can upload larger documents by subscribing to the professional account with a charge. Pc users enclose several considerations to make when selecting the Best Cloud Storage business. These include the size, and fee of online storage space as well as the precautions and privacy of you’re saved personal files. You should choose delicately to make sure the finest experience.
Five Considerations for Cloud Computing Architectures

An excellent starting point for an organization looking at cloud computing platforms is to examine their IT architectures. Only by aligning the architecture - compute, network, data center, and power and storage resources - with applications can a company be on the path to achieve the reliability and performance it requires within a cloud environment.

In cloud computing, true protection is an outcome of the right architecture for the right application. Organizations need to fully understand their individual application requirements and, if using a cloud platform, the corresponding cloud architecture. With that knowledge, they can make informed decisions about what cloud platform best meets the reliability and performance requirements of their specific applications.

Here are five considerations for companies looking at cloud computing architectures.

**Availability.** Not all applications are created equal, nor are all cloud platforms the same. Organizations need to tier their applications, identifying which applications need to be highly available, which can accept downtime and how much downtime is acceptable. They need to understand the business risk associated with a lack of availability of their data. For those applications that need to be highly available, businesses should consider enterprise-class technologies that have been rigorously tested versus looking at building something internally. It's also important to look at multi-site solutions and disaster recovery/business continuity planning. For most businesses, this means working with a service provider or consultant because they usually have access to greater levels of expertise and provide these services as their core business.

**Security.** Security is still the primary concern for businesses regarding the cloud. Concerns include the loss of control of their sensitive data, the risks associated with a multi-tenant environment, and how to address standards and compliance. Organizations need to know how a shared, multi-tenant environment is segmented to prevent customer overlap. How the solution is architected and is the service provider’s cloud infrastructure - network, virtualization and storage platforms - secure?

**Manageability.** Businesses need to understand what they are accountable for versus what they expect from a service provider. Most public cloud vendors do not provide administrative support. Organizations need to either have the technical expertise in-house to design the right solution or seek the services of an outside provider. There should be an understanding of what level of management their applications require and have an identified change management process.

**Performance.** As with a more traditional hosting model, it's important to understand workload demands on the infrastructure. Companies also need to understand what the bottlenecks are and how the cloud architecture they have or are evaluating can meet those needs. Organizations should perform their own testing to understand how a cloud environment affects compute, storage and network resources.
Compliance. Organizations need to understand where their data will reside as well as who will interact with it and how. They need to understand which areas of compliance the service provider controls and how to audit against the standards and regulations to which they need to adhere.

Four years ago Angela quit her dead-end job at the dreary auto plant to work from home full time. She's a real person making a real living online. Her goal is to help YOU do the same. Sign up for her free Website Setup Checklist and join her mailing list for the latest news and updates at: http://www.marketersmojo.com