

CLOUD COMPUTING AND BUSINESS: A REVIEW

¹ Dr.Hardeep Kaur

¹ Assistant Professor

¹ Chandigarh University, Mohali

Abstract : The cloud computing is the new concept as it is possible only due to the development of IT sector. In India, most of the people prefer this concept for save the time. All the businesses either private or public are now adopting cloud technologies to satisfy the consumer. Cloud technology offers number of services to the customers to increase the business in the market and to attract the customer and increase the output from the business, because cloud computing is easy to use and without heavy investment .

IndexTerms- Cloud computing, Business.

I. INTRODUCTION

In the era of Globalization, the objective of every business is to uplift the profit of business by introducing the products at the global level. Earlier, it was possible with help of export-import, but in the era of computerization, most of the entrepreneurs are launching their new and old products in the market only with the help of mobile applications and this is all possible due to the IT sector. Cloud computing is important concept which plays very important role to increase the efficiency of the business. Most of the banks are offering number of services at the free of cost which are related with the Cloud Computing. Currently, cloud computing covers every business in the market. Most of the Companies are adopting pioneering cloud apps to support their everyday business operations. Banks are adopting this technology due to the increase in competition. In these days, almost every youngster has the smart phone and banks are trying to attract the customers by launching apps which are useful in many ways. Cloud technology offers secure operation options that can help banks development of new customer experiences and helps to improve the speed to market.

Cloud computing provides flexibility to meet growing business needs in a dynamic and competitive background. Cloud computing offers secure banking, financial services. The Indian Banking Community Cloud (IBCC) initiative of the Institute for Development and Research in Banking Technology in Hyderabad, India, provides cloud-based services exclusively for Indian banks.

II CLOUD SERVICE MODELS:

2.1 Business Process-as-a-Service (BPaaS) The cloud is used for billing, employee payroll. It combines all the other service models with process expertise.

2.2 Software-as-a-Service (SaaS) A cloud service provider manage the business with the help of software and users access these services via web browser.ERP system, invoicing, human resource management, content management, and service desk management are the examples of SaaS.

2.3 Platform-as-a-Service (PaaS) A cloud service provider offers a complete platform for interface and its applications, development of data base, storage, and testing. It helps to update the development, maintenance and support of customer applications in business and decreases the cost of IT.

2.4 Infrastructure-as-a-Service (IaaS) This cloud model allows organization to outsourced service rather than purchasing servers, software, data centre space.

III HOW SERVICE PROVIDERS CAN DEPLOY CLOUDS:

3.1 Private clouds: It is the secured cloud choice. It may be managed by the company or by a third party. It may be exist inside or outside the premises. The cloud infrastructure is operated for a particular organization.

3.2 Hybrid clouds: This is consist of two or more clouds either private or public that stay single entity but are associated in order to administer services.

3.3 Public clouds: It is manageable for the common public or a large industry group and is administer by an organization that trades cloud services.

IV ADVANTAGES OF CLOUD COMPUTING:

4.1 Cost Saving: The most important cloud computing benefit is in saving of IT cost. Earlier, it was the myth about cloud computing as it is only for large business. But due to the advancement of technology and increased competition in the market, numbers of companies are available which are offering attractive plans which are suitable for small businesses. With cloud computing, business man can save considerable capital costs with zero in-house server storage and application requirements.

4.2 24 X 7: If the service platform is fully managed, then cloud computing is much more reliable than in-house IT infrastructure. Number of providers offers a Service Level Agreement which guarantees 24*7*365 and 99.99% availability all time.

4.3 Flexibility in Capacity: It offers flexible facility according to the circumstances of the users which could be turned off or on up or down as per the circumstances of the user.

4.4 All over Performance: Cloud computing offers working from anywhere across the globe, as long as you have an internet connection. Even while using the critical cloud services Mobile applications are available.

4.5 Security: It offers great security because all data is stored in the system, it can be easily accessed. It is accessible, if computer or laptop is not working or attacked by any virus.

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