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STUDY ON CLOUD SERVICE MODEL OFFERED BY AMAZON

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ABSTRACT

"Cloud computing" is a kind of remote data storage and processing that allows users to access shared computer resources through the web. Since cloud computing provides the infrastructure required to manage such large data sets, it is increasingly being used for this purpose. Internet-based technologies of today can't be equaled in terms of processing power, storage capacity, or scalability. The impact and benefits of this technology have allowed the computer industry to adopt a new paradigm, one that is based on the service-oriented approach. Thanks to cloud computing, the IT industry may now develop in a different path. Data storage and processing are only two examples of how widespread cloud computing has become in today's huge and well-known businesses. This article gives an introduction to cloud computing and discusses its advantages.

INTRODUCTION

The term "cloud computing" is used to describe the practise of using internet-connected, distant servers. Assets like data centres, networks, applications, and services are examples. Numerous cloud computing architectures and models can be used in concert with numerous design philosophies and technologies. In the next several years, Gartner predicts that cloud computing will be one of the top 10 most disruptive technologies. It's a symbol of the wish of many that computers may be offered as a service, with the associated savings made possible by economies of scale. To guarantee data availability and continuity in the case of a site failure, suppliers of cloud computing infrastructure including Sun Microsystems, Google, IBM, Amazon, and Microsoft have started constructing new data centres in different regions of the world. When it comes to quick deployment tactics, cloud computing has shown to be the greatest alternative for enterprises. Cloud computing, also known as utility computing, is the practise of providing IT infrastructure services such as software and hardware through the internet rather than locally

hosted machines. Customers only pay for the resources they really utilise in the cloud.

HISTORY OF CLOUD COMPUTING

Since its inception in the 1960s, cloud computing has come a long way, with Web 2.0 being the most recent major advancement. Due to the delay in the introduction of high-speed Internet connections, broad adoption of cloud computing did not occur until far after the technology had been developed. When it was debuted in 1999, Salesforce.com was an early milestone in the growth of cloud computing since it pioneered the concept of distributing business software through a standard internet interface. Thanks to the company's offerings, both specialised and standard software could be distributed over the web. After that, in 2002, Amazon launched Amazon Web Services (AWS), a collection of cloud-based services that comprised data storage, computing capacity, and even human intelligence through the Amazon Mechanical Turk. To facilitate the hosting of individual computers and the operation of software, Amazon introduced the Elastic Compute Cloud (EC2) in 2006 as a fee-based online service for individuals and small enterprises. With "Amazon EC2/S3 being the first widely accessible cloud computing infrastructure service," the firm was able to provide its SaaS online video platform to media outlets in the United Kingdom. Another pivotal year was 2009, when Web 2.0 was in full swing and browser-based business solutions were introduced by Google and others, such as Google Apps. The development of "killer apps" by industry leaders like Microsoft and Google has been cloud computing's most significant contribution. If internet service providers can regularly provide services that are reliable and easy to use, more people will utilise them. The proliferation of cloud computing may be attributed in large part to the development of virtualization technology, the availability of high-speed bandwidth throughout the world, and the adoption of universal software interoperability standards.

CHARACTERISTICS OF CLOUD COMPUTING

Both the corporate and academic worlds have argued at length about the precise nature of cloud computing. U.S. government agency NIST has developed a cloud computing definition based on expert input. Computing in the cloud is defined as "a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources storage, applications, and services that can be rapidly provisioned and released with minimal management effort or service provider interaction."

The provision of on-demand services is one of the five distinguishing characteristics of cloud computing. Two) Widespread access to the internet. As a third point, property division. Put simply: quickness.

Fifthly, we look at "measured service."

Providing scalable, on-demand services without the need for pricey upfront expenditures in hardware, cloud computing is a new distributed computing paradigm with the potential to save organisations and consumers a lot of money. The advent of cloud computing has essentially eliminated corporate size as a determinant of economic success. Data centres are a paradigmatic example of this trend since they enable even the smallest of enterprises to compete on a global scale without the astronomical expenses

often involved with constructing such an infrastructure.

LITERATURE REVIEW:

A. AWS (Amazon Web Service)

Compilers may be found on the AWS cloud. This solution not only offers top-notch cloud services, but it also safeguards the privacy, integrity, and accessibility of its customers' cloud-stored information.AWS offers everything you need in terms of available resources. The prices for the provided IT services are quite fair, and no advance payment is required. The customer must pay for the services they use often. Customers have the option of picking and choosing the services they use from AWS. They may easily switch to a better plan if their requirements exceed their wishes, or cancel unnecessary plans to save costs. A second advantage of AWS is the way it streamlines and quickens operations. Using traditional builds to upgrade the application was a hassle since it took so long to find the server. Thanks to Amazon Web Services (AWS) cloud computing, hundreds or even thousands of computers can be used simultaneously. Because using AWS, we can iterate and correct our errors more rapidly throughout the development process.

In addition to assisting with the development of a system, Amazon Web Services (AWS) also facilitates its international, low-cost deployment. Providing the type of performance that would enable a company to focus on just one area has always been challenging for businesses with geographically dispersed customers. But with AWS's help, the problem has been fixed, enabling its usage to spread throughout the world and better consumer data to be shown.

Amazon Web Services (AWS) provides a number of cloud computing services that make it easier to develop complex applications.

RESEARCH METHODOLOGY

Research Strategies

This study is descriptive in nature and draws its data from a survey administered to organisations that have invested in cloud services.

There are two main categories of data available: primary and secondary.

When it comes to collecting primary information, nothing beats an observational study. The Google form will be made available to a subset of the participants.

Secondary data is gathered from already-existing resources like brochures and records from various organisations. Secondary data for the study was culled from many sources including periodicals, online resources, and books. The objectives of the research could only be reached via the use of qualitative methodologies. A thorough analysis of the related literature was a part of the Marketing descriptive research, which helped verify the study's assumptions and identify its important variables and determining factors. Data was gathered from secondary sources. Secondary sources include things like the internet, books, magazines, company executives, and company websites.

This analysis relies on primary data gleaned through a structured questionnaire. Question types in the survey range from "yes/no" to multiple-choice to matrix tables to demographic checkboxes.

The Number of Samples

Primary data has been collected from a statistically significant subset of the general population using Google forms.

Conclusion

Because men and women both took part, we can deduce that this study did not favour either gender over the other.

It's clear that most people are familiar with cloud computing and the Amazon Web Services (AWS) cloud.

People in their twenties and thirties filled out the poll, and the vast majority of those who do have jobs have made advantage of all the services I offered.

The vast majority of customers are happy with AWS (Amazon Web Services). They find that creating an Amazon Web Services (AWS) account is simple and intuitive.

IT organisations all around the globe are now focusing on cloud computing. Cloud computing's potential advantages for IT deployment and scalability in corporate operations are substantial.

From accounting companies to zoological organisations, businesses of all stripes are increasingly turning to cloud computing. Online cloud services such as Apple iCloud, Gmail, and Dropbox are used by millions of users every day.

The worldwide cloud computing industry is already worth $80 billion, but competition between cloud and outsourced providers is rising as more and more businesses join the market. The popularity of cloud computing is expected to grow, therefore it's important that developers keep that in mind.

Whether a cloud vendor delivers services at a low or high level of concept, we maintain that compute, storage, and networking should prioritise the horizontal scalability of virtualized resources above the performance of a single node.

Findings

We are able to study the objectives that were formulated in the starting of the study.

We find out that most of the people are using Amazon cloud services and they are aware about cloud services that is taking over traditional storage and safely data storage methods.

They are effectively using cloud services platforms for their personal as well as professional use. Most of the respondents know the different types of cloud services are there and they have promoted business and improve there businesses by using these cloud services.

We also show that almost everyone is interested in learning more about cloud services and are interested in developing a career into it. We even show that people who have worked in the field also recommend it to others as they enjoyed working in cloud services.

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