Cloud Computing Primer

YOUR GUIDE
to understanding the
ABC's of digital transformation

Simply put, cloud computing is the delivery of computing services—**servers, storage, databases, networking, software, analytics,** and more—over the Internet ("the cloud").

7 Common reasons organizations are turning to cloud computing services:

1 COST

Cloud computing eliminates the capital expense of buying hardware and software and setting up and running on-site datacenters—the racks of servers, the round-the-clock electricity for power and cooling, the IT experts for managing the infrastructure.

2 SPEED

Most cloud computing services are provided self service and on demand, so even vast amounts of computing resources can be provisioned in minutes, typically with just a few mouse clicks, giving businesses a lot of flexibility and taking the pressure off capacity planning.

3 PRODUCTIVITY

On-site datacenters typically require a lot of "racking and stacking"—hardware set up, software patching, and other time-consuming IT management chores. Cloud computing removes the need for many of these tasks, so IT teams can spend time on achieving more important business goals.

4 PERFORMANCE

The biggest cloud computing services run on a worldwide network of secure datacenters, which are regularly upgraded to the latest generation of fast and efficient computing hardware. This offers several benefits over a single corporate datacenter, including reduced network latency for applications and greater economies of scale.

5 RELIABILITY

Cloud computing makes data backup, disaster recovery, and business continuity easier and less expensive, because data can be mirrored at multiple redundant sites on the cloud provider's network.

6 MOBILITY

Cloud computing by nature is designed for anywhere access. Applications and services are architected and built for remote and mobile access, simplifying the delivery of these resources to mobile employees.

7 AGILITY

Although the actual spend for approved projects is "predictable," what was planned does not necessarily align with what is actually needed by the business over the life of that investment. In light of the rapid advancement of technology, IT infrastructure needs are becoming less and less predictable.

Cloud computing delivers improved agility because it has on-demand self-service and rapid elasticity. IT resources can be acquired and deployed more quickly and, once deployed, they can be increased or decreased as needed to meet demand. This means that IT can support the organization and it can innovate, introduce new products and services, enter new markets, and adapt to changing circumstances.

Most cloud computing services fall into 3 broad categories:

1 **INFRASTRUCTURE-AS-A-SERVICE (IAAS)**

The most basic category of cloud computing services. With IaaS, you rent IT infrastructure—servers and virtual machines (VMs), storage, networks, operating systems—from a cloud provider on a pay-as-you-go basis.

2 **PLATFORM AS A SERVICE (PAAS)**

Platform-as-a-service (PaaS) refers to cloud computing services that supply an on-demand environment for developing, testing, delivering, and managing software applications. PaaS is designed to make it easier for developers to quickly create web or mobile apps, without worrying about setting up or managing the underlying infrastructure of servers, storage, network, and databases needed for development.

3 **SOFTWARE AS A SERVICE (SAAS)**

Software-as-a-service (SaaS) is a method for delivering software applications over the Internet, on demand and typically on a subscription basis. With SaaS, cloud providers host and manage the software application and underlying infrastructure, and handle any maintenance, like software upgrades and security patching. Users connect to the application over the Internet, usually with a web browser on their phone, tablet, or PC.

These are sometimes called the cloud computing stack, because they build on top of one another. Knowing what they are and how they're different makes it easier to accomplish your business goals.

There are 3 different ways to deploy cloud computing resources:

1 **PUBLIC CLOUD**

Public clouds are owned and operated by a third-party cloud service provider, which deliver their computing resources like servers and storage over the Internet. Microsoft Azure is an example of a public cloud. With a public cloud, all hardware, software, and other supporting infrastructure is owned and managed by the cloud provider. You access these services and manage your account using a web browser.

2 **PRIVATE CLOUD**

A private cloud refers to cloud computing resources used exclusively by a single business or organization. A private cloud can be physically located on the company's on-site datacenter. Some companies also pay third-party service providers to host their private cloud. A private cloud is one in which the services and infrastructure are maintained on a private network.

3 **HYBRID CLOUD**

Hybrid clouds combine public and private clouds, bound together by technology that allows data and applications to be shared between them. By allowing data and applications to move between private and public clouds, hybrid cloud gives businesses greater flexibility and more deployment options.

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