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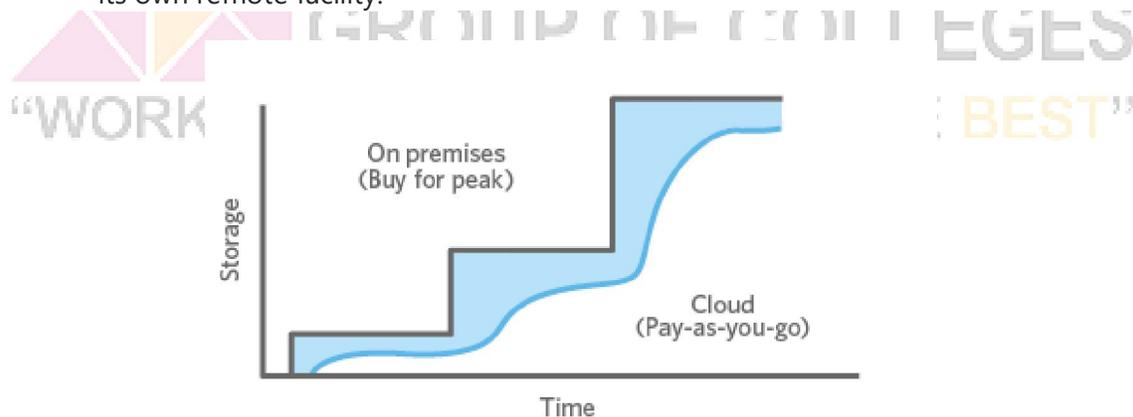
## Benefits of Cloud Storage

Storing data in the cloud lets IT departments transform three areas:

1. **Total Cost of Ownership.** With cloud storage, there is no hardware to purchase, storage to provision, or capital being used for "someday" scenarios. You can add or remove capacity on demand, quickly change performance and retention characteristics, and only pay for storage that you actually use. Less frequently accessed data can even be automatically moved to lower cost tiers in accordance with auditable rules, driving economies of scale.
2. **Time to Deployment.** When development teams are ready to execute, infrastructure should never slow them down. Cloud storage allows IT to quickly deliver the exact amount of storage needed, right when it's needed. This allows IT to focus on solving complex application problems instead of having to manage storage systems.
3. **Information Management.** Centralizing storage in the cloud creates a tremendous leverage point for new use cases. By using cloud storage lifecycle management policies, you can perform powerful information management tasks including automated tiering or locking down data in support of compliance requirements.
4. **Pay for what is used.** With a cloud storage service, customers only pay for the storage they actually use so there's no need for big capital expenses. While cloud storage costs are recurring rather than a one-time purchase, they are so low that

even as an ongoing expense they may still be less than the cost of maintaining an in-house system.

5. **Utility billing.** Since customers only pay for the capacity they're using, cloud storage costs can decrease as usage drops. This is in stark contrast to using an in-house storage system, which will likely be overconfigured to handle anticipated growth; so, a company will pay for more than it needs initially, and the cost of the storage will never decrease.
6. **Global availability.** Cloud storage is typically available from any system anywhere at any time; one does not have to worry about operating system capability or complex allocation processes.
7. **Ease of use.** Cloud storage is easier to access and use, so developers, software testers and business users can get up and running quickly without have to wait for IT to allocate and configure storage resources.
8. **Offsite security.** By its very nature, public cloud storage offers a way to move copies of data to a remote site for backup and security purposes. Again, this represents a significant cost-savings when compared to a company maintaining its own remote facility.



## Cloud Storage Requirements

Ensuring your company's critical data is safe, secure, and available when needed is essential. There are several fundamental requirements when considering storing data in the cloud.



**Durability.** Data should be redundantly stored, ideally across multiple facilities and multiple devices in each facility. Natural disasters, human error, or mechanical faults should not result in data loss.



**Availability.** All data should be available when needed, but there is a difference between production data and archives. The ideal cloud storage will deliver the right balance of retrieval times and cost.



**Security.** All data is ideally encrypted, both at rest and in transit. Permissions and access controls should work just as well in the cloud as they do for on premises storage.

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