

cloud Computing

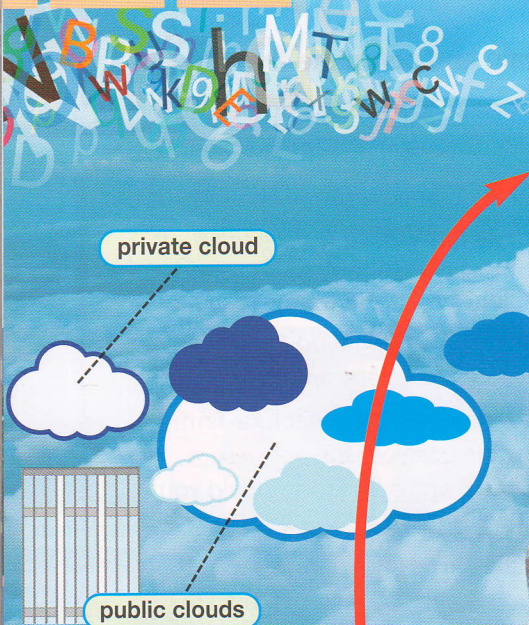
Cloud computing

is a new approach to software. It offers benefits to businesses and customers alike. In a cloud system, resources and products are hosted in a central location. Businesses either host the system on their own network servers or hire a company to manage the resources. Customers can access the product from anywhere over a standard Internet connection.

Typically customers who access these **public clouds** interact only with a system's **front end** software. They no longer deal with the more complex **back end** implementation. Because many customers use a single service, the costs are shared between them. Customers pay a **metered fee**, which covers only what they use. As a result, cloud computing is usually less expensive for users.

Businesses may also want to implement internal cloud systems. They can establish **private clouds** exclusively for their employees. **Community clouds**, which share resources with other users, are another option. They may even build **hybrid cloud** systems to permit complex interactions across group boundaries.

Businesses will conclude that their investment in cloud computing is a good one. Cloud services are designed to be flexible and long lasting. The **scalability** and **elasticity** of cloud computing makes it the right choice for large or small businesses.



Reading

2 Read the magazine article. Then, choose the correct answers.

- What is the main idea of the article?
 - to describe the benefits of cloud computing
 - to explain how cloud computing developed
 - to compare cloud computing providers
 - to recommend a cloud computing service
- Why are customer costs lower with cloud computing?
 - Networks are faster.
 - Cloud services are shared.
 - There is less maintenance.
 - Cloud systems are more flexible.
- Which is NOT a benefit of cloud computing?
 - scalability
 - metered fees
 - simple modification
 - guaranteed access

Get ready!

1 Before you read the passage, talk about these questions.

- What kind of cloud computer services can you name? What makes them cloud services?
- What is the difference between a document created on the Internet and one on your computer?