



What is the Cloud?

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What is the Cloud?

"Cloud" is a buzzword that vaguely suggests the promise and convenience of being able to access files from anywhere. But the reality is that the **cloud** is hardly floating like mist above our heads — it's a physical infrastructure, its many computers housed in massive warehouses all over the world.

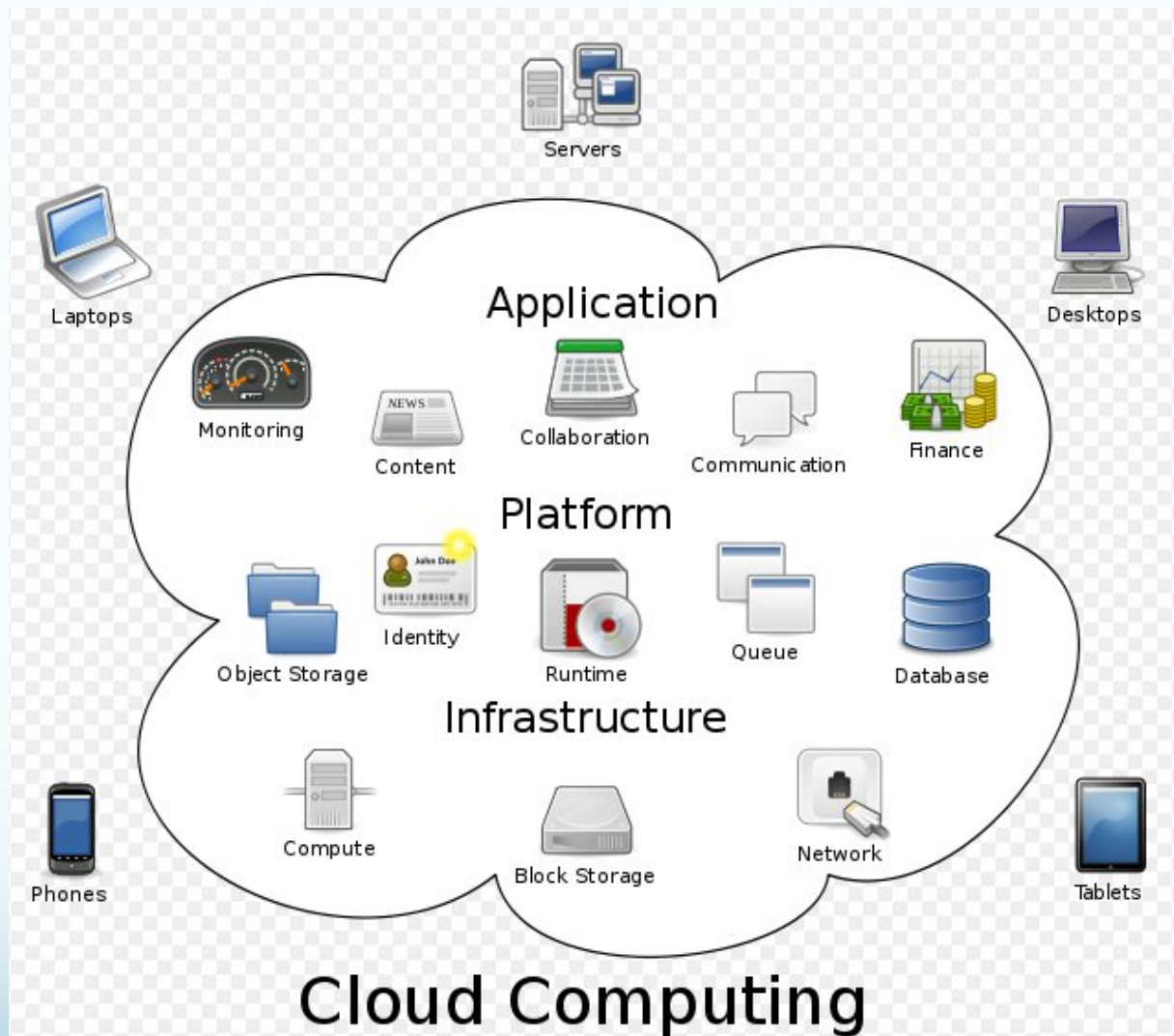
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What is the Cloud?

What Is Cloud Computing? | PCMag.com

www.pcmag.com/article2/0,2817,2372163,00.asp ▼ PC Magazine ▼

Mar 13, 2013 - The term "**cloud** computing" is everywhere, and PCMag is here to explain it. In the simplest terms, **cloud** computing means storing and accessing data and programs over the Internet instead of your computer's hard drive. The **cloud** is just a metaphor for the Internet.



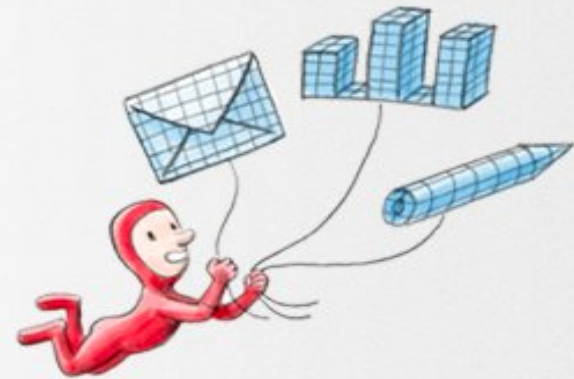


CLOUD COMPUTING

or, why it's ok for a truck to crush your laptop

Modern computing in the age of the Internet is quite a strange, remarkable thing. As you sit hunched over your laptop at home watching a YouTube video or using a search engine, you're actually plugging into the collective power of thousands of computers that serve all this information to you from far-away rooms distributed around the world. It's almost like having a massive supercomputer at your beck and call, thanks to the Internet.

This phenomenon is what we typically refer to as cloud computing. We now read the



news, listen to music, shop, watch TV shows and store our files on the web. Some of us live in cities in which nearly every museum, bank, and government office has a website. The end result? We spend less time in lines or on the phone, as these websites allow us to do things like pay bills and make reservations. The movement of many of our daily tasks online enables us to live more fully in the real world.

amazon cloud drive



icloud



GRAPHIC @MAGNIFY

Cloud Computing

- You are Cloud Computing if....
 - You use Gmail, AOL, Hotmail, Yahoo, etc
 - You get movies from Netflix Instant Streaming
 - You read the Newspaper Online
 - You share your Photos on Picasa, Flixster, Snapfish
 - You are on Facebook, Twitter, LinkedIn
 - You make an appointment with the Apple Store online
 - You look for restaurants while traveling with Urban Spoon
 - You check Trip Advisor before booking a hotel
 - You do your banking online

Some Examples of the Cloud

- Amazon Kindle stores your books in their cloud
- Amazon Prime Instant Video stores movies and tv shows you purchase from them
- Apple iCloud stores your pictures, music, calendars, notes, etc.
- Netflix stores your Queue until you are ready for it
- Picasa stores your photo albums and the albums of your friends and family

Is the Cloud Safe?

- As safe as your password and other security information
- http://www.huffingtonpost.com/2012/08/08/apple-id-password-reset_n_1756360.html
- What is the Alternative?
 - Store your information on your computer or laptop, or external hard drive
 - Store your information on CD's or DVD's
 - Store your pictures in a shoebox in the garage
 - Store your receipts in a file in the office
 - Store your receipts in your purse

Precautions to Keep Your Data Safe

- The right password
 - More than eight characters
 - Letters, numbers, symbols
 - Uppercase, lowercase
 - Don't use the same password all the time
 - Store your passwords in a secure place to assist you in remembering them (example: create a Word document with your passwords and password protect the document)
- Be wary
 - Do not give out information over the phone
 - Shred anything with your vital information

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share/ learn