



# What Is Cloud Computing?

Cloud computing connects businesses to scalable compute, storage, and networking resources through private data centers, public cloud service providers (CSPs), or a combination of the two.

## Cloud Computing at a Glance

### Business challenges:

Technology infrastructure requires significant up-front investments.

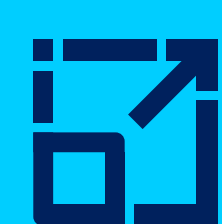
Organizations need specialized staff to maintain systems.

Workload requirements fluctuate from project to project.

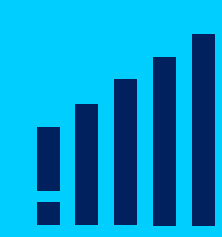
### Solutions:



Cloud computing provides access to technology resources on demand.



Cloud providers manage systems, helping to reduce operating costs.



Cloud resources can be rightsized to each project's needs, minimizing overspending and underutilization.

## Benefits of Cloud Computing

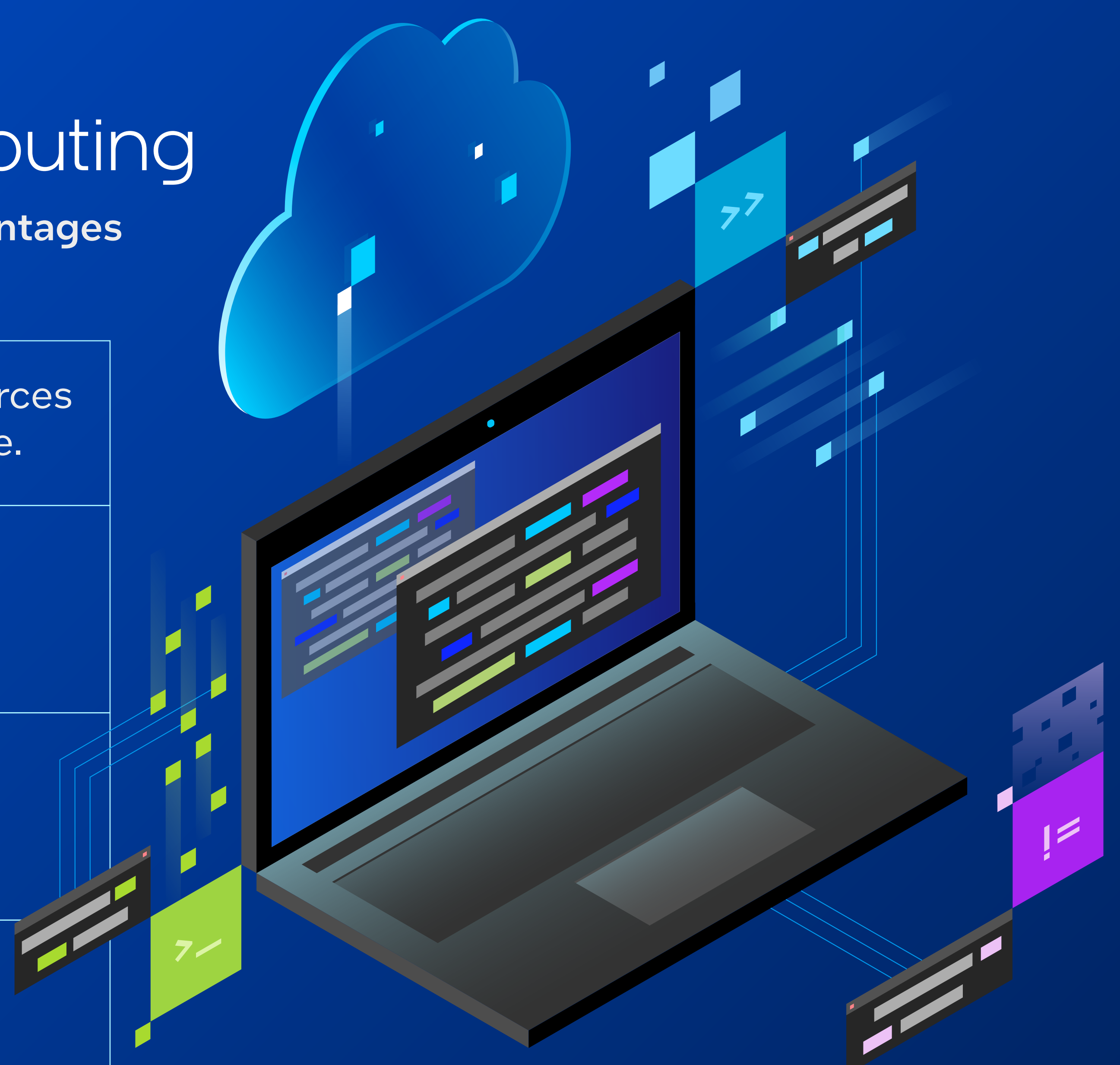
Businesses of any size can realize the advantages of cloud computing.

**Reduce costs:** Access public cloud resources while consolidating on-premises hardware.

**Scale resources:** Address fluctuating workloads to provide more resources when and where needed.

**Improve collaboration:** Streamline workflows online as teams contribute to projects in real time.

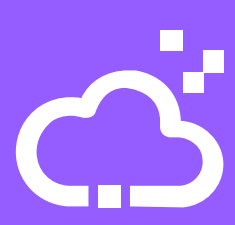
**Eliminate data silos:** Centralize data in the cloud for sharing across dispersed physical locations and for analytics.



## Choose Your Cloud Model and Services

There are multiple ways for businesses to adopt cloud computing.

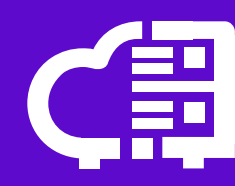
### Cloud deployment models



**Public cloud:**  
Resources managed by a third-party CSP



**Private cloud:**  
Data center managed by your business



**Hybrid cloud:**  
Workloads deployed over private and public clouds



**Multicloud:**  
Workloads deployed across multiple CSPs

### Types of cloud services

**Infrastructure as a Service (IaaS):** Access to servers managed by a provider

**Platform as a Service (PaaS):** Infrastructure plus application developer tools

**Software as a Service (SaaS):** Cloud-hosted software licensed by subscription



Accomplish more with the right cloud strategy

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