

How can you leverage your business by making online.

Although “cloud computing” is quite a recent term, elements of the concept have been around for years. It is the maturation of Internet. Cloud Computing is the fine end result of a long chain; Mainframe Computing (1965-1985), PC Computing (Timeframe : 1985+), Network Computing 1990+, Application Computing (1993+), Internet (1994), Web Computing (1998), grid computing, Virtualization (2007) and then Cloud Computing.

According to NIST (National Institute of Standards and Technology) “Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction”. Cloud Computing services are generally divided into three categories: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS). Cloud computing is a huge step in the entire IT world as well as the business world. It could create a move along with a new generation of products and services. Moreover, Cloud Computing could create a new awareness of the greater Internet. It also presents a number of new challenges in data security, privacy, control, compliance, application integration, and service quality.

There are some other names for cloud computing such as Elastic Computing, Utility Computing, On Demand Computing etc., Actually all these names denote some particular characteristic of cloud computing. But in brief, cloud computing connects hardware, software and service in a network.

Essential Characteristics of Cloud Computing:

- On-Demand Self-Service
- Rapid Elasticity
- Location Independence
- Resource Pooling
- Measured Service

On Demand Self Service

This feature of Cloud computing enables a user to avail any services with out any third party interference. This is very crucial characteristics of cloud computing by the virtue of this feature a customer is always in the driving seat regarding its present and future needs. He has to just find out and expand the business. This change from “buy-and-own” to “pay-as-you-go” has broad implications for activities. IT solutions are no more issue for an enterprise. It has just to demand for more services which are provided just on a demand note.

Rapid Elasticity

Scaling capacity up and down for a cloud service is commonly called elasticity. A consumer can unilaterally provision computing capabilities, such as server time and network storage, as needed automatically without requiring human interaction with each service’s provider. In cloud computing an enterprise (user) can have as much of services as they want, at any given time.

Time Saving

Another advantage of making your business online is time saving. It is not necessary that you should travel to make all your appointments, you can do it online and for your marketing you need only a decent Internet connection and a set of materials such as website, social networking, blogs etc.,

Less Manpower

The only necessities of online business are computer and Internet connection. They are your "employees" of some sort because you make them work for you. You will not have to go outside and meet with your clients. With your business online, you can attend to multiple clients at one time in the comforts of your own office.

Highly Competitive

You may have a very competitive atmosphere in online world, you are dealing with all your competitors and in a global market. Internet makes business highly competitive with all the latest technologies.

There are many online marketing services like :

- Organic Search Engine Optimization
- Social Media Optimization Services
- Pay Per Click (PPC)
- Blogging Services
- Social Marketing Services
- Email Marketing
- RSS Marketing Services

An enterprise can select the apt service according to the business entity.

Your business is visible to the world for 24x7x365 days. Anybody can reach you any time and you also can reach anybody on anytime. It will be available to the whole world with a simple click of the mouse and you can start generating income even when you are having coffee with friends or while you are sleeping. You will neither have to talk tirelessly just so they would avail your service or your product. You will not have to exert too much effort in convincing them because your website is there to do the job. These are absolutely great advantages of online business. If you haven't explored the possibilities of starting one yourself, it is high time. This is the only way you have today.