CLOUD BACKUP: ADVANTAGES AND DISADVANTAGES

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Introduction

Cloud backup is a model of computer data storage in which the digital data is stored in logical pools. The physical storage spans multiple servers (sometimes in multiple locations), and the physical environment is typically owned and managed by a hosting company. These cloud storage providers are responsible for keeping the data available and accessible, and the physical environment protected and running. People and organizations buy or lease storage capacity from the providers to store user, organization, or application data.

Cloud storage services may be accessed through a collocated cloud computing service, a web service application programming interface (API) or by applications that utilize the API, such as cloud desktop storage, a cloud storage gateway or Web-based content management systems.

In simple words, Cloud backup is used mainly through an online backup and distant cloud storage device on both the data of an individual or an organization. Cloud backup works when a cloud backup provider allocates widely available cloud storage over the Internet or backup software via a function-built functionality. Cloud backup storage can be used to store and back up basically all data types or application.

Advantages:

1. **Easy implementation** - Cloud hosting allows business to retain the same applications and business processes without having to deal with the backend technicalities. Readily manageable by the Internet, a cloud infrastructure can be accessed by enterprises easily and quickly.

2. **Affordable** - Small businesses don't have unlimited IT budgets. It's important to use a solution that makes sense and won't require your customer to incur a capital expenditure. For as low as a few hundred euros per year, your customers can have all their data backed up to the cloud.

3. **Accessibility** - Access your data anywhere, anytime. An Internet cloud infrastructure maximizes enterprise productivity and efficiency by ensuring your application is always accessible. This allows for easy collaboration and sharing among users in multiple locations

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4. **No hardware required -** Since everything will be hosted in the cloud, a physical storage centre is no longer needed. However, a backup could be worth looking into in the event of a disaster that could leave your company's productivity stagnant.

5. **Flexibility for growth -** The cloud is easily scalable so companies can add or subtract resources based on their needs. As companies grow, their system will grow with them.

6. **Efficient recovery -** Cloud computing delivers faster and more accurate retrievals of applications and data. With less downtime, it is the most efficient recovery plan.

Disadvantages:

1. **Dependency on Internet Speed** – If the Internet connection is slow or unstable, we might have problems accessing or sharing the files.

2. **Dependency on a Third Party** – A third party service provider (company) is responsible for the data stored and so it becomes an important pre-requisite in selecting a vendor and to examine the security standards prior to investing.

3. **High Cost for Huge Data** – Organizations that require a large amount of storage may also find costs increase significantly even after the first few gigabytes of data stored.

4. **No/ Minimal Control over Data Storage Framework** – Since the cloud storage framework is entirely managed and monitored by the service provider, the customer has minimal control over it.

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