

Storing Information on the Cloud

for Personal and Small Business Use



Presented by:

Kristi Robison, Paintrock Consulting Services

kristi@paintrockconsulting.com

Objectives

- Defining “the cloud”
- A brief look at clouds we use daily
- Commonly used cloud storage for home and personal business use
- Why to use cloud storage
- Considerations for your Business
- Next Steps



After today's overview you should have confidence in your awareness of Cloud Services and have a starting point for evaluating these options for your home or business.

What do we mean when we use the term “Cloud”?

Cloud computing is accessing or managing information that resides somewhere *other* than on Your Computer.

Information you access
online

What “the Cloud” is not...



A Few Statistics.....Every Day:

Over 40 million photos are uploaded to Instagram

We send over 294 billion emails (68% are spam)

We add 300 million photos to Facebook

We watch 22 million hours of Netflix

Over 300 million different people visit Facebook, Google+, Twitter, LinkedIn, and Instagram

We write 2.5 million blog posts

We upload over 5 million hours of videos to YouTube

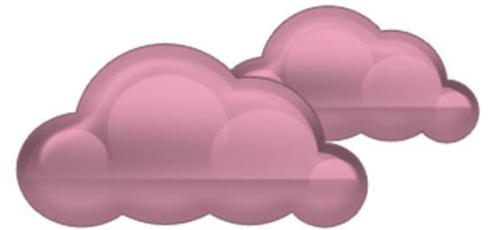
...and this all happens "in the Cloud"

Common Cloud Storage Providers

The most common personal and home based business clouds include:

- Amazon (5GB free)
- Box (10GB free)
- Dropbox (2GB free)
- Google Drive (15GB free)
- iCloud (5GB free)
- Microsoft OneDrive (15GB free)

Subscription fees apply for more storage



Why use Cloud Storage?

1. Save space on your hard drive
2. Access your data from any device
3. Eliminate the need to transfer files between computers
4. High level of security and reliability
5. No more backing up hard drives
6. Avoid data scatter....possibly
7. Easy sharing....of only the files you want to share
8. Edit on the go

What are the Risks?

1. Supplier Stability – select a provider who will be around
2. Accessibility – requirement of cellular or internet range
3. Security - you have to weigh what level of risk you are comfortable dealing with
4. Vendor reliability – what happens if your cloud provider is down for a period of time?
5. Sharing content over unsecured networks leaves it vulnerable


Cloud Services for your Business

- Access information from anywhere, from any device (BYOD)
- Forces internal house-cleaning and document validation before migrating content and paying for a hosting solution
- Smaller businesses can move to and adapt to the cloud more quickly – carving out advantages and efficiencies
- Allows rapid increase in capacity or capabilities - scalability
- Reduces the need to invest in new infrastructure and related training
- Better manage costs by paying for what you use



Ease of adoption for new technology coupled with agility and flexibility within your market gives you an advantage over your competitors

So you've decided to use the Cloud. Now What?



	+2.688
0	+5.000
1	+1.500
0	+1.125
0	+1.062

How complex is your data?

How much do you anticipate your data needs to grow?



1. If you are just starting out, or are a relatively *small* Small Business, a simple cloud hosting solution may be a good way to begin.
2. Dropbox, Google Drive, iCloud, One Drive are easy ways to become comfortable “in the cloud”.
3. Consider using multiple basic cloud services for redundancy (risk mitigation) and to increase your comfort level with use.

Thank You! And Wrap-Up:

- We can think of the cloud as technology, applications, or information that resides somewhere *other* than on Your Computer
- Most of us already use Cloud Services on a near-daily basis
- Several free options are available
- There are many benefits to cloud storage, but a few risks to consider
- Cloud storage can be a good solution for anytime, anywhere access for your business



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