

CLOUD COMPUTING AND ITS ROLE IN BUSINESS

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ABSTRACT

Cloud computing is defined as the approach of computing where extremely scalable IT-related capabilities are delivered “as a service”, using Internet technologies to many customers. There are many definitions of cloud computing, few of which are quoted in this study, but the basic concept remains the same. There are essential characteristics of Cloud Computing, which are mentioned in this study. Cloud Computing is based on technologies, and there are four deployment models in it and architectural layers that are also known as service models. The research paper gives an idea to the readers/audience about basics of Cloud Computing, its application in business and future of Cloud Computing in business and other areas. Further, the advantages and disadvantages of cloud computing have been brought forward. In my viewpoint, I would like to state that, it depends on the organization/individual, how well it makes use of cloud computing so that he/she/organization can take maximum benefit from its advantages while simultaneously delicately handling the risks involved. The nature of this study is qualitative, and the author recommends there are many possible directions of research in cloud computing, which can be helpful for the development of society and the world.

KEYWORDS: *Cloud Computing, Research, Study*

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