



How will cloud computing affect my everyday life?

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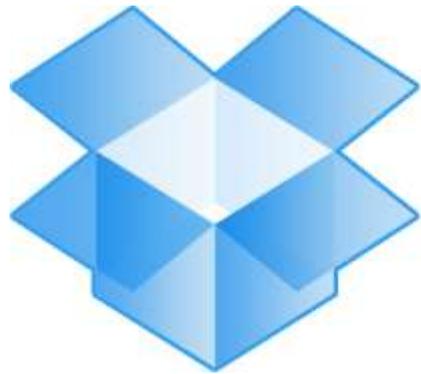
Sharing & Backup



Storage & Transport

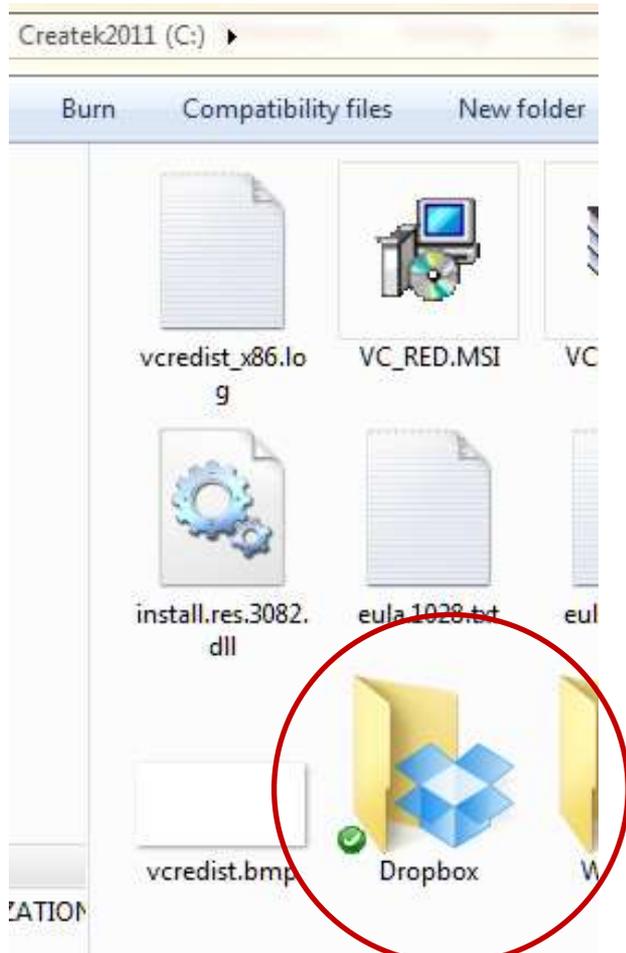
I don't use mine

(Much)

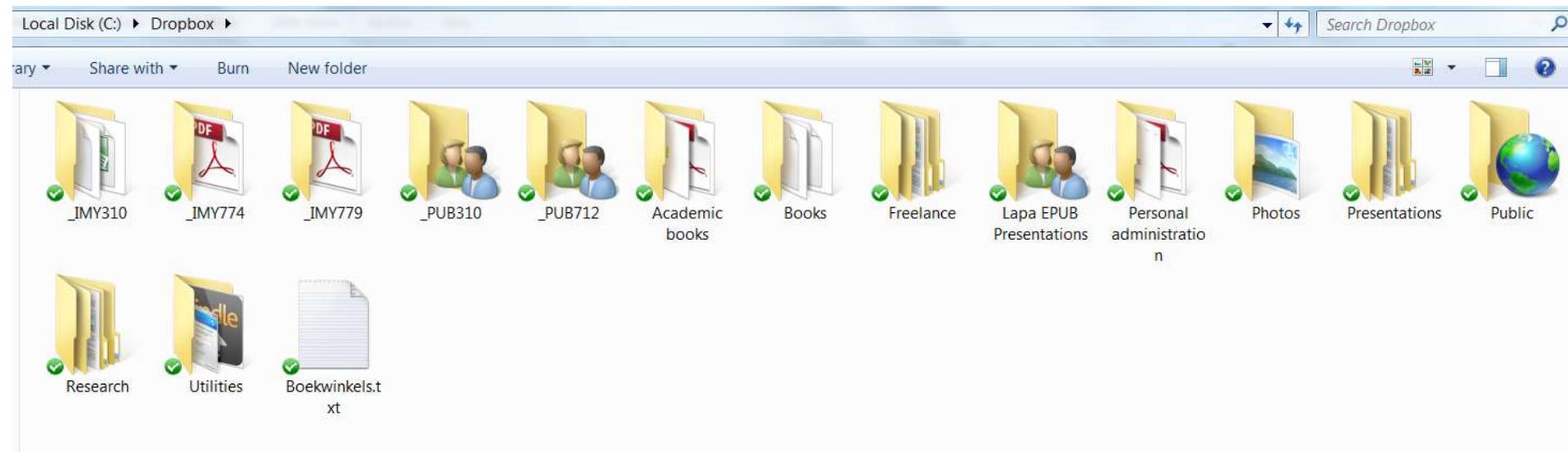


Dropbox

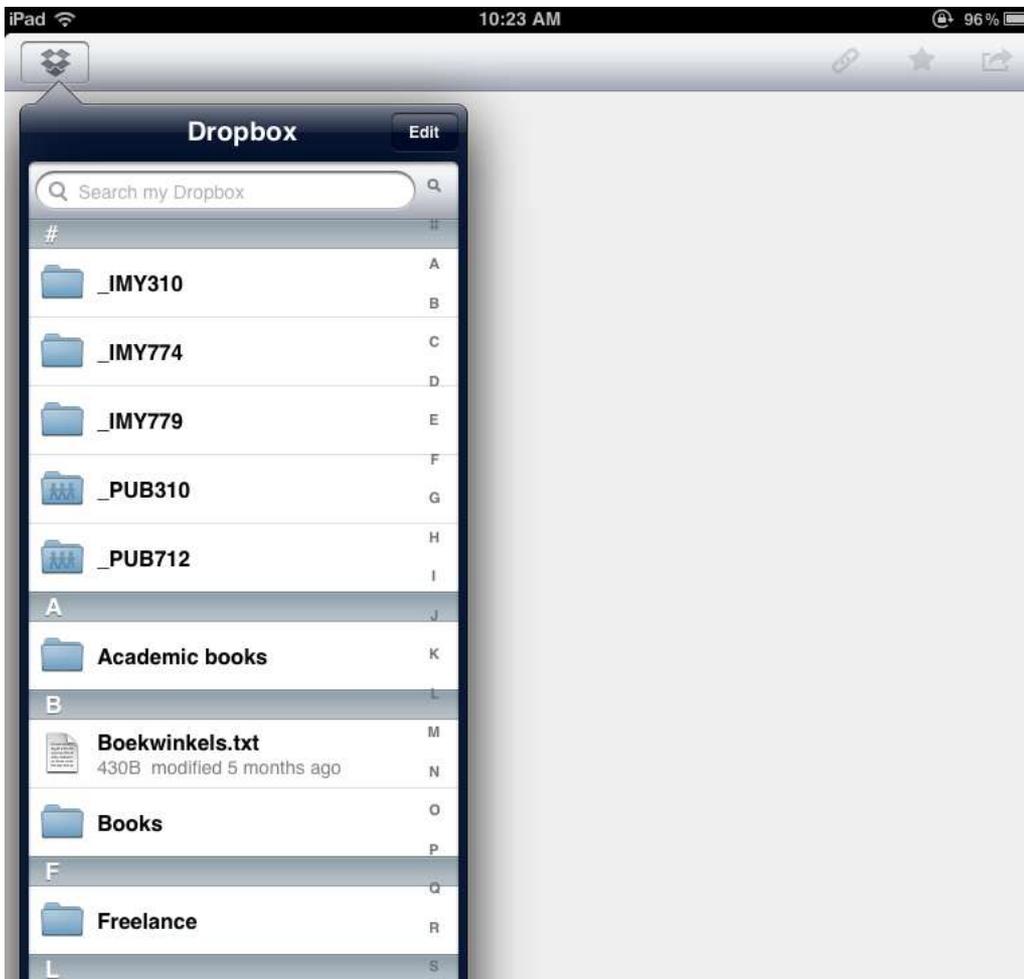
My flash disk “in the cloud”.



Same folder...
at home
at work



Dropbox folder on PC / laptop



Dropbox folder on iPad



Dropbox

Dropbox



Search Dropbox

Sharing

Links

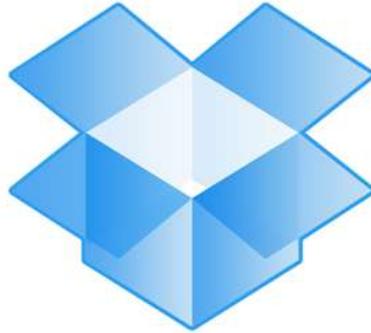
Events

Get Started

Name ▲	Kind	Modified
_IMY310	folder	--
_IMY774	folder	--
_IMY779	folder	--
_PUB310	shared folder	--
_PUB712	shared folder	--
Academic books	folder	--
Books	folder	--
Freelance	folder	--

Viewed through a browser

Public	folder	--



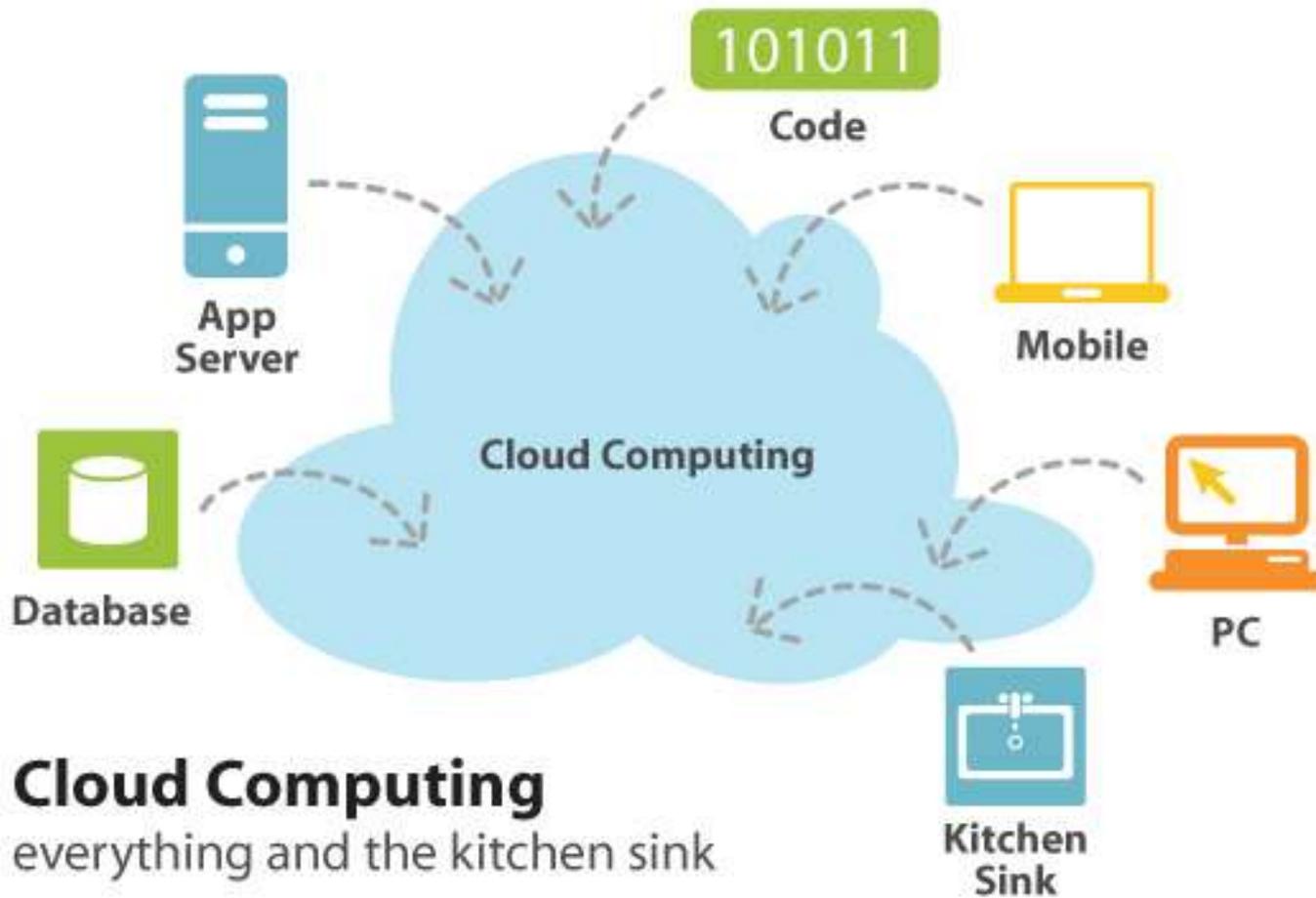
Cloud-based file management



Before definitions...



Cyberspace
The net
The web
Information highway
Global village



“Internet computing”

Cloud computing

“... lets you use files and applications over the Internet.”





**I THINK THIS MIGHT BE
PHOTOSHOPPED**

Pixlr.com

Browser-based image editor
Also mobile application



cloudcomputing_increasedfunctionality

Tools

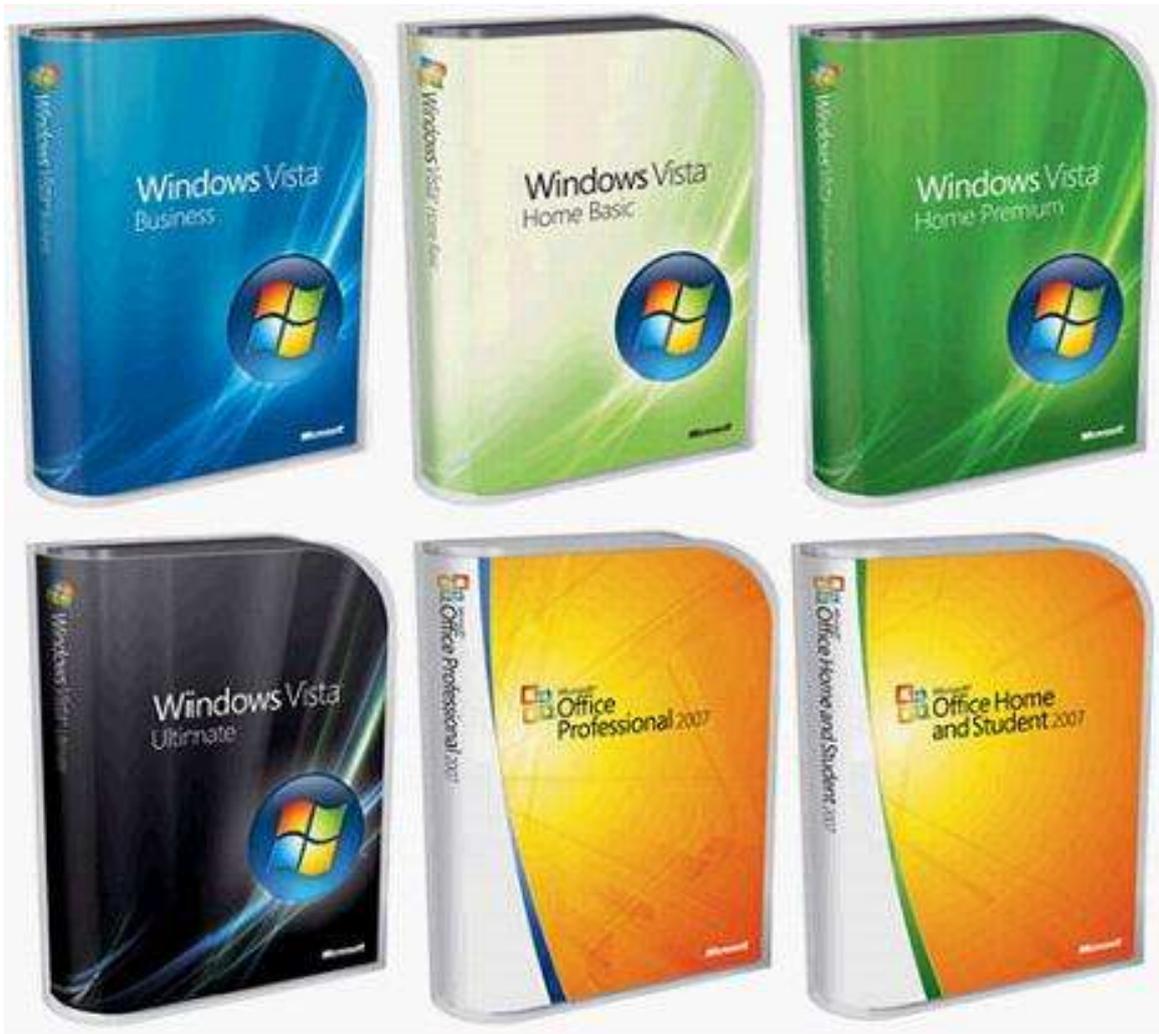


Cloud computing

“A shift in the geography of computation”



Microsoft grew during PC
revolution (1980s)



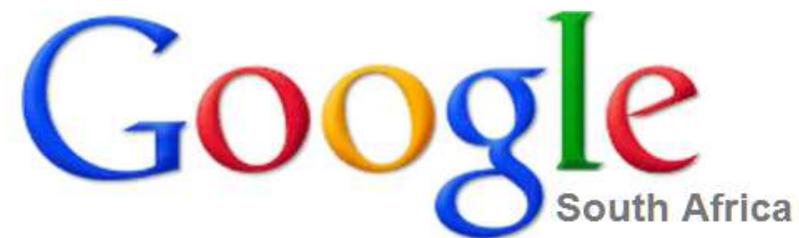
Install...
Maintain...
Upgrade...
Support...



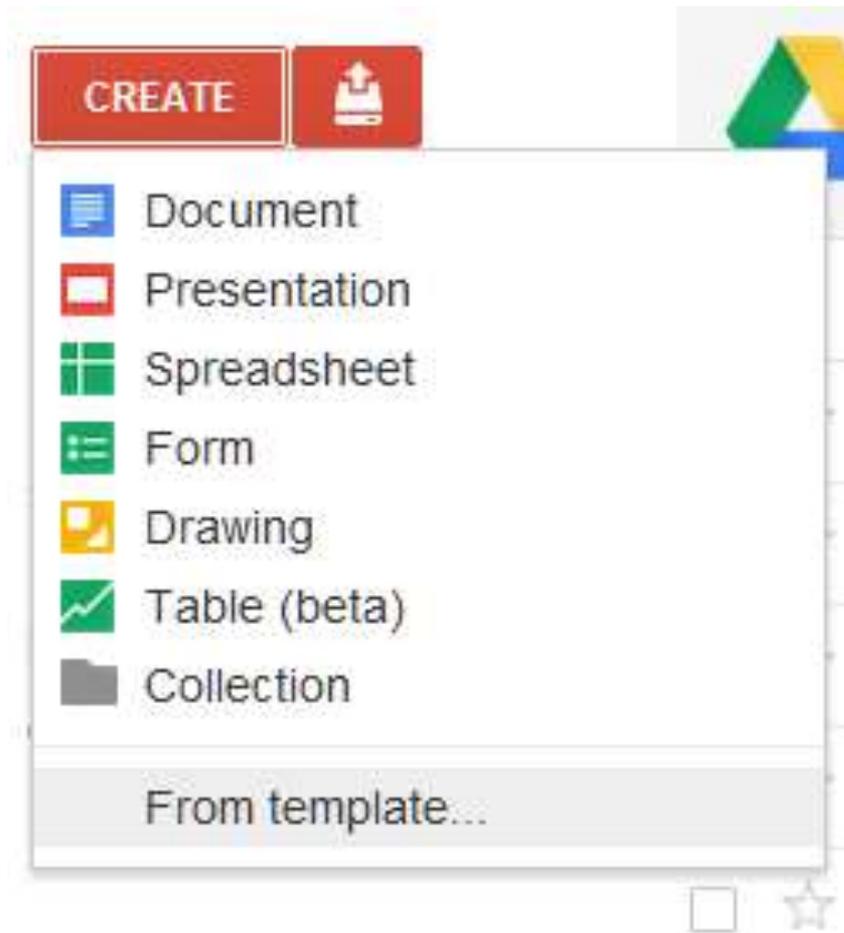
Google is now doing the same, but on the ~~internet~~
cloud

Google's operating system (in the cloud)

+Kosie Search Images Maps Play News Gmail Documents Calendar Translate More ▾



Google Docs



Google Docs Sharing

Sharing settings

Visibility options:

-  **Public on the web**
Anyone on the Internet can find and access. No sign-in required.
-  **Anyone with the link**
Anyone who has the link can access. No sign-in required.
-  **Private**
Only people explicitly granted permission can access. Sign-in required.

Note: Items with any visibility option can still be published to the web. [Learn more](#)

Save

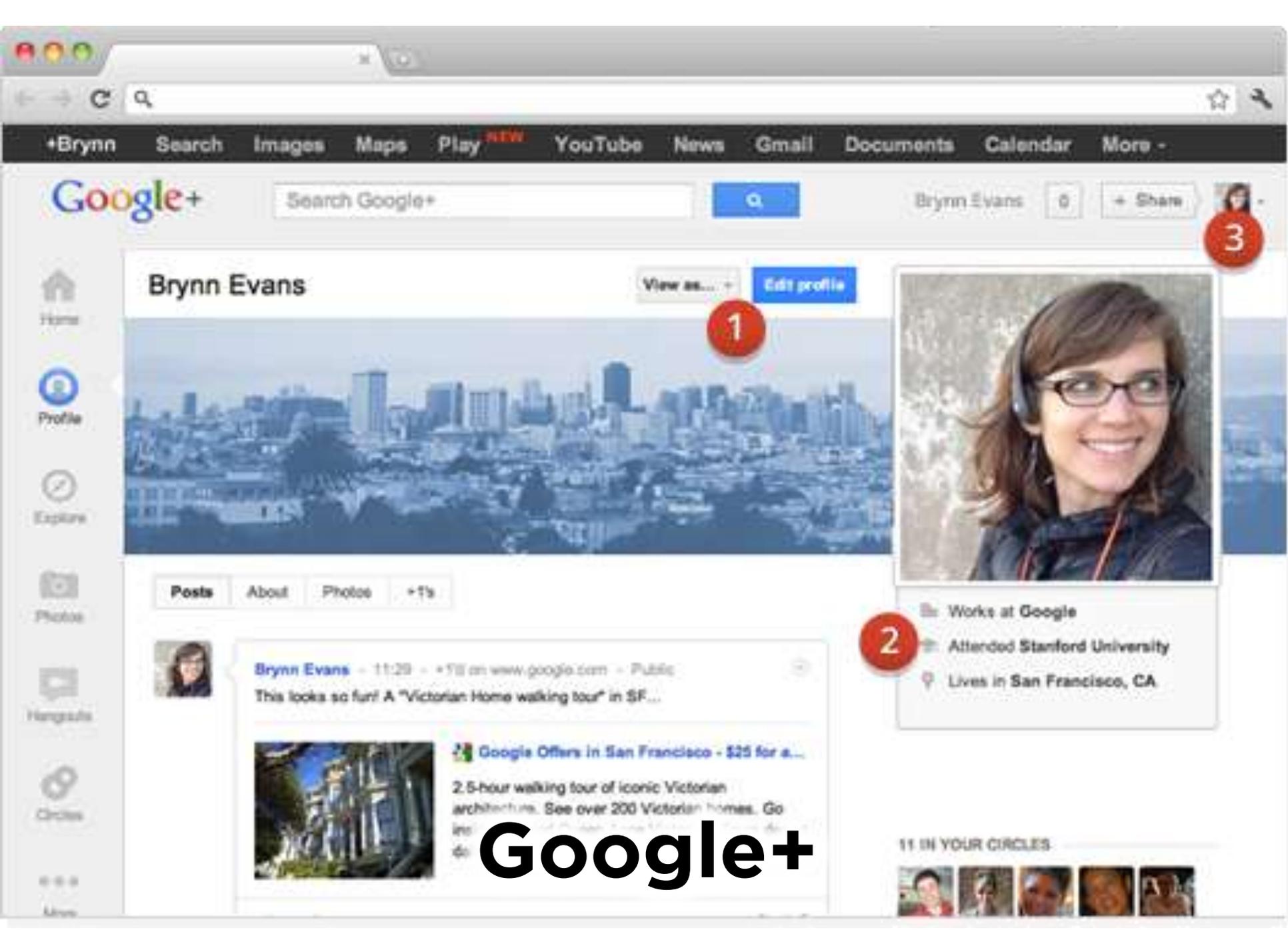
Cancel

[Learn more about visibility](#)

Google's operating system (in the cloud)

+Kosie Search Images Maps Play News Gmail Documents Calendar Translate More ▾

Google
South Africa



Google+

Search Google+



Brynn Evans

0

+ Share



Brynn Evans

View as... +

Edit profile



- Works at Google
- Attended Stanford University
- Lives in San Francisco, CA

Posts About Photos +1s



Brynn Evans · 11:29 · +1'd on www.google.com · Public
This looks so fun! A "Victorian Home walking tour" in SF...



Google Offers in San Francisco - \$25 for a...
2.5-hour walking tour of iconic Victorian architecture. See over 200 Victorian homes. Go to: [link]

Google+

11 IN YOUR CIRCLES



Integration with search

google plus functions

About 180,000,000 results (0.28 seconds)

[Learn more and get started - Google+ - Google](#)

www.google.com/+/learnmore/

Learn how to use circles, hangouts, and the rest of Google+ to share the right things with just the right people.



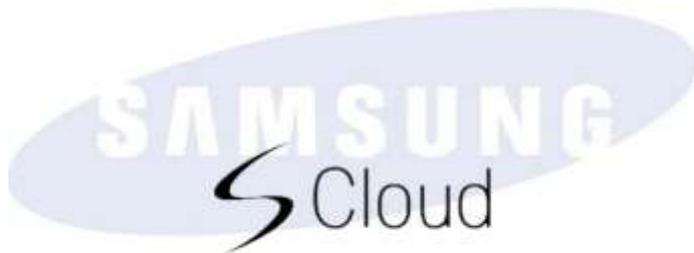
Josh Goodman, Owen Swart, Paul Junior and 5 other people +1'd this

Google is slowly integrating
all these services and more...

... using the internet as a
platform.



iCloud



Adobe® Creative Cloud



Simon Wardley

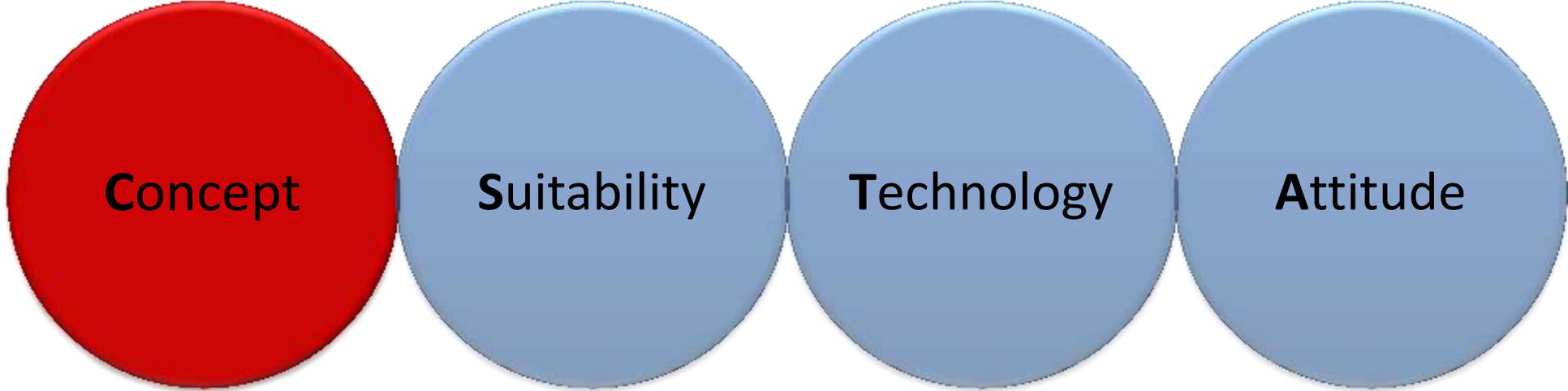
“Cloud computing is a transition, not a thing.”



...is a transition, not a thing.

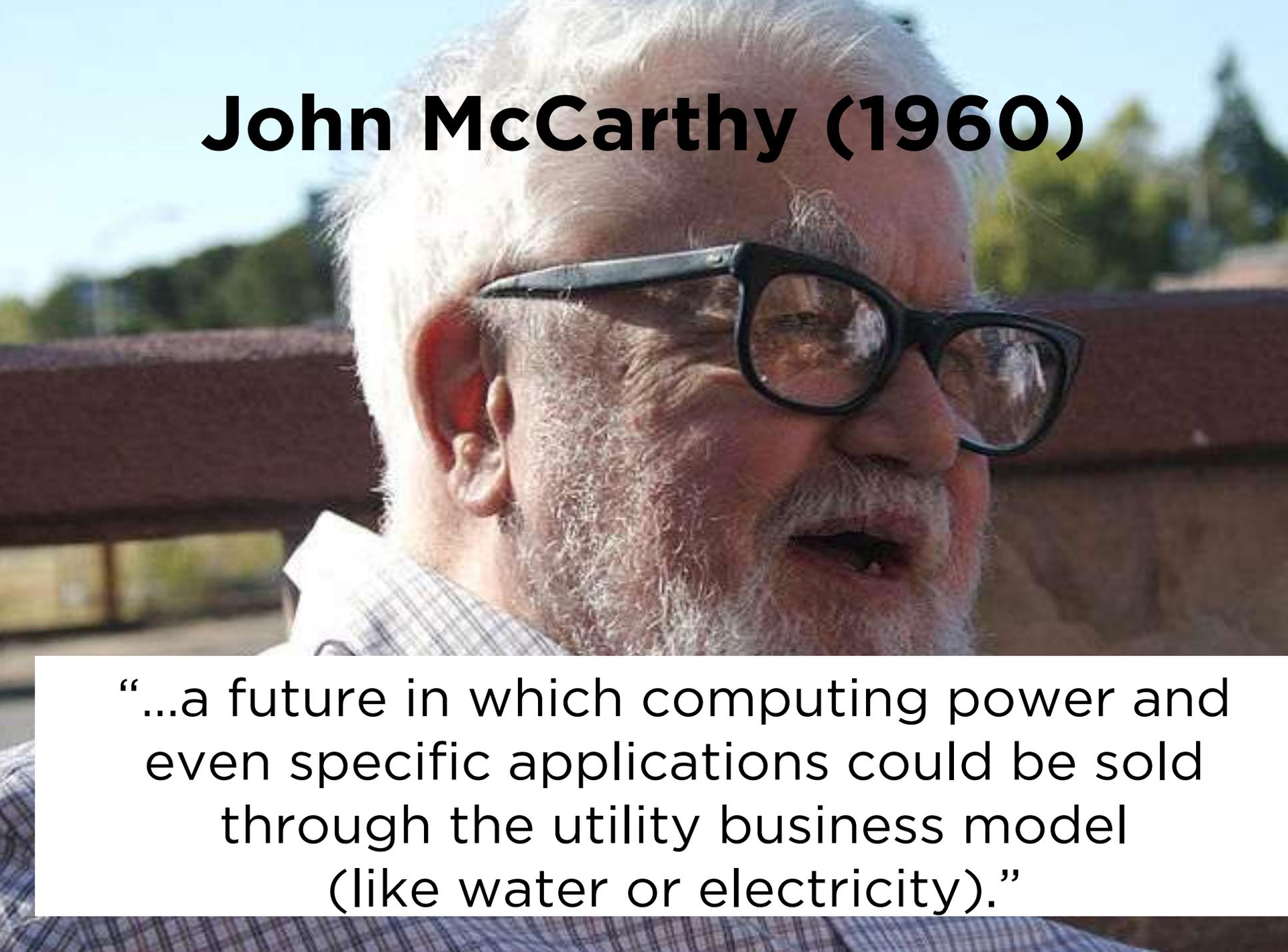
**A consequence of
multiple factors
(Wardley)**



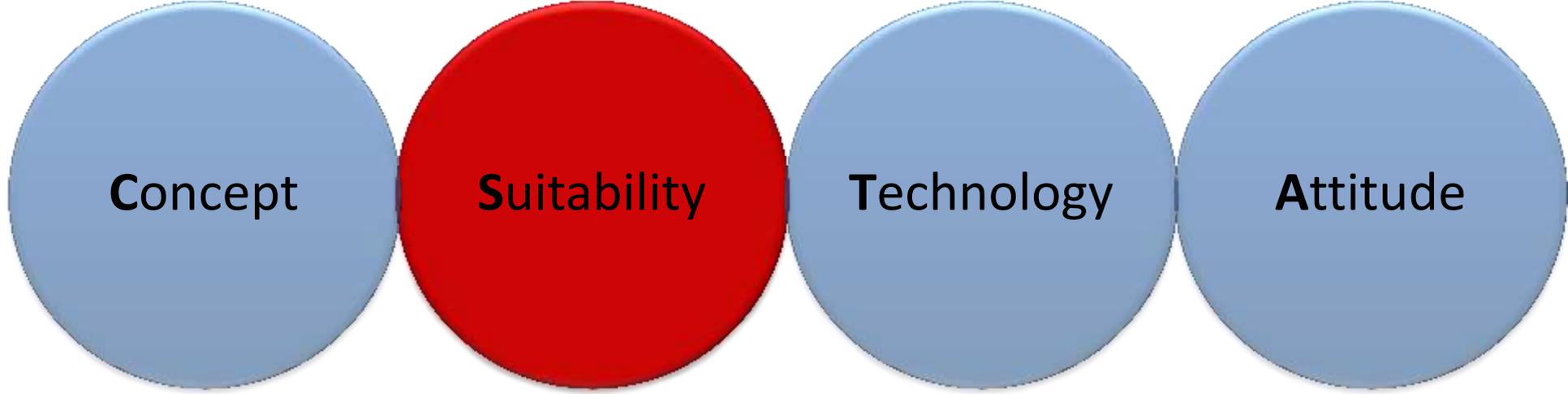


1. The concept of cloud computing

John McCarthy (1960)



“...a future in which computing power and even specific applications could be sold through the utility business model (like water or electricity).”



Concept

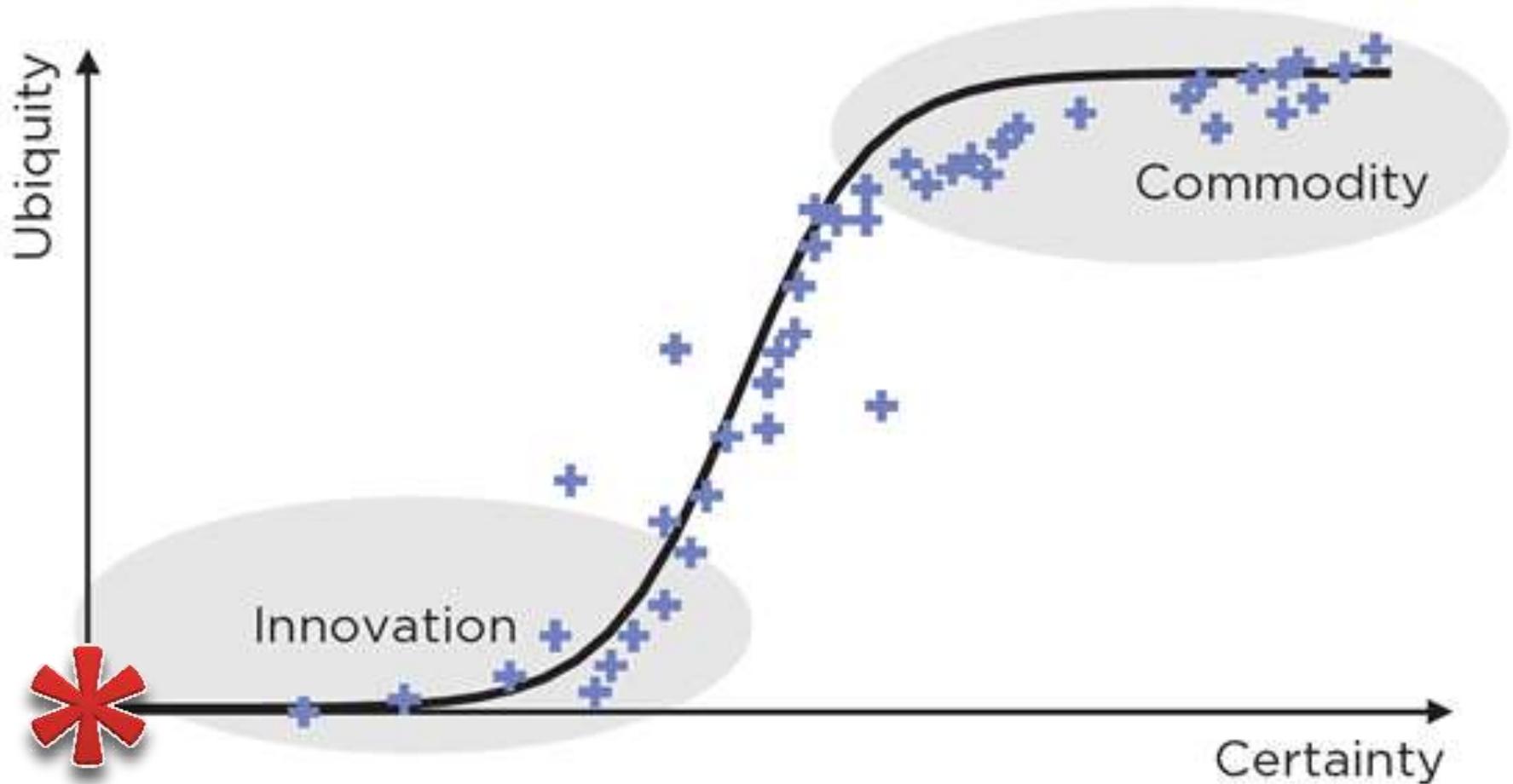
Suitability

Technology

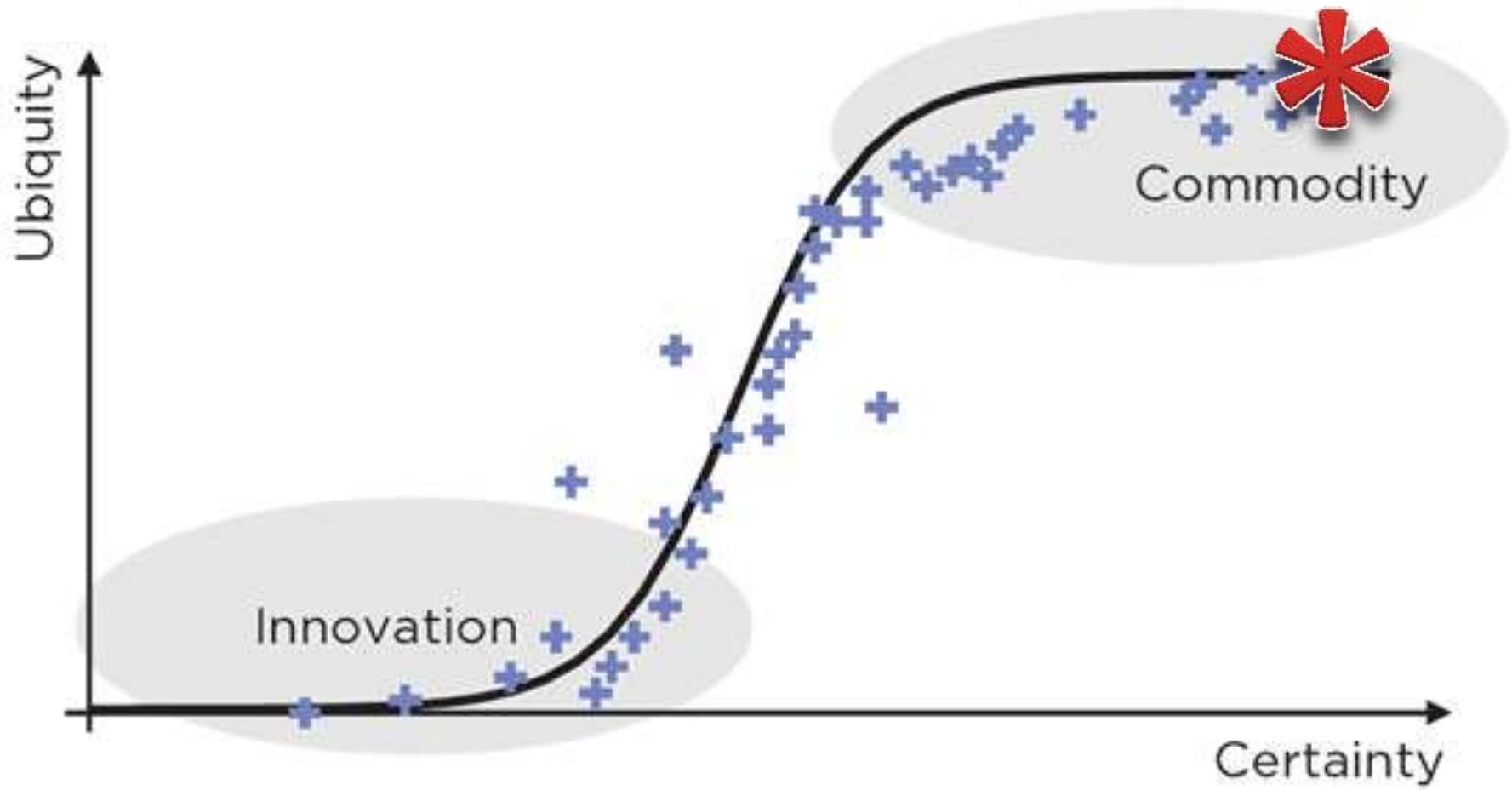
Attitude

2. Are IT activities suitable
for this transformation?

From novel, rare and poorly understood...

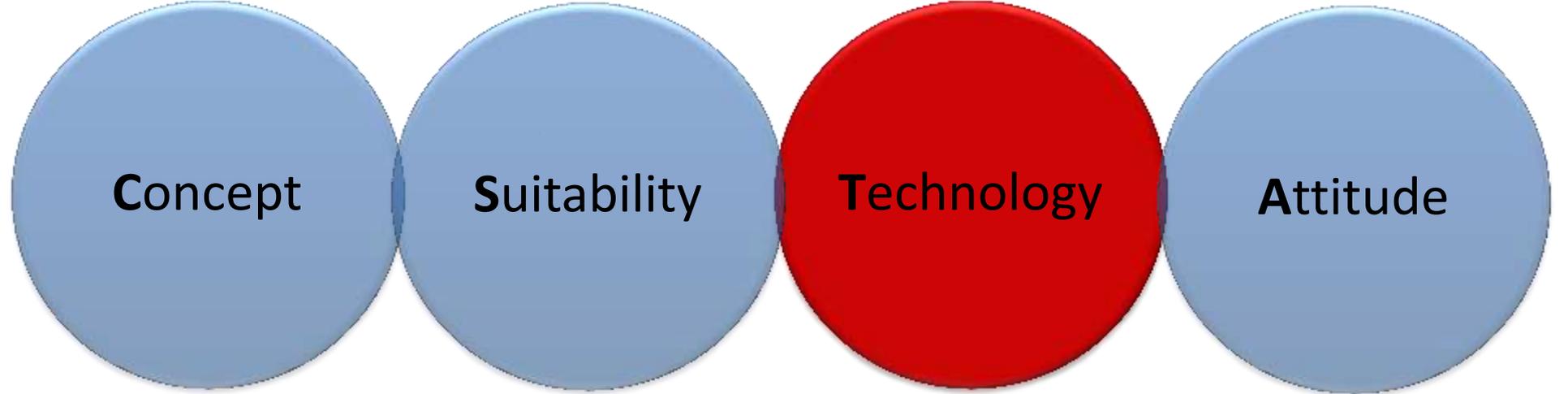


To commonplace, more well-defined



As soon as one company
gains some sort of
technological advantage...

... then all its competitors will
follow suit.



Concept

Suitability

Technology

Attitude

**3. Do we have the
technology?**

Time-sharing (1960s)



Personal computing (1980s)



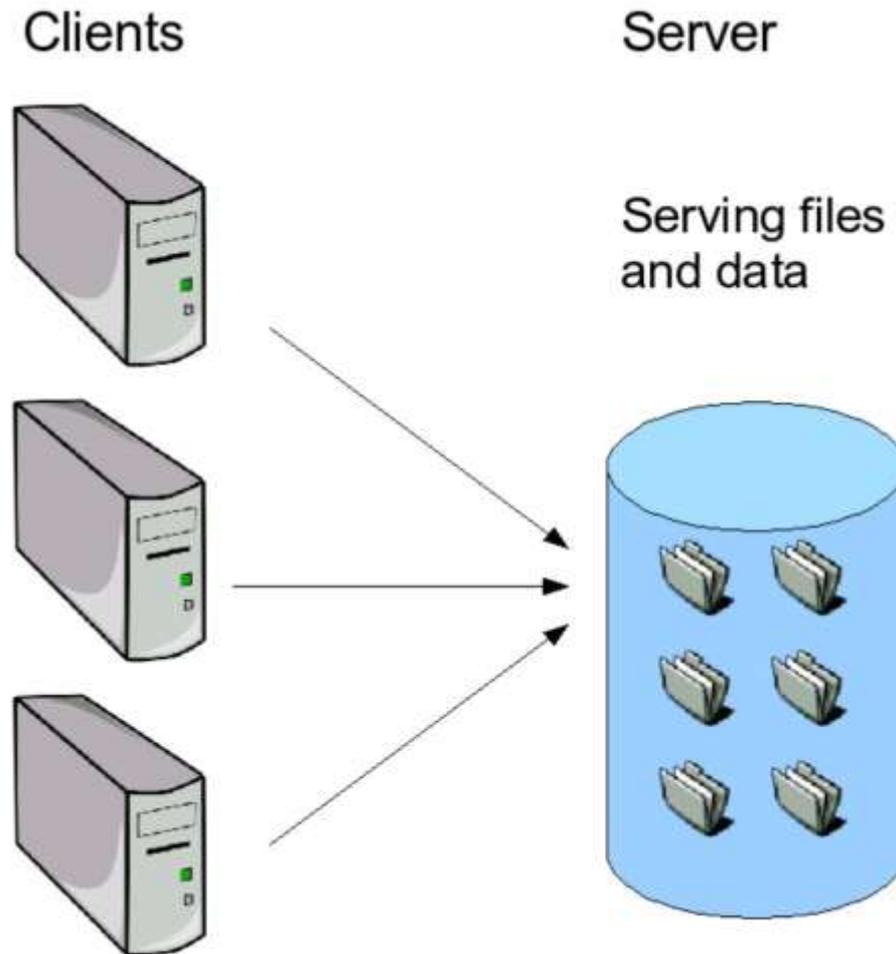
Personal computing (1980s)

Total control (PC) comes at a price:

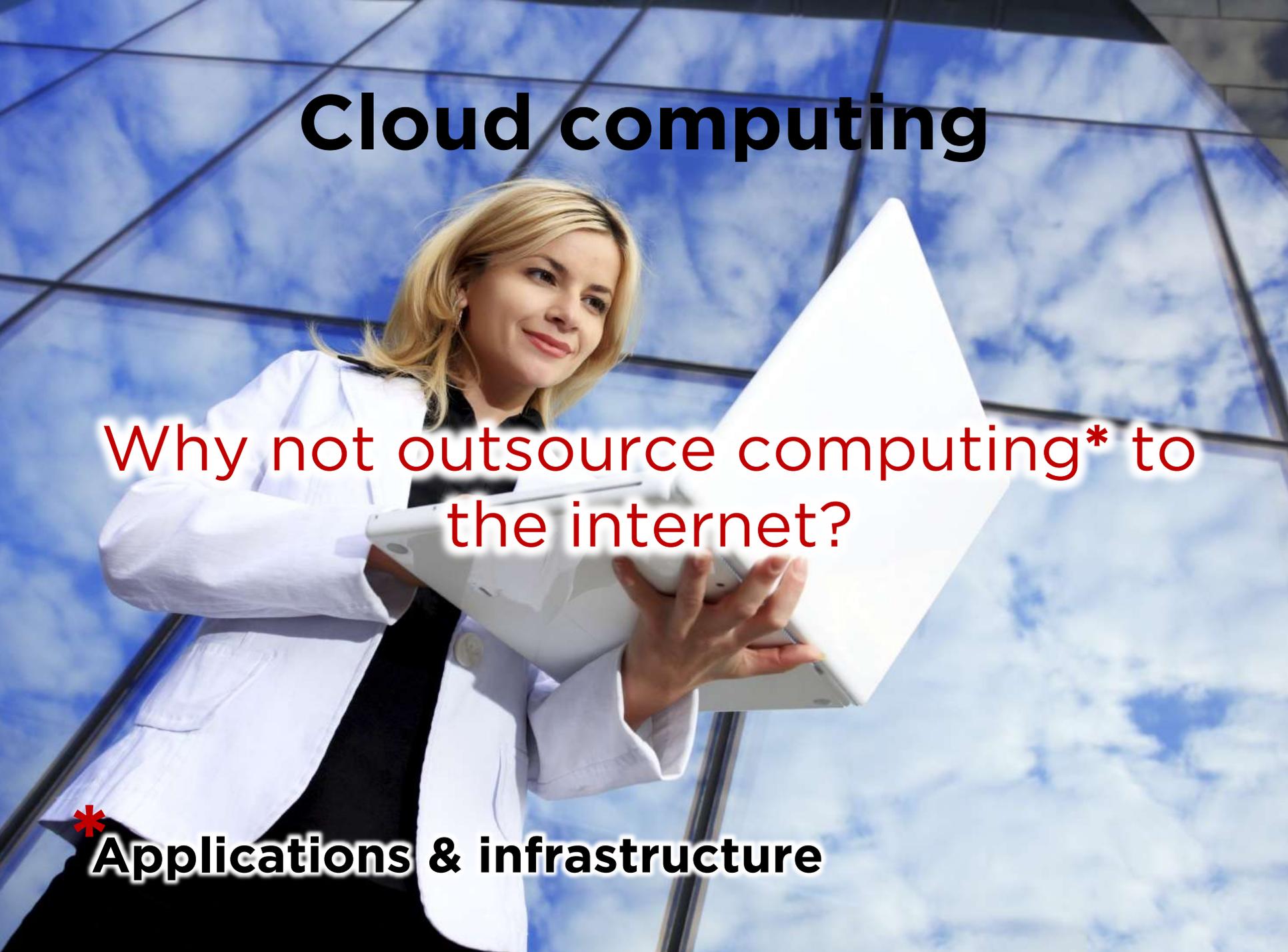
- 1) Install / configure / update / maintain operating software
- 2) Same with hardware

Also... how to share information, now?

Client-server model (1980s)

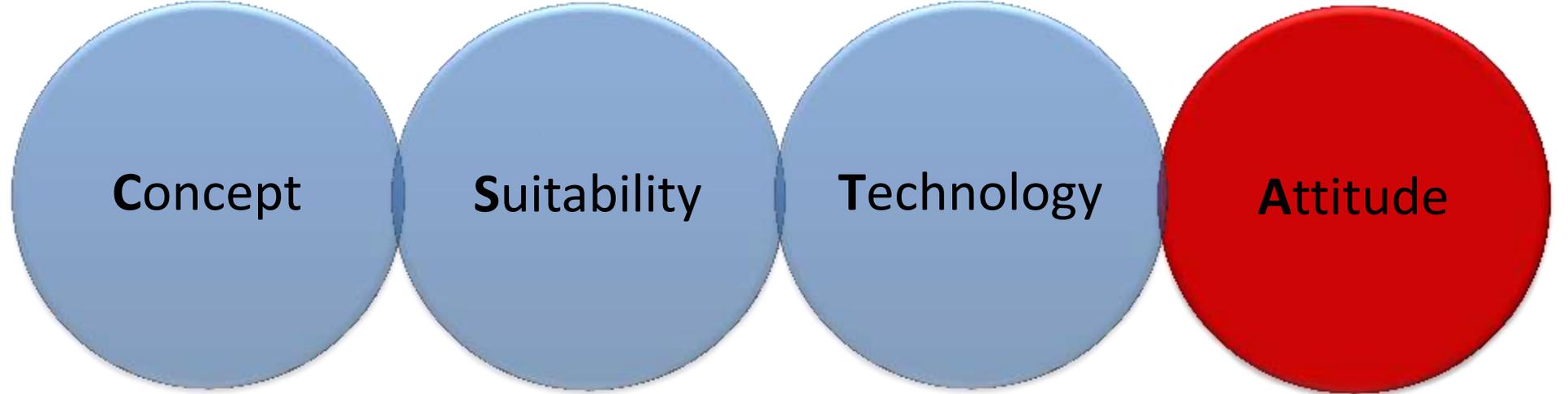


Cloud computing

A woman with blonde hair, wearing a white blazer over a black top, is holding a white laptop. She is standing in front of a large window that reflects a bright blue sky with white clouds. The window frame is visible, creating a grid pattern over the scene.

Why not outsource computing* to the internet?

* Applications & infrastructure



Concept

Suitability

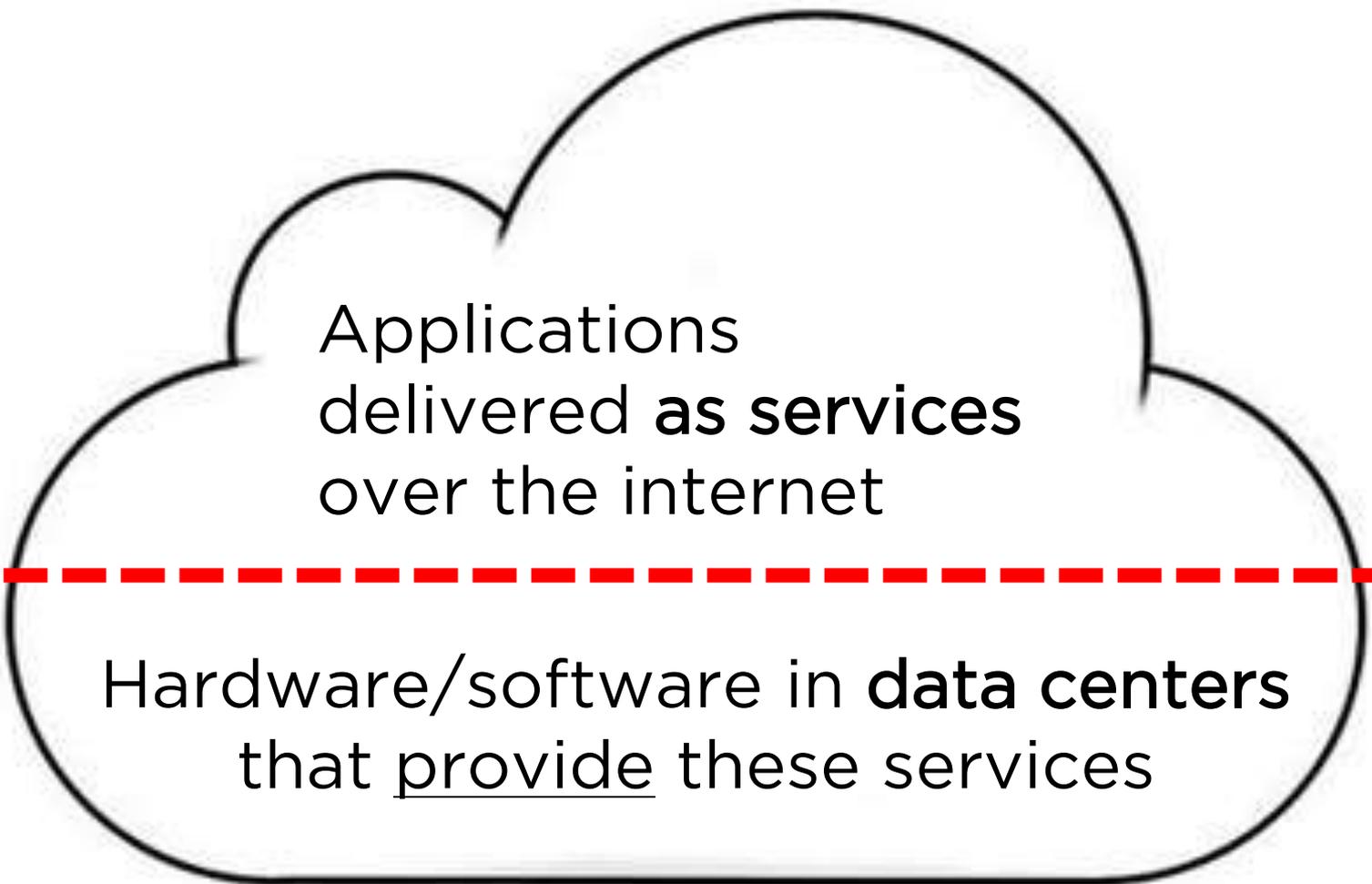
Technology

Attitude

4. Are people willing to use cloud computing?

A background image of a bright blue sky with several fluffy white clouds. The clouds are scattered across the frame, with a large, prominent one in the center-right and several smaller ones to the left and top.

**“All organisations need
to continuously evolve
and adapt.”**



Applications
delivered **as services**
over the internet

Hardware/software in **data centers**
that provide these services

One last example

Before I get to the bad stuff.

Ebooks in libraries

eBooks!

Now available through
your library via.....

OverDrive



Overdrive

Management of digital content for publisher, libraries, schools, and retailers.

More than 500,000 digital titles from more than 1,000 publishers in March 2011.

Ebooks in libraries

The image features the 3M logo in a large, bold, red font. The logo consists of the characters '3' and 'M' in a stylized, sans-serif typeface. The '3' is on the left and the 'M' is on the right, both rendered in a vibrant red color. The background is plain white.

3M

Ebook collections will grow and libraries will need help managing them.

A very large opportunity as libraries shift their spend from physical material to digital material

By about 2015, a third of all books sold will be digital in the United States.

Cloud computing

(Library-centric)

“The broad concept of using the internet to allow people access to technology-enabled library services”

Sounds good? Well...

If computing is moving to
the internet...

... and we know the internet
can be a scary place...



Risks of CC



1. Privacy

Questions about control and ownership

Can you take your data with you?

Could you lose access?

Can you remove data?

How does the host monitor your data?

The image features a computer monitor in the foreground, which displays a dark, stylized version of a nuclear mushroom cloud. Behind the monitor, a much larger and more detailed, realistic mushroom cloud is visible against a cloudy sky. The overall scene suggests a digital or cyber security context.

2. Security

For both provider and customer

Secure infrastructure

Client data and applications protected

Liability

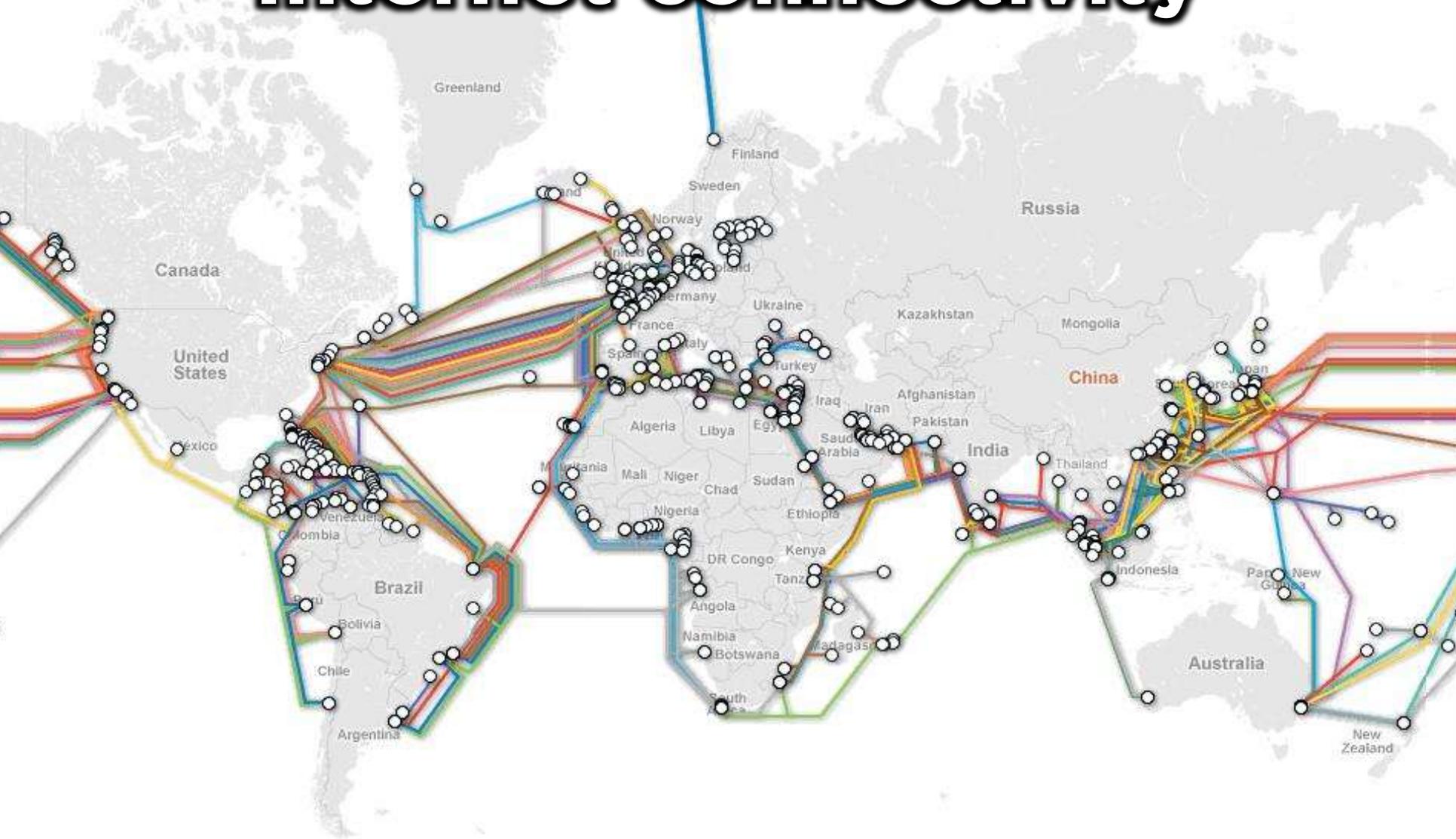
Intellectual property

End-of-service

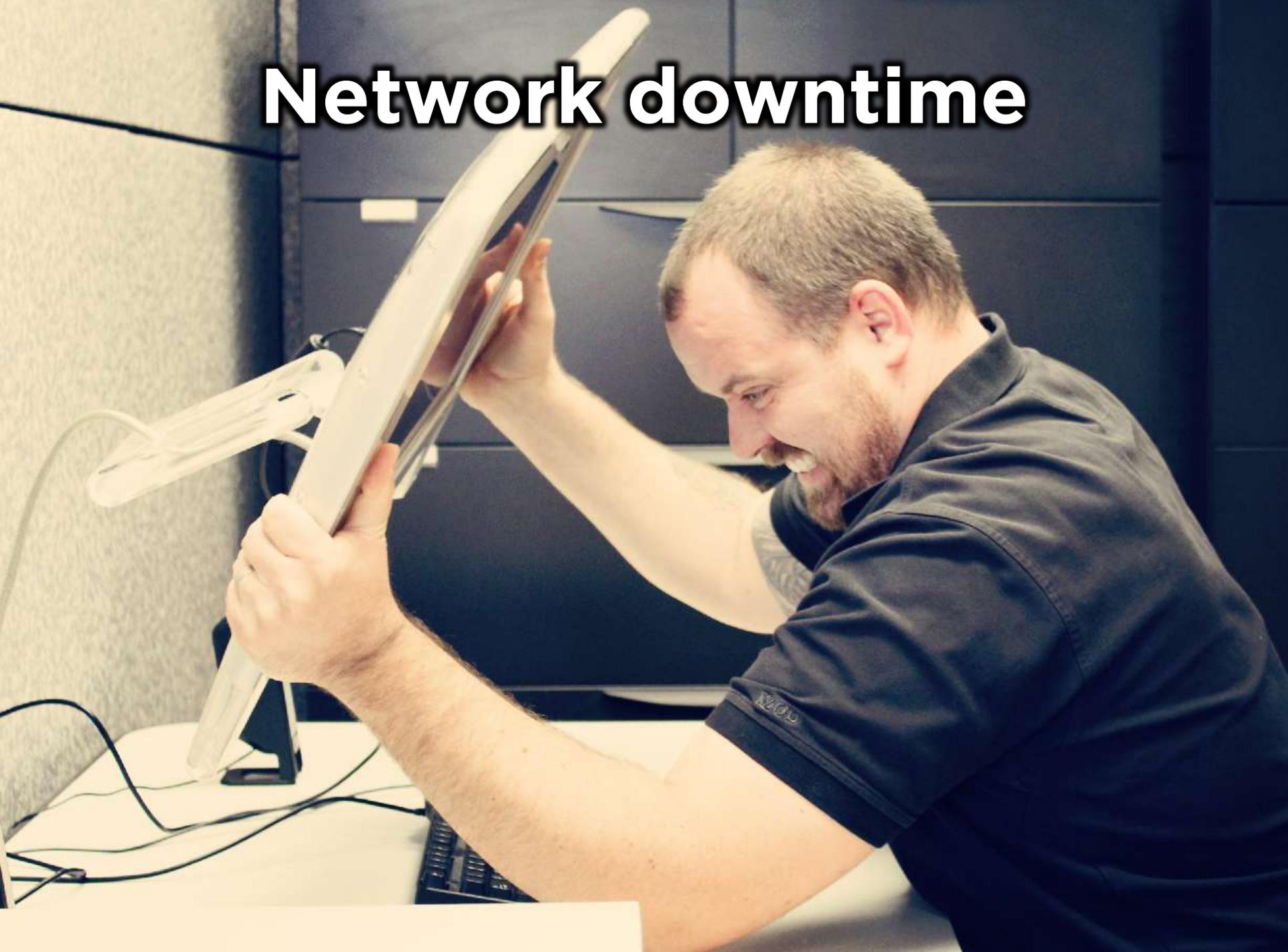
A large, billowing mushroom cloud from a nuclear explosion, with a computer monitor in the foreground displaying a smaller version of the same cloud. The monitor is black with a blue border and is positioned in the center of the image. The background is a hazy, greyish-blue sky.

3. Reliability

Internet connectivity



Network downtime

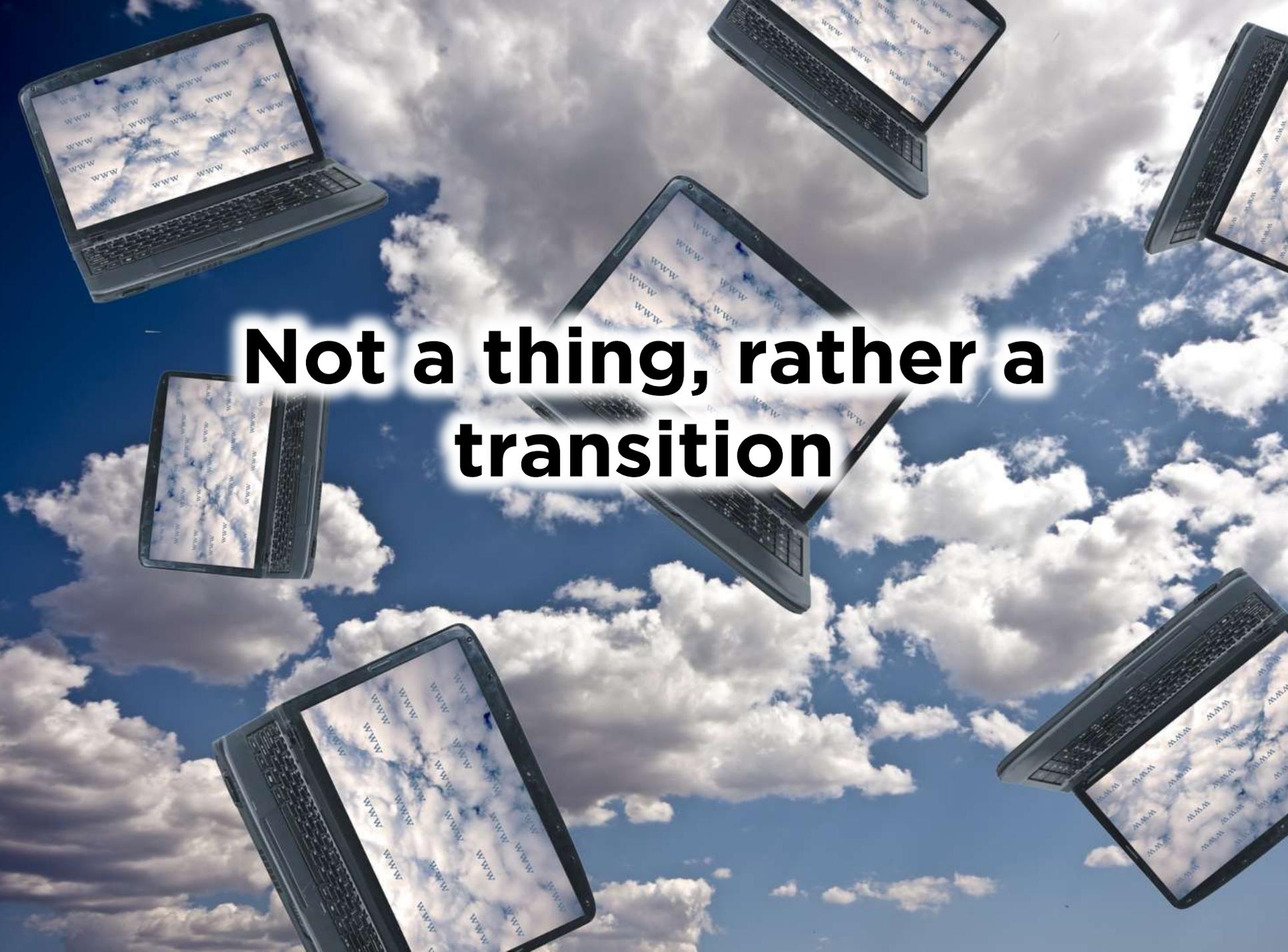


A hand in a dark suit sleeve points upwards towards the text. The background is a vibrant blue sky filled with fluffy white clouds. Overlaid on the sky is a grid of semi-transparent, light blue squares with rounded corners, creating a digital or data-like aesthetic.

To summarise...

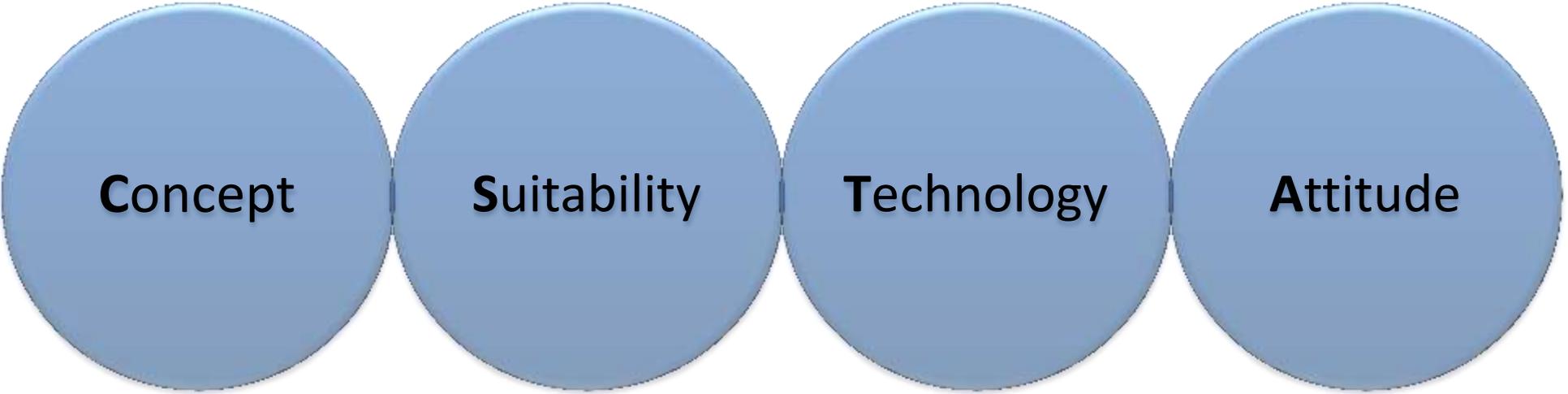
Cloud computing

- ... when computing itself moves online.
- ... when computing becomes a utility.



**Not a thing, rather a
transition**

Factors driving this transition



Concept

Suitability

Technology

Attitude

Libraries will increasingly use the internet to provide services



Issues related to cloud computing

Security

Privacy

Reliability

A hand is shown pointing at a URL displayed on a tablet screen. The background is a clear blue sky with a single white cloud. The URL is centered on the screen and has a white glow effect.

<http://bit.ly/keloff>

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