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Intro to Cloud Services

Cloud computing allows users of all sizes to access applications and/or computing power, in a faster time frame, with no regard for bandwidth needs, servers or storage requirements. Cloud computing can offer small businesses access to resources previously thought to be unaffordable and can offer large businesses substantial savings in annual operating costs and capital expenditure requirements. Clouds can be private, proprietary, or public, shared, or a hybrid.

The Cloud Model

Cloud computing is a model that has been developed to “address the explosive growth of Internet-connected devices, and to complement the increasing presence of technology in our lives and businesses” (“A new era”, 2009). Cloud computing combines IT concepts that already exist, such as virtualization, Internet delivery of services, and on-demand deployment, in an attempt to shift the way IT services are consumed and delivered to individuals and businesses.

Delivery Methods

Cloud as an infrastructure Service – We provide virtual servers with unique IP addresses and unlimited storage capacity. Users can manage their virtual servers using our control panel and are charged based on the actual usage. Users can access additional resources from the cloud, if needed, and are charged on a usage basis. This pay-as-you-go model enables businesses or developers opportunities that might not otherwise be available if the full cost of the servers and storage capacity were to be borne by the business/developer. All that is necessary to access these services is a computer and an Internet connection.

Cloud Web Service - WebSmith makes available a traditional hosting environment which can then be used by businesses or developers to produce their website. We design and implement to the businesses specifications or work with the end users to implement the web site on the Cloud Platform. As the business grows the website automatically scales to handle the needed bandwidth and storage requirements – again these additional resources are scaled and billed for “just in time” saving initial investments and additional hardware purchases.

Cloud Applications Service – The most powerful form of cloud computing, WebSmith provides not only the hardware but the software implementation. Anyone who has used gmail, yahoo mail, or various search engines or Wikipedia has used applications hosted on a remote server. Currently there are a large variety of applications being run on the WebSmith Cloud including Ecommerce, Logistics, HR applications, accounting applications, CRM applications and many other custom built and legacy programs.

WebSmith Cloud Benefits

Outsourcing a portion of your IT system to the WebSmith Cloud has many benefits. Data can be accessed from anywhere as long as the user has a computer and Internet access. There is no need for a data center, networks, network administrators, servers or storage. Most services can be up and running in a very short period of time. The annual cost of a subscription can be substantially less the cost of purchasing just one piece of hardware. Hardware and software upgrades are handled by WebSmith not the user. It is easy for a business to increase its usage when necessary to meet demands and scale back when not needed, since the WebSmith Cloud scales as needed in capacity. The WebSmith Cloud may provide a more secure environment, as it relates to hackers and viruses, than might be provided by your IT department. Email can be filtered much more effectively on the WebSmith Cloud and eliminated before they reach your users machines or mobile devices. Using the WebSmith Cloud will allow your IT professionals to focus their time on activities which can have a greater impact on your organization. All of these benefits are applicable and scalable regardless of the size of your organization.

Environmentally Friendly Clouds

In addition to using the WebSmith Cloud to save costs, we have learned that cloud computing saves an estimated 423,000 metric tons of carbon dioxide each year through a variety of ways such as reducing the need for air conditioning for server equipment and also limiting the use of electricity. The yearly savings in carbon dioxide emissions is equivalent to the electricity consumption of 56,000 homes each year or almost 1 million barrels of oil. As cloud computing continues to grow and opportunities such as increased telecommuting present themselves, the impact on the environment, as a result of cloud computing, can be staggering.

Conclusion

Moving or migrating your Web, Email, IT services, and applications to the WebSmith Cloud has the potential to significantly change the way in which your business operates from an IT perspective, how your web site handles traffic, and how your employees can work more efficiently from anywhere even mobile.


Take a moment and contact your WebSmith representative to learn specifically what the WebSmith Cloud can do for your business.


Best Regards,

Ron Van Alstyne

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