

Take the Next Step
in Your IT Career

Save
10%
on Exam Vouchers*
(up to a \$35 value)

CompTIA®

Get details at
sybex.com/go/comptiavoucher

*Some restrictions apply. See web page for details.



Save 10%

on Exam Vouchers

Coupon Inside!

**Kirk Hausman
Susan L. Cook
Telmo Sampaio**

Cloud

ESSENTIALS

CompTIA® Authorized Courseware for Exam CLO-001



Contents

[About the Authors](#)

[Acknowledgments](#)

[CompTIA Certification](#)

[Introduction](#)

[Chapter 1: What is Cloud Computing?](#)

[Defining Cloud Computing](#)

[Understanding Distributed Application Design](#)

[Understanding Resource Management Automation](#)

[Understanding Virtualized Computing Environments](#)

[Understanding High-Performance Computing Models](#)

[Understanding Cloud Computing Technologies](#)

[Chapter 2: Cloud Models](#)

[Evolving from Virtualization to the Cloud](#)

[Planning Organizational Roles in the Cloud](#)

[Identifying Cloud Deployment Models and Scope Modifiers](#)

[Including Future Cloud Models](#)

[Chapter 3: Service Models](#)

[Categorizing Cloud Services](#)

[Examining Software as a Service](#)

[Examining Platform as a Service](#)

[Examining Infrastructure as a Service](#)

[Identifying Emerging Cloud Database Capabilities](#)

[Defining Everything as a Service](#)

[Chapter 4: Current Cloud Technologies](#)

Comparing Traditional Technologies and Cloud Alternatives

Accessing the Cloud

Leveraging Software as a Service

Developing within Platform as a Service

Implementing Infrastructure as a Service

Empowering Mobile Computing

Chapter 5: Cloud Business Value

Identifying Business Drivers for Cloud Computing

Examining the Business Impact

Chapter 6: Cloud Infrastructure Planning

Understanding Cloud Networks

Leveraging Automation and Self-Service

Understanding Federated Cloud Services

Achieving Interoperability

Chapter 7: Strategies for Cloud Adoption

Aligning Cloud Deployments with Organizational Goals

Identifying the Impact of Cloud Adoption to Business Processes

Understanding the Importance of Service-Level Agreements

Chapter 8: Applications in the Cloud

Understanding the Role of Standard Applications

Developing Cloud-Ready Applications

Migrating Applications to the Cloud

Preparing for Technical Challenges

Identifying and Mitigating Risks

Chapter 9: Cloud Service Rollout

Identifying Vendor Roles and Responsibilities

Identifying Organizational Skill Requirements

[Transitioning to Live Environments](#)

[Preparing for Incident Management](#)

[Chapter 10: Cloud Service-Level Management](#)

[Understanding ITIL Service Management](#)

[Applying ITIL to Cloud Computing](#)

[Developing and Utilizing Performance Metrics](#)

[Implementing Continual Process Improvement](#)

[Chapter 11: Security in the Cloud](#)

[Understanding Security and Risk](#)

[Reviewing Security Standards](#)

[Exploring Common Security Risks and Mitigations](#)

[Implementing an ISMS](#)

[Responding to Incidents](#)

[Recognizing Security Benefits](#)

[Chapter 12: Privacy and Compliance](#)

[Identifying Legal Risks](#)

[Identifying Privacy Risks](#)

[Managing Identity in the Cloud](#)

[Appendix A: Future of the Cloud](#)

[Appendix B: Answers to Review Questions](#)

[Appendix C: CompTIA's Certification Program](#)

[Appendix D: EXIN's Certification Program](#)

[Glossary](#)

CLOUD

ESSENTIALS

CompTIA® Authorized Courseware
for Exam CLO-001

Kirk Hausman
Susan L. Cook
Telmo Sampaio



Senior Acquisitions Editor: Jeff Kellum

Development Editor: Kim Wimpsett

Technical Editors: Kunal Mittal and Sourya Biswas

Production Editor: Rebecca Anderson

Copy Editor: Judy Flynn

Editorial Manager: Pete Gaughan

Production Manager: Tim Tate

Vice President and Executive Group Publisher: Richard Swadley

Vice President and Publisher: Neil Edde

Book Designer: Happenstance Type-O-Rama

Proofreader: Dawn Adams

Indexer: Robert Swanson

Project Coordinator, Cover: Katherine Crocker

Cover Designer: Ryan Sneed

Cover Image: © iStockphoto.com / Aleksandar Velasevic

Copyright © 2013 by John Wiley & Sons, Inc., Indianapolis, Indiana

Published simultaneously in Canada

ISBN: 978-1-118-40873-5

ISBN: 978-1-118-43251-8 (ebk.)

ISBN: 978-1-118-41794-2 (ebk.)

ISBN: 978-1-118-65482-8 (ebk.)

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Limit of Liability/Disclaimer of Warranty: The publisher and the author make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation warranties of fitness for a particular purpose. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be sought. Neither the publisher nor the author shall be liable for damages arising herefrom. The fact that an organization or Web site is referred to in this work as a citation and/or a potential source of further

information does not mean that the author or the publisher endorses the information the organization or Web site may provide or recommendations it may make. Further, readers should be aware that Internet Web sites listed in this work may have changed or disappeared between when this work was written and when it is read.

For general information on our other products and services or to obtain technical support, please contact our Customer Care Department within the U.S. at (877) 762-2974, outside the U.S. at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number: 2012949695

TRADEMARKS: Wiley, the Wiley logo, and the Sybex logo are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates, in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book.

Dear Reader,

Thank you for choosing *Cloud Essentials*. This book is part of a family of premium-quality Sybex books, all of which are written by outstanding authors who combine practical experience with a gift for teaching.

Sybex was founded in 1976. More than 30 years later, we're still committed to producing consistently exceptional books. With each of our titles, we're working hard to set a new standard for the industry. From the paper we print on, to the authors we work with, our goal is to bring you the best books available.

I hope you see all that reflected in these pages. I'd be very interested to hear your comments and give your feedback on how we're doing. Feel free to let me know what you think about this or any other Sybex book by sending me an email at nedde@wiley.com. If you think you've found a technical error in this book, please visit <http://sybex.custhelp.com>. Customer feedback is critical to our efforts at Sybex.

Best regards



Neil Edde

Vice President and Publisher
Sybex, an Imprint of Wiley

To my two wonderful children and my bride (who married me even amidst this book's creation).

—Kirk Hausman

To Jonathan and Cassandra.

—Susan Cook

To my half brother Fernando Barros. For being there for me during my teenage years. For listening to me and my problems even when he had his own to take care of. You were an uncle, a friend, and a brother. I love you and will always carry you in my heart. I know you are up there in a cloud somewhere looking down at us. Rest in peace.

—Telmo Sampaio

About the Authors

Kirk Hausman has been an IT professional for more than 20 years, working in state government, health care, and higher education and as an enterprise architect and security consultant. He is the coauthor of *IT Architecture for Dummies* (Wiley, 2010) and the upcoming *3D Printing for Dummies* (Wiley, 2013). Kirk teaches information security, digital forensics, and networking, and his research includes social media management, cyberterrorism, additive manufacturing (3D printing), and strategies for developing interest in young learners toward STEM subjects. He has facilitated cloud initiatives using Amazon EC2, Azure, and high-performance computing technologies. Kirk holds a master's degree in information technology and a range of professional certifications, including PMI, CGEIT, CISSP, CISA, CISM, and CRISC. Kirk can be reached via kkhausman@hotmail.com.

Susan Cook has been an IT professional for over 15 years and has professional experience in higher education, state government, and financial sectors. Prior to her career in IT, she worked as a compliance auditor and as a licensed private investigator. She is the coauthor of *IT Architecture for Dummies* (Wiley, 2010), and her educational projects include bachelor's level course development in networking and network security. She is currently employed by Texas A&M University and specializes in enterprise risk assessment and compliance. She has master's degrees in information technology and security management and several IT certifications, including ISACA's Certified Information Systems Auditor (CISA) and Certified in Risk and Information Systems Control (CRISC). Susan can be reached at scook@maelstromrider.com.

Telmo Sampaio is the chief geek for MCTrainer.NET and TechKnowLogical, specializing in System Center, SharePoint, SQL, and .NET. Telmo wrote his first application in 1984, with the intent of demonstrating physics concepts to his fellow classmates. His passion for technology and teaching made him a self-taught developer from an early age. In 1989 he moved to Wellesley, Massachusetts when his father was transferred to work in Boston for a year. He kept developing applications to demonstrate science and math concepts and decided to remain in the United States after his family left. In 1990, while still in high school, he was hired by IBM to demonstrate its most powerful CAD application, CATIA, to corporate customers like Boeing. In 1991 he moved back to Brazil and studied systems analysis at PUC/RJ. When Microsoft extended its Microsoft Certification program to Brazil, Telmo was one of the first in the country to become certified. In 1994 he started teaching Microsoft classes. Soon he was managing the largest training center in Latin America, after having worked for Microsoft in Brazil as a technical account manager. To date he has been certified in over 20 different Microsoft products, passing over 80 exams. After moving back to the United States in 2003, Telmo became a contributor to several Microsoft certification exams, an author for official courseware, and a speaker at events such as TechEd, PASS, and MMS.

Acknowledgments

Just as technologies in the cloud involve many different components to provide the final product to the consumer, so too does a book like this require the dedication and focused effort of many whose names are not presented on the cover. I would first like to thank my coauthors, Susan Cook and Telmo Sampaio, but also the many excellent people at Sybex who took my rough material and polished it into a gem for readers: our acquisitions editor, Jeff Kellum; development editor, Kim Wimpsett; production editor, Rebecca Anderson; and the many other editorial reviewers that are simply amazing in what they do. I offer thanks to my good friend and literary agent, Carole Jelen, whose efforts provide me the chance to work with so many amazing people on so many exciting topics.

—Kirk Hausman

It is amazing to me how many people contribute to the creation of a published work. They all deserve thanks, but I'm particularly grateful to a special few at Sybex—Jeff Kellum in his dual roles as acquisitions editor and chief cat herder, development editor Kim Wimpsett, and production editor Rebecca Anderson. I would also like to thank my agent, Carole Jelen, and my coauthors, Kirk Hausman and Telmo Sampaio, for all their hard work.

—Susan Cook

I would like to acknowledge the amazing contribution of my best friend and gorgeous wife, Telmo Sampaio, who spent countless nights caring for the kids so that I could finish this book. Without his support and understanding I would not be where I am today. My boys, Marco, Rafael and Enzo, for being supportive and giving up a bit of dad time. And my family back home in Brazil, who prefer to understand what I write about.

—Telmo Sampaio

CompTIA Certification

Qualify for Jobs, Promotions and Increased Compensation

CompTIA The CompTIA Cloud Essentials specialty certification demonstrates that an individual knows what cloud computing means from a business and technical perspective, as well as, at a high level, what is involved in moving to and governing the cloud.

It Pays to Get Certified

In a digital world, digital literacy is an essential survival skill. Certification proves you have the knowledge and skill to solve business problems in virtually any business environment. Certifications are highly valued credentials that qualify you for jobs, increased compensation, and promotion.



- **Organizations do not have adequate cloud competencies** especially infrastructure and service providers. Excellent job opportunities exist and will grow for knowledgeable cloud professionals.
- **The cloud is a new frontier** that requires astute personnel who understand the strategic impact of cloud computing on an organization.
- Research has shown that **certified IT professionals score better** when tested for their knowledge of foundational principles and skills, and from the employer's perspective, certification provides solid evidence of successful training.
- **Cloud technologies and business needs are moving faster than organizations can adapt.** Therefore staff understanding of cloud computing is key for the initial project planning for cloud solutions, and a safe and well-managed implementation of any cloud project.
- Getting your people up to speed with a fundamental understanding of cloud computing enables the whole organization to speak the same language.



How Certification Helps Your Career

IT Is Everywhere IT is ubiquitous, needed by most organizations. Globally, there are over 600,000 IT job openings.

IT Knowledge and Skills Get Jobs Certifications are essential credentials that qualify you for jobs, increased compensation, and promotion.

Retain Your Job and Salary Make your expertise stand above the rest. Competence is usually retained during times of change.

Want to Change Jobs Certifications qualify you for new opportunities, whether locked into a current job, see limited advancement, or need to change careers.

Stick Out from the Résumé Pile Hiring managers can demand the strongest skill set.

CompTIA Career Pathway

CompTIA offers a number of credentials that form a foundation for your career in technology and allow you to pursue specific areas of concentration. Depending on the path you choose to take, CompTIA certifications help you build upon your skills and knowledge, supporting learning throughout your entire career.



Possible certified candidates for Cloud Essentials among helpdesk staff, project management, sales and service professionals in emerging cloud environments

Steps to Certification

Steps to Getting Certified and Staying Certified

Review Exam Objectives	Review the certification objectives to make sure you know what is covered in the exam. www.comptia.org/certifications/testprep/examobjectives.aspx
Practice for the Exam	After you have studied for the certification, take a free assessment and sample test to get an idea what type of questions might be on the exam. www.comptia.org/certifications/testprep/practicetests.aspx
Purchase an Exam Voucher	Purchase your exam voucher on the CompTIA Marketplace, which is located at: www.comptiastore.com
Take the Test!	Select a certification exam provider and schedule a time to take your exam. You can find exam providers at the following link: www.comptia.org/certifications/testprep/testingcenters.aspx

Join the Professional Community

Join the IT Pro Community at <http://itpro.comptia.org>. The free IT Pro online community provides valuable content to students and professionals.

- Career IT job resources
- Where to start in IT
- Career assessments
- Salary trends
- US job board

Forums on networking, security, computing, and cutting-edge technologies

Access to blogs written by industry experts

Current information on cutting-edge technologies

Access to various industry resource links and articles related to IT and IT careers



Content Seal of Quality

This courseware bears the seal of **CompTIA Approved Quality Content**. This seal signifies that the content covers 100% of the exam objectives and implements important instructional design principles. CompTIA recommends multiple learning tools to help increase coverage of the learning objectives.

Why CompTIA?

Global Recognition CompTIA is recognized globally as the leading IT non-profit trade association and has enormous credibility. Plus, CompTIA's certifications are vendor-neutral and offer proof of foundational knowledge that translates across technologies.

Valued by Hiring Managers Hiring managers value CompTIA certification because it is vendor- and technology-independent validation of your technical skills.

Recommended or Required by Government and Businesses Many government organizations and corporations either recommend or require technical staff to be CompTIA certified. (e.g. Dell, Sharp, Ricoh, the US Department of Defense and many more)

Three CompTIA Certifications ranked in the top 10. In a study by DICE of 17,000 technology professionals, certifications helped command higher salaries at all experience levels.

How to Obtain More Information

Visit CompTIA online—www.comptia.org to learn more about getting CompTIA certified.

Contact CompTIA—call 866-835-8020 ext. 5 or email questions@comptia.org

Connect—on LinkedIn, Facebook, Twitter, Flickr, and YouTube

Introduction

IT is moving out of the local data center into the cloud, where data and services become easily available via cell phones, tablets, and other mobile devices around the world.

In this book, you will learn the basic concepts of cloud computing as it exists in an international setting, using the criteria specified by professional cloud computing foundation certifications used throughout the United States and worldwide. With the information provided in this book, you will be able to understand the specific terminology and its application in the continued shift into the cloud where costs are billed like electricity and reflect monthly usage levels rather than the traditional upfront major cost of new servers and storage for a data center rack. Migration into the cloud allows rapid deployment of test applications and then rapid scale-up to meet growing demands without worrying about whether the current network or hardware can keep up.

Who Should Read This Book

Cloud Essentials is for anyone who is interested in understanding the fundamentals of cloud computing from both a technical and a business perspective. This book is suitable whether you are a student using it in an IT class, an entry-level IT professional who needs a better understanding of cloud computing, an IT manager in an organization considering adopting cloud services, or a nontechnical manager or executive curious about what cloud services can do for your business.

Although deep technical knowledge and work experience in the IT field are not necessary, it will be helpful if you have a basic understanding of enterprise technologies such as networking and client/server architecture, and those who have worked in and around an IT environment are likely to gain a better understanding of some of the topics being covered.

If you are preparing to take the CompTIA Cloud Essentials certification exam (CLO-001), this book is ideal for you. It will also help those preparing to take the EXIN Cloud Computing Foundation certification exam (EX0-116). You can find more information about the CompTIA Cloud Essentials certification at <http://certification.comptia.org/getCertified/certifications/cloud.aspx> and about the EXIN Cloud Computing Foundation certification exam at www.exin.com/US/en/exams/&exam=exin-cloud-computing-foundation.

What Is Covered in This Book

Cloud Essentials is organized to provide you with the knowledge needed to understand the basics of cloud computing and how it may be implemented in a business environment. Each chapter begins with an introduction and a list of topics that correspond to chapter headings. Illustrations, diagrams, and screen captures are included, where appropriate, to enhance your understanding of the topic. At the end of each chapter, in “The Essentials and Beyond,” you will find additional exercises that you can work on independently and 10 review questions that will help you prepare for the CompTIA and EXIN exams.

Chapter 1, “What Is Cloud Computing?” Starts by defining cloud computing and identifying the

attributes that differentiate cloud services from hosted services. Covers virtualized computing environments and high-performance computing as they relate to cloud services and discusses the client/server relationship in the cloud.

Chapter 2, “Cloud Models” Discusses the four types of cloud deployment models and hosting options. Also identifies the IT-based organizational roles helpful both with transitioning and managing IT operations to the cloud.

Chapter 3, “Service Models” Identifies the various types of cloud service models using the industry standard syntax of *as a Service* and explains how they relate to each other. Examines Software, Platform, and Infrastructure as a Service models in detail and explains their use in a business computing environment.

Chapter 4, “Current Cloud Technologies” Compares traditional computing solutions to cloud services, using currently available cloud offerings as examples. Examines accessing cloud services across networks, relating cloud functions to the OSI model. Discusses how cloud services can empower mobile computing.

Chapter 5, “Cloud Business Value” Starts by identifying the business drivers for cloud computing such as reduced costs and increased efficiency. Covers both direct and indirect costs of cloud computing and what types of organizations are likely to benefit from cloud computing.

Chapter 6, “Cloud Infrastructure Planning” Covers networking requirements and goes into more depth on the OSI model. Identifies several network challenges associated with cloud computing as well as changes to the network infrastructure. Discusses how to leverage automation for resource provisioning, achieving interoperability between services, and introduces cloud computing standards.

Chapter 7, “Strategies for Cloud Adoption” Explores aligning cloud deployment with organizational goals and provides guidance on selecting cloud service vendors. Identifies the impact to business processes and discusses the importance of service-level agreements (SLAs).

Chapter 8, “Applications in the Cloud” Explains the role of standard applications in a business environment and the difference between desktop, distributed, web-based, and cloud applications. Discusses important considerations to developing cloud-ready applications and migrating applications to the cloud.

Chapter 9, “Cloud Service Rollout” Identifies topics of consideration for inclusion into a cloud service rollout plan. Includes the importance of identifying vendor roles and responsibilities and organizational skill requirements, both technical and business related. Follows with a discussion on the transition from a test to a production environment and ends with incident management planning.

Chapter 10, “Cloud Service-Level Management” Provides an overview of the Information Technology Infrastructure Library (ITIL) and discusses how its service management practices apply to cloud computing, particularly service desk operation. Discusses developing and utilizing performance metrics to monitor and improve service.

Chapter 11, “Security in the Cloud” Provides foundational material covering information security and risk management in preparation for identifying cloud-specific security risks and mitigations. Introduces some of the more well-known information security standards appropriate to a business environment.

Chapter 12, “Privacy and Compliance” Discusses legal and privacy risks involved in adopting cloud computing services and provides examples of applicable laws in various jurisdictions. Examines strategies for identity management in the cloud.

Appendix A, “Future of the Cloud” Explores the future of cloud computing through an examination of advanced cloud-specific hardware, ongoing development of smart cities, and increasing automation of traditional data center operations.

Appendix B, “Answers to Review Questions” This appendix includes all of the answers to the review questions found in the section “The Essentials and Beyond” that appears at the end of every chapter.

Appendix C, “CompTIA’s Certification Program” Describes CompTIA’s certification program and the Cloud Essentials CLO-001 exam. Maps each exam objective to specific chapters and section in this book.

Appendix D, “EXIN’s Certification Program” Describes EXIN’s certification program and the EXIN Cloud Computing Foundation EX0-116 exam. Maps each exam objective to specific chapters and section in this book.

Glossary Lists the most commonly used words throughout the book.

In addition, we have provided suggested or recommended answers to the additional exercises at the end of each chapter. You can download these at www.sybex.com/go/cloudessentials. There you’ll also find a bonus appendix, which includes a security case study.

Sybex strives to keep you supplied with the latest tools and information you need for your work. Please check its website at www.sybex.com/go/cloudessentials, where we’ll post additional content and updates that supplement this book if the need arises. Enter **cloud essentials** in the Search box (type the book’s ISBN, **9781118408735**), and click Go to get to the book’s update page.

What Is Cloud Computing?

Cloud computing has become such a buzzword in the industry that it is being used to market many different types of software and network services, not all of which really fit the proper, technical definition of the *cloud*. So, before we examine the use, impact, and security issues of working in the cloud, it is necessary to define what cloud computing really is.

This chapter defines cloud computing, covers the origins of cloud computing, and briefly examines the technologies used in cloud computing to help you understand the role the cloud can play in organizational enterprise planning.

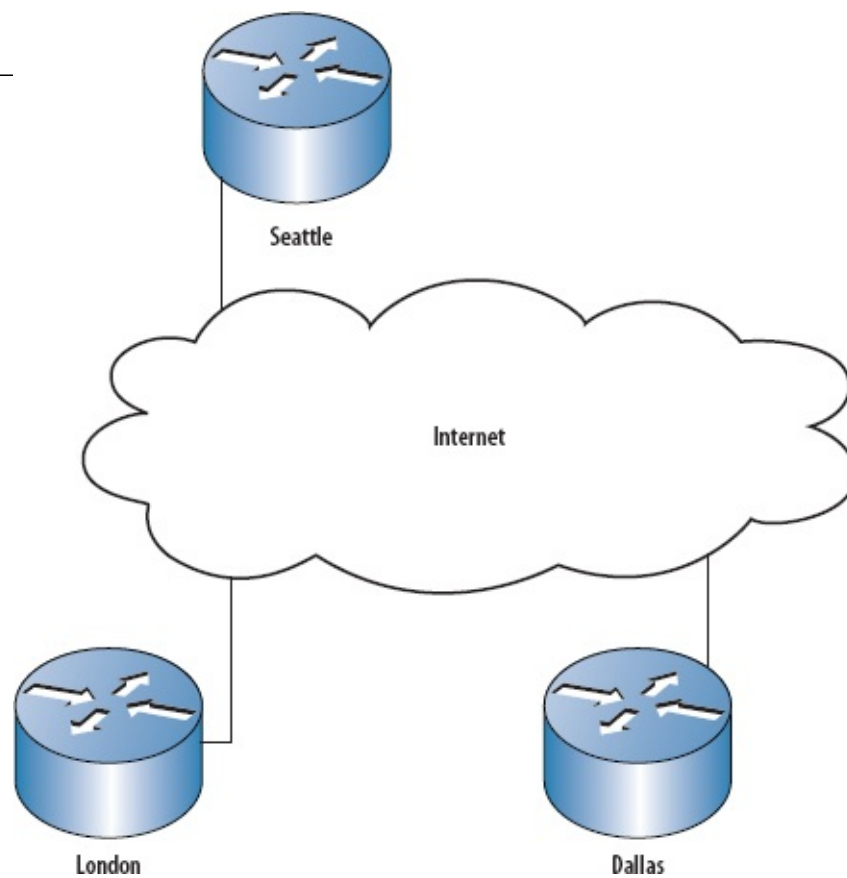
- **Defining cloud computing**
- **Understanding distributed application design**
- **Understanding resource management automation**
- **Understanding virtualized computing environments**
- **Understanding high-performance computing models**
- **Understanding cloud computing technologies**

Defining Cloud Computing

More than a marketing term, *cloud computing* refers to flexible self-service, network-accessible computing resource pools that can be allocated to meet demand. Services are flexible because the resources and processing power available to each can be adjusted on the fly to meet changes in need based on configuration settings in an administrative interface, without the need for direct IT personnel involvement. These resources are assigned from a larger pool of available capacity (for example, memory, storage, CPUs) as needed, allowing an organization to spin up a proof-of-concept application, expand that to a full prototype, and then roll it out for full use without having to worry about whether existing hardware, data center space, power, and cooling are capable of handling the load. Cloud computing allows the allocation of resources to be adjusted as needed, creating a hardware-independent framework for future growth and development.

Since the dawn of the networking age, when network diagrams depicted an enterprise and its extended components, the industry standard has been to use a simple cloud icon to identify the public Internet, as shown in [Figure 1.1](#). This cloud represents all of the various types of networking and functions that are necessary to bridge together various parts of the enterprise over the Internet because the specific routing details are subject to change and are outside the enterprise network environment. That's where the term *cloud* originated, and when we discuss migration into the cloud, what we generally mean is applications and services being moved from the organizational or hosting data center to cloud service providers available through the Internet.

FIGURE 1.1 An example of the cloud symbol in network diagrams



Clouds Hold More than Just Rain

Almost anything can be hosted in the cloud, from databases and applications to complete virtual infrastructures encompassing data storage, networking, and all components of the server environment. The cloud can also host virtualized user desktop environments available from any networked client device, whether or not the client has sufficient local resources to host the virtualized desktop environment and its various applications.

Internet-based offsite-managed hosting services have been around for a while, available through specialty providers such as Rackspace since 1997 and even provided as value additions by local ISPs. However, cloud computing goes beyond simply hosting a website or database service on a machine located in a remote data center, with early cloud services such as Google Gmail and Google App Engine showing off the power of cloud computing starting in 2006. Cloud computing solutions have several common characteristics, regardless of their form:

Managed by the provider Cloud computing services are managed by the cloud provider. Once applications and services have been moved to external cloud computing, an organization no longer needs to worry about local data center issues regarding power, space, and cooling, and developers need only know whether their applications will be running on one cloud service platform or another—for example, Amazon Elastic Compute Cloud (EC2) or Microsoft Azure—without having to consider where the services or application resources will be located. Knowledge of individual hardware characteristics and capacity measures is no longer important to the organization, while tech refresh and update becomes a background matter for the cloud provider to manage.

Flexible resource assignment The capacity and resources available to cloud computing services can be increased or decreased, with costs adjusted according to actual consumption. This allows an organization to spin up a new offering with only minimal costs for the resources used and then to

meet spikes or cyclic use patterns with increased capacity, paying for only the level of use needed. Traditional data centers must always plan for future growth, and a sudden success for a web-based offering can rapidly overrun available server and network capacity unless data center managers purchase sufficient “spare” resources beforehand. Cloud computing draws resources from a pool as they are needed, based on level of service consumption. This is similar to the way power companies supply power to individual organizations, billing each according to its individual use.

For example, a new cloud application might experience a sudden increase in use following mention on a popular blog and require additional network bandwidth, data storage, server memory, or CPU power to keep up with the sudden increase in demand. Traditional data centers would be limited by hardware constraints, while cloud computing alternatives can simply add CPUs or expand available database file storage up to predefined limits when needed and then shrink back after the storm access has passed to manage on-demand costs.

Pay Only for What You Need

Instead of buying huge storage arrays just in case of later need, you can start out small and grow your cloud resources only when required. Automatic failover to public cloud services when local resources are insufficient, a practice termed *cloud bursting*, will be discussed in Chapter 2, “Cloud Models,” as we review cloud deployment solutions.

Network accessible Cloud services are available via networked devices and technologies, facilitating rapid access by mobile customers and remote office locations. This provides an “anywhere, anytime” service model not possible in traditional data centers, where service downtime and local-area outages in power and networking can impact uptime. Because cloud computing vendors can be located anywhere in the world, they can host organizational services from areas outside of geopolitical turmoil or environmental threats. Before a hurricane, for example, a cloud service provider could transfer operations from Florida to Washington transparently to the service consumer.

Sustainable Because cloud providers can provision resources at need, it is possible to reduce power and cooling requirements during off-peak times, gaining economies of scale well beyond those available to single-tenanted hardware-based data services, which must stay on waiting for later use. The flexibility in cloud hosting location allows providers to shift operations without disruption to consumers. They can move data center activity north during summer months to save on cooling costs or transfer operations to areas with excess power production capability, such as Iceland.

Cloudy Skies Are “Greening” the Data Center

Cloud hosting supports green initiatives through the use of environmental cooling by transferring operations to cooler locations rather than requiring ever-larger refrigerated air systems to meet summer heat increases, reducing an organization’s environmental footprint.

Managed through self-service on demand After limits for resource availability are configured within the cloud provider’s systems, available resource capacity can be automatically expanded or managed by the client with minimal effort. Bringing up a test server no longer requires access to the physical system, loading software, and configuring networking by hand; instead, the customer

need only access their cloud provider and request a new resource allocation using the self-service user interface. As long as the organization's contractual limits on resources allow the addition, it is managed automatically without further technical assistance needed.

Understanding Distributed Application Design

Distributed design is one of the fundamental technologies supporting cloud computing. Early software had to operate on a single powerful system, together with its data and ancillary programs. The development of distributed application designs using a standardized application programming interface (API) model allowed one computer to host an application while others could hold the data and perform secondary tasks.

Once applications could work together to provide the consumer with a single interface, new technologies were developed such as just-in-time (JIT) inventory management. In JIT, a user places an order on a single website where availability is verified before the order is placed, and then the application alerts the warehouse to prepare the item for shipping, the shipper is notified for a pickup, and the accounting software handles payment transactions all behind the scenes. The customer merely selects what they want, sees that it is available, and then receives their receipt with confirmation and delivery date all in one seamless process.

Many CPUs Make Light(er) Work

Services such as eBay depend on distributed processing to integrate real-time bids with item availability and many other factors calculated and managed simultaneously across many systems. No single system could handle the volume of transactions occurring simultaneously as items are placed for bid, bids are submitted, notifications for winning bids are transmitted, and the various other aspects of online real-time auctions are carried out.

In cloud computing environments, even the location and type of hardware supporting a software application can shift from moment to moment as additional capacity is allocated or services are transferred between cloud provider data centers. An organization's services could not adapt to these changes without a flexible link between services, resources, networking, and storage. Theoretically speaking, if an earthquake disrupted California's Internet services, services hosted in the cloud could continue operating without interruption or be rapidly transferred to data centers outside of the affected area.

The cloud is interconnected through standard APIs and XML web service interfaces, allowing developers to rapidly move their applications into the cloud without requiring a completely new set of skills. This improves future planning for technology's constant evolution and update. Issues of technical refresh are no longer based on hardware life cycles but instead are handled by the cloud provider transparently as required. APIs still vary from one cloud provider to another, so applications developed under Amazon's EC2 will not be able to directly transfer to Microsoft's Azure, while Microsoft's own utilities and tools can manage both local and cloud equivalents of its own services. Until cloud technologies mature into a common standard, application development will still retain some aspects of siloed technology/vendor lock-in. We will examine these issues in greater detail in subsequent chapters.

Clouds Virtualize the Application Development Cycle

Application development in the cloud improves business agility to offer new services to customers by making services immediately available with whatever resources turn out to be needed rather than via the traditional model of application development, prototyping, testing, and then rollout to production systems after procurement.

Understanding Resource Management Automation

Another key function underlying the success of cloud computing is the management of resources automatically. When demand nears capacity, the cloud hosting software is able to identify need and respond by adding resources up to predetermined levels based on an organization's contractual limits or limits configured in the management software. This protects application availability while also ensuring that attacks will not overrun an organization's budget.

Clouds Help Deal with Botnets and Distributed Denial-of-Service Attacks

Cloud services protect an organization by simply scaling up resources to meet growing demands during an attack while also ensuring that attacks, such as botnet distributed denial of service attacks, will not overrun an organization's resources. However, this defense comes at a cost for the added resource capacity.

Botnets are collections of individual computers remotely controlled by the "bot herder" to perform tasks as directed. Most bots are standard personal computers located in people's homes and businesses and infected with viruses and remote control software that lets the bot herder issue commands. By commanding all of the individual bots to connect to a target server, the bot herder consumes all of the targeted server's resources trying to handle the attack, preventing legitimate use.

Organizations can configure resource limits so that an attacker cannot generate uncontrollable costs by adding more bots into the attack. Botnets of a million or more controlled systems have been identified and shut down by law enforcement, and these could easily run up the cloud bill for a targeted organization if there were no limits to resource allocation.

In addition to handling periods of high use, cloud computing can automatically reduce resource allocations during off-peak periods. Periodic and cyclical resource requirements have long presented problems for data center managers, who must make sure that equipment has sufficient resources for peak load periods but then must power and cool those systems even when they are minimally utilized. Defensive planning for cloud services includes a new aspect in the strategies planners will need for managing automatic resource provisioning, which we will discuss in greater detail in Chapter 1 "Privacy and Compliance."

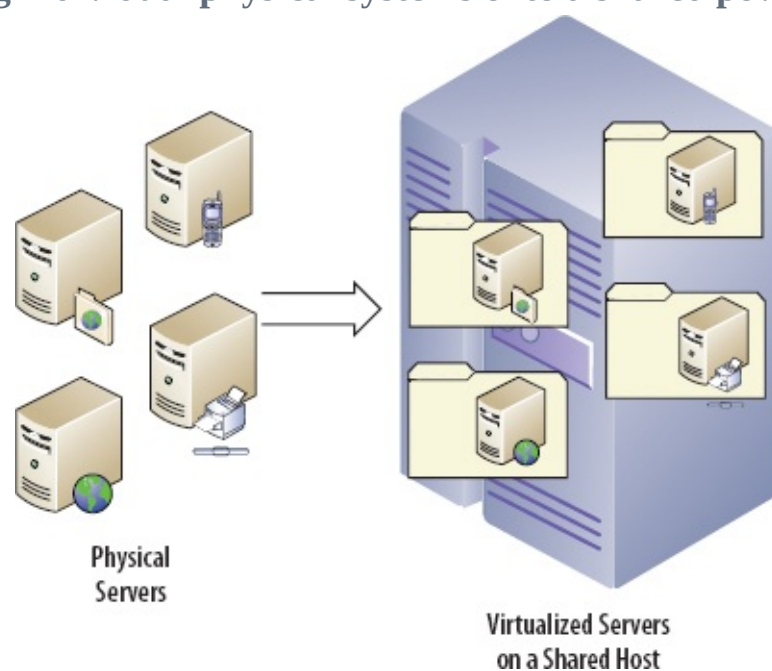
CPA firms might see a peak once a year during tax time, while a website featured in the news might need expanded resources only one time ever.

Because cloud resources are managed automatically, an organization can meet increasing need while also saving on costs during periods of reduced need without requiring constant management by human resources. The flexibility of Internet-accessible cloud computing applications will allow a single service to be utilized by many components of an organization's geographically distributed sites. A single call center service could be used around the clock to support users within the local time zone, a cloud service could transfer its operations to cloud hosting sites based on time of day statutes to provide the lowest latency to consumers in New York, London, and Hong Kong for one shared set of centrally negotiated licensing costs.

Understanding Virtualized Computing Environments

Virtualization of storage systems in early storage area networks and of entire computer systems form the backbone of cloud computing. Because an organization no longer needs to worry about where data is located or what hardware resources are available on a particular server, focus can be turned to business uses of technology rather than on technology itself. Cloud computing also makes extensive use of server virtualization to better utilize cloud hosting servers by allowing multiple systems to run on a more powerful server, as shown in [Figure 1.2](#). This is referred to as *multitenancy* and allows system resources to be fully utilized before another server is brought online, further reducing operating costs and data center cooling requirements.

FIGURE 1.2 Virtualizing individual physical systems onto a shared powerful server



Because cloud hosting providers use virtualization to expand capacity and to provision new services, automated deployment speeds capacity expansion and tech refresh operations.

- [Krew elfi³w \(Saga o wiedminie, Book 1\) online](#)
- [download **A Guide to the Project Management Body of Knowledge \(4th Edition\)** here](#)
- [read Making Whoopies: The Official Whoopie Pie Book for free](#)
- [Routledge Companion to Intelligence Studies online](#)

- <http://growingsomeroots.com/ebooks/From-Lowbrow-to-Nobrow.pdf>
- <http://korplast.gr/lib/Siempre-nos-quedar---Paris.pdf>
- <http://korplast.gr/lib/Making-Whoopies--The-Official-Whoopie-Pie-Book.pdf>
- <http://junkrobots.com/ebooks/Routledge-Companion-to-Intelligence-Studies.pdf>