

By Heinan Landa

Public vs. Private Cloud Computing

Cloud computing is the latest wave in technology services and refers to the practice of delivering software, applications, storage, and other IT-related capabilities via a third entity—or “the cloud.” The user has no knowledge or control of where or how the provider is delivering these capabilities, and you pay for these services according to usage. Although there are many benefits associated with public cloud services, there are drawbacks to consider.

The Benefits

Cloud computing delivers significant benefits:

- **Removes the guesswork that makes IT budgeting difficult**
Organizations no longer need to fret over choosing the right hardware, server, configuration, or maintenance plan. They subscribe to the necessary hardware and software to run their business for a monthly fee.

- **Is easily scalable**
With cloud computing, an orga-

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nization's IT infrastructure becomes easily scalable. If staff increases or decreases, the organization never shoulders a large IT investment. Instead, one phone call ensures software, hardware and applications appear—or disappear—and your monthly fee reflects that change.

- **Removes the burden of technology management from the organization**

With cloud computing, your organization outsources the burden of provisioning and managing your technology to the provider.

The Drawbacks

Public cloud computing raises significant concerns including security and reliability.

- **So, how secure is your organization's data in the cloud?**

The big public cloud service providers like Amazon and Google have access to your data which may or may not be encrypted at all times. You must place full confidence in the people storing,

managing, and manipulating your data at these technology conglomerates.

- **How reliable is the public cloud?**

With the public cloud, you take all of your data, files, servers, and databases, and put them into the cloud environment, and the only way to access them is through an Internet connection. The operability of your organization now relies completely on your Internet connection.

The Solution: The Private Cloud

Private cloud computing provides the same benefits as public cloud computing but reduces your security and reliability risks. Instead of all your data, servers, and applications being stored in a cloud at Amazon or Google, they are stored on your own network and allow you to bring the cloud to your office or data center.

How Private Cloud Computing Works

The private cloud computing model allows small and mid-sized businesses

to implement public cloud computing principles in a secure, reliable, and scalable way within their own network. This virtualized environment consists of a centrally-managed network for all virtual servers and workstations, and one or more servers on your network. These pieces can virtualize all the servers or workstations your organization needs. Managed by an internal IT team or by a trusted, local IT partner, this model allows an organization to scale resources upon demand, provides a high level of redundancy, and delivers all the benefits of cloud computing without the concerns.

Private Cloud Benefits

With the private cloud computing model, organizations receive all of the benefits of traditional cloud computing:

- **Integrates Easily** with your existing network
- **Ease of Management**
With private cloud computing, your technology provider can solve many of

your challenges remotely.

- **Enhanced Reliability and Security**
With private cloud computing, you are taking the cloud and moving it inside your network so your data exists in your private network. It is as secure as having your own server room.

- **Continuous Virtualization**

- **=Decreased Downtime**

Working within a private cloud means continuous virtualization of servers, workstations, and applications. If a virtual server fails, you gain access to the backup server within five minutes.

- **Cost-Effective**

Your IT cost becomes a monthly operational expense based on usage, which makes the budgetary planning process much simpler.

In the past, private cloud computing was only available to large organizations that could justify an investment in this virtualized infrastructure. Now, the private cloud computing model is becoming a realistic option for small and mid-sized businesses.

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