Public Cloud Storage is one of the top technologies for 2013 and will grow more in the next 2-5 years. This technology provides the fastest services to customers for uploading and developing information on the internet, as well as multi-tenant services to help analyze data. Public Cloud Storage yields a 73% cost savings with “pay-as-you-go pricing”.

“Public Cloud Storage as a service models of computing that deliver massive storage and compute capacity over the internet, where and when you need it” (DreamHost). By storing data in a cloud, we can access data through the internet more easily and reduce processing time. The data is organized by multi-tenant public clouds, from Public Cloud Storage, “The multi-tenancy technology can isolate the data, access, and security for each client” (Gsoedl). Public Cloud Storage helps to store backup data and eliminates the day to day administration of a tape or disk-based backup system (Noll). The easy access to cloud storage and ability to manage data helps to improve work availability.

By investing in Public Cloud Storage, we can reduce the money spent on purchasing new hardware and other storage components. Public Cloud Storage offers a “pay-as-you-go pricing” model and the company will spend between 12 and 25 cents per gigabyte per month (King). In three years, this will cost our firm a max of $9 per gigabyte. The TechTarget survey responses show, “73% point to cost savings as the primary motivating factor by using public cloud” (Bigelow). Public Cloud Storage can increase efficiency through convenient work storage and save operation costs with what it can manage through the backup data.

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