

# Cloud Computing – Seeing through the Jargon

## Private vs. Public Cloud

A **Public Cloud** is a simple cost effective hosting service over an Internet connection. Offers scalability while being flexible to changing demands.

A **Private Cloud** is a secure data centre service with a high level of uptime and support. Normally a managed hosted service either dedicated or limited to a small number of users behind a firewall.

A **Hybrid Cloud** consists of multiple internal and/or external providers and will be typical for most organisations.

A **Hybrid Web Hosting** solution where the infrastructure is a mix between Cloud Hosting for the web server and managed dedicated server for vital information.



## DSM Offers

Managed Hosting  
Hosted Equipment  
Hosted Applications

## How the Cloud is benefiting business

Don't let the hype and jargon fool you; Cloud Computing is really very simple. Put simply it allows a business of any size to access and manage data, software and hardware requirements by using an online resource. This is often called an 'On-Demand' service.

### What are the benefits?

Even a small business has access to the same technology and services that until recently were restricted to large corporate organisations.

Reduced Costs: - Low cost equipment can be used in conjunction with Internet facilities to access services whenever and where ever required.

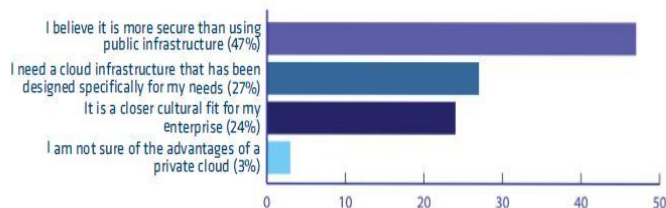
Ideal for SME's (Small and Medium sized Enterprises) as it allows use of expensive hardware and software that may otherwise be unaffordable.

The user can choose the level of support they require which can be easily upgraded as required.

Free up IT specialists to focus on strategic business issues by removing the day-to-day systems management.

Cloud Computing is a major part of a successful Business Continuity plan. An infrastructure built on these services will automatically have a high level of data redundancy and backup. What's more, since the services are provided on the Internet cloud, you automatically have remote access to these resources from anywhere in the world.

### Are organisations aware of the benefits of Cloud Computing?



Research suggests that more and more companies are using some degree of Cloud Computing and are gradually migrating their systems towards the Private Cloud Structure (survey by EMC2)

Call DSM for expertise in Cloud Computing....

0845 094 0220  
info@dsm-gb.co.uk  
www.dsm-gb.co.uk

