

# Cloud Storage



# Agenda



- Introduction
- What is Cloud Storage and what are the benifets
- Who are the Cloud service Providers
- Pros and Cons
- Conclusion

# Introduction



**Cloud storage** – where digital data is stored in logical pools, said to be on "**the cloud**".

The physical storage spans multiple servers (most times in multiple locations),

Cloud storage providers are responsible for keeping the data **available, accessible, and secure.**

Storage space capacity is purchased or lease from the storage provider.

# What is cloud storage and should I use it?

**Cloud storage** is an excellent way to protect yourself against data emergencies, by allowing you to access data from another device if the primary one gets lost stolen or inoperable.

Cloud storage can be accessed across devices (PC, MAC, Mobile Device, etc) for most cloud providers.

The data stored in the cloud is transparent to all devices.

Cloud is an extension of your device.

Keeps your files/folders up to date.

The largest data usage of cloud storage is PHOTOS! Your device has a much smaller capacity than cloud storage.

# What are the benefits of cloud storage?

1. Usability and accessibility
2. Security
3. Cost-efficient
4. Convenient sharing of files
5. Automation
6. Synchronization
7. Convenience
8. Scalable
9. Disaster Recovery / Hardware Change / Backups

# Usability and Accessibility

Most of the cloud data storage services come with an easy-to-use user interface and provide a feature of drag and drop.

You can easily upload your file on your online drive without any expert knowledge.

- For example, if you have saved a file in a drive using a mobile device, you can retrieve that file using a computer or any other device with internet connectivity. It doesn't matter where you are right now. If you have a good internet connection, you can access your files, which are saved online somewhere in the data centers.

# Security

If anything is associated with the internet, then safety becomes our primary concern.

Cloud storage saves your data across redundant servers.

***Storage data is Encrypted: Only you or some you assign can access your data. (128 or 256 bit data encryption)***

Cloud storage services tend use the TLS protocol to protect your files from eavesdropping while they are in **transit**.

If one of the data centers collapses, your data will be managed by the other data centers, which makes your data safe and supervised.

Some of the cloud storage vendors keep copies of your data at different data centers, so even if the data gets corrupted at the server, the backup is there.

The Data storage provider **CAN NOT ACCESS YOUR DATA**

# Cost-efficient

Cloud storage is free (for a certain amount of data storage)

Incremental storage capacities can be obtained with minimal costs.

If you need more just purchase it.



# Convenient sharing of files

All cloud storage options provide file-sharing features, which help you to share your file with other users or across different devices.

You can either send a file to another user or invite multiple users to view your data.

# Automation

Cloud storage services work like a hard disk on your system.

If you want to store any file in the cloud, they will not temper any ongoing task.

Data can automatically save files to the cloud storage.

# Synchronization

Each cloud storage provider gives the sync feature.

With synchronization, you can sync the cloud storage data with **any device** you want. (*their may be a device limitation with some storage plans*)

You can access your data from any device and any part of the world.

With proper credentials, you can log in to your subscribed storage service with any device, and you will be able to access your all data that have been stored in that cloud storage.

There is no need to copy data from one device to another, but you need a good **internet** connection to access your files.

# Convenient

You do not need any hard disk or flash drive to access or view your data – all is done online.

However, if you want to download any file or data, you may require a storage device or you can download that data to your device.

If you make any changes to the data, all the changes will reflect on every device which is synced with that storage service.

You don't need expert or technical knowledge to use the cloud storage service. All the heavy lifting is managed by the vendor itself.

# Scalable

Cloud storage is scalable and flexible.

If the current plan of storage is not enough, you can upgrade the service plan.

You do not need to move any data from one location to another, the extra space will be added to your data storage environment with some extra features.

# Disaster recovery / Hardware Change data backups

If your device (PC) crashes, Your Phone is lost (falls in the lake) all data can be retrieved from cloud storage.

If you purchase a new phone, you can sync the data from cloud storage to your new device.

If you use the backup feature from your mobile device, you can restore it to a new device without data loss.

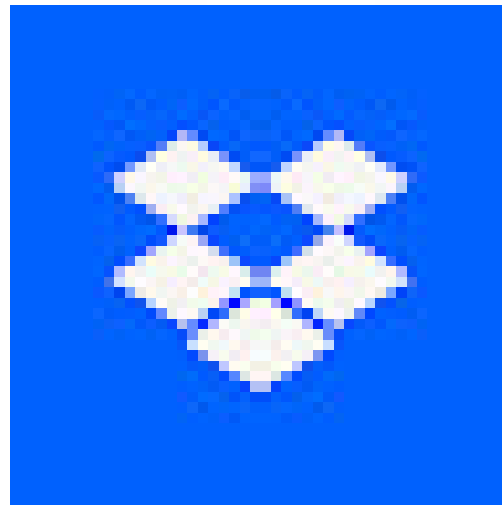
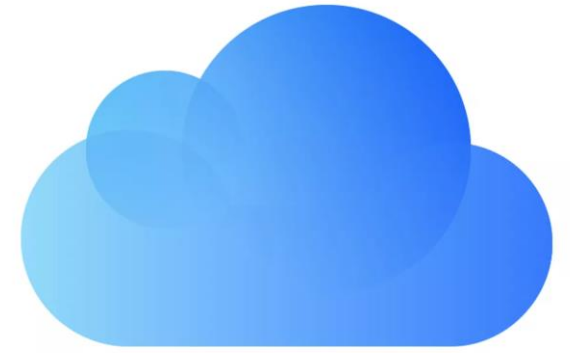
Most personal systems (PCs or Phones) are NOT backed up on a regular basis. Syncing to cloud storage (Automatically) provides that backup.

**Without a backup - or cloud storage plan your data (files, and photos) can be lost forever.**

# Who are the "Cloud" Storage Providers



**Top 4  
Cloud  
service  
providers  
(you'd  
Use)**

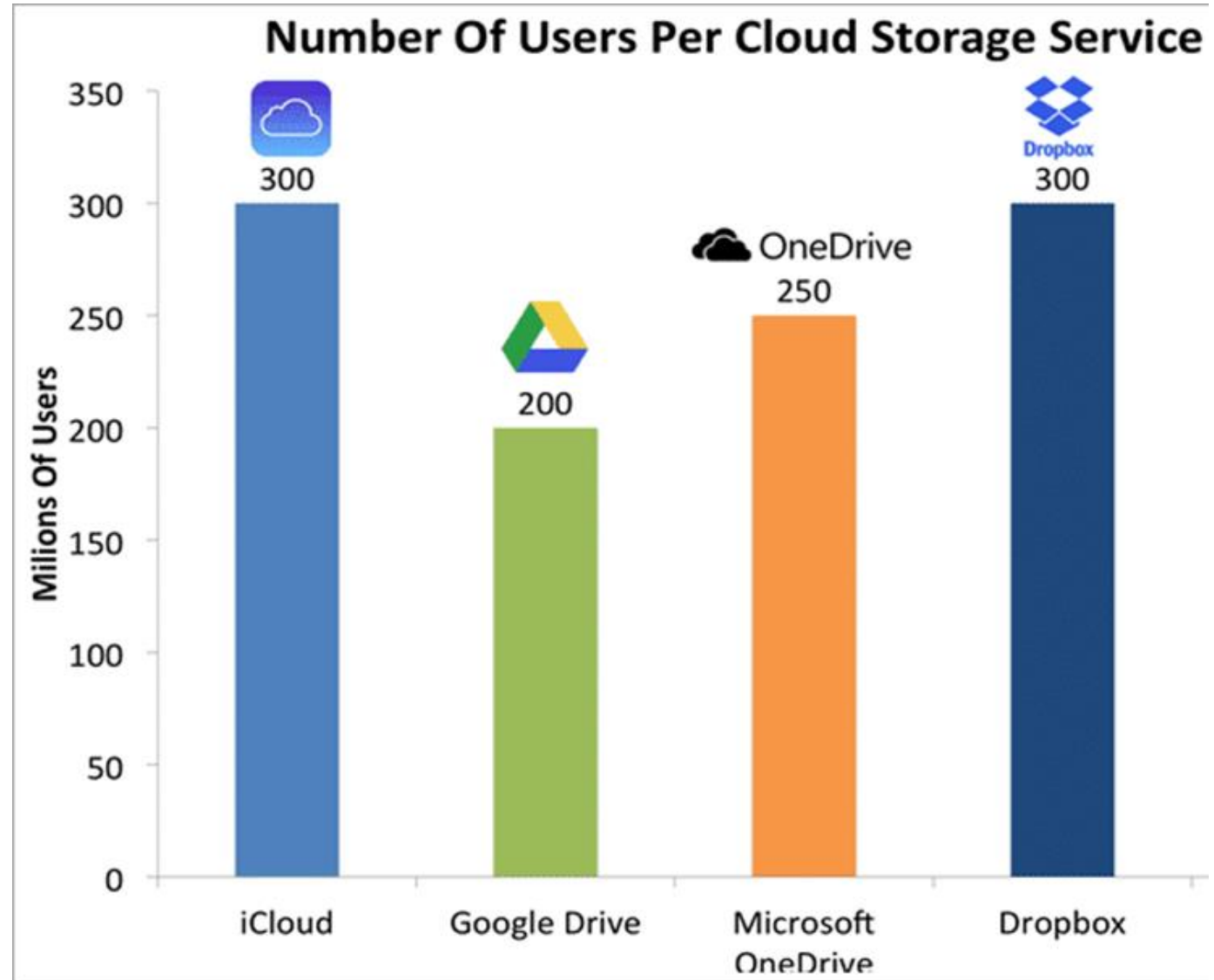




**Who are  
the  
providers  
for  
wireless  
cloud  
Storage**

- Microsoft = One Drive
- Google = Google Drive
- Apple - iCloud
- Idrive Inc = Idrive

# Table



# iDrive

- **SPECIFICATIONS** Free tier: 5GB Storage capacity: 10TB
- Number of devices: Unlimited
- **REASONS TO BUY**
  - +Generous storage tiers
  - +Affordably priced
  - +Backs up networked drives
  - +Modern, intuitive user interface
  - +Solid mobile apps
- **REASONS TO AVOID**
  - -Slow download speeds
  - -No unlimited-storage option
  - -Only email-based two-factor authentication



- **SPECIFICATIONS** Free tier: 15GB Storage capacity: 30TB
- **Number of devices:** Unlimited
  
- **REASONS TO BUY**
  - +Unlimited devices per user
  - +15GB of free storage
  - +Integration with Google Workspace
  - +Very easy to work with
  
- **REASONS TO AVOID**
  - -No end-to-end encryption

# OneDrive

- **SPECIFICATIONS** Free tier: 5GB Storage capacity: 6TB
- Number of devices: 30
- **REASONS TO BUY**
  - +Clean interface
  - +Microsoft 365 integration
  - +Personal vault with two-factor authentication
  - +Third-party application support
- **REASONS TO AVOID**
  - -Low free storage space
  - -Lacks advanced features
  - -No **encryption**

# iCloud

- **SPECIFICATIONS** Free tier: 5GB Storage capacity: 2TB
- Number of devices: 10
- **REASONS TO BUY**
  - +Flawless integration
  - +Excellent interface
  - +Seamless integration with the Apple ecosystem
  - +Highly secure
- **REASONS TO AVOID**
  - -Doesn't offer 256-bit encryption
  - -Lacks several advanced features
  - -Apple ID required to view files shared on iCloud

# Dropbox

- **SPECIFICATIONS** Free tier: 5GB Storage capacity: 10TB
- Number of devices: 6
- **REASONS TO BUY**
  - +Simple integration
  - +Easy interface
  - +Highly secure
  - 256-bit AES encryption
- **REASONS TO AVOID**
  - -Lacks several advanced features
  - Pricey 9.99 / month and up

# Pricing

## *iCloud*

**5GB - Free**

**50GB - \$0.99 / mo**

**200GB - \$2.99 / mo**

**2TB - \$9.99 / mo**

## Google Drive

**15 GB - Free**

**30GB - \$6.00 / mo**

**2TB - \$11.99 / mo**

## One Drive

**5GB - Free**

**100GB - \$1.99 / mo**

**1TB - 6.99 / mo**

## **Idrive**

**2TB - \$5.99 / mo**

**5TB - \$8.29 / mo**

## **Drop Box**

**2TB \$9.99**



# Conclusion

- Cloud storage is an inexpensive way to protect your data from (Loss and spying eyes)
- Between multiple storage servers and encryption your data is **more** secure than your local device.
- Most system / devices are not backed up on a regular basis if at all. Cloud storage with automatic sync and backup can eliminate the possibility of data loss.