

# Cloud Computing Here and Now: Our Youngest Experts Explain the Cloud



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*High performance. Delivered.*

# What's the Cloud to you? To your business? Something to plan for? Something to think about? Or simply...your world?

Whatever your view, the Cloud is here.  
And it's changing everything.

You can find the cloud explained in many places... Wikipedia says: Cloud computing is Internet-based computing, whereby shared resources, software and information are provided to computers and other devices on demand, like the electricity grid.

But if you really want to know about the Cloud, listen to the experts.

- aka Millenials.
- aka Digital Natives.
- aka Your newest, future (and most demanding) customers, employees and competitors.

## For them

- The Internet has always existed.
- E-mail is so yesterday.
- Kindle™ has nothing to do with fire.

## Boy 1

In Cloud Computing, the information is not stored on my computer, it's stored on the Cloud.

So?

## Boy 1

And this Cloud can be accessed by any computer, anywhere in the world.

Anywhere?

## Boy 2

Anywhere else in the world, near or far if you want it to.

## Boy 3

It takes the work off one -- kind of like takes the work off the computer so it's not like bombarded with all this work and stuff.

Distributed workload.  
24/7 collaboration.

## Boy 3

And then like for a company, like if they have all these people working on computers. They can all log into one database that has all the programs they need to do their different jobs.

Cool.

Hardware. Software. Everywhere.

## Girl 1

Because as far as I'm concerned, the Cloud can do anything right now. I personally have not tested its limits, and I don't think anyone could because I don't know if there are limits.

Infinite capacity? Even cooler.

## Remember the "old days"?

## Girl 1

Back then it was like if you had a computer, you had to know html.

## Boy 4

My dad used like a big phone that he had like a backpack to carry. . . And I was just like why were phones that big?

## Boy 1

You know, those computers that like have old monitors, you know, from like the '90s, the '80s. And have like—my phone has more processing power in it.

## Boy 5

She used to use telephone wires to get the Internet. Like she'd have to dial.

## Where did cloud computing come from?

Three worlds collided. Consumers, Business, Technology.

And the result is changing the world fast, for...

## Girl 2

Consumers!

Consumers carrying the Cloud in their pockets.

On any device. Anywhere.

When they want it. How they want it.

## Boy 6

This is my website. And there's a lot of stuff you can do here, such as a video blog, a page that I've done specifically for administrators only so you have to be like an administrator to go there. There is games, which I'm on the games page right now.

It's music, pictures, movies, friends.

## Girl 2

On Facebook, I talk to my friends in Florida.

Homework.

### Girl 3

For my science projects, I rely on the Internet more than anything.

The Cloud is also changing...

### Business

Some businesses are just starting to realize the Cloud's potential – to compete globally, to work faster and innovate new concepts and fresh ideas.

### Boy 7

I'm working on a project. It's a video game. And basically, I have a guy, a secret agent. And it might sound weird. But with the head of a bowl of cheese puffs.

Others are already in the Cloud: building new global businesses.

- Credit card companies use the Cloud to detect fraud faster.
- Energy companies use the Cloud to monitor pipelines.
- Doctors access patients' electronic health records in the cloud

And the Cloud is transforming...

### Technology

It's all about computing power. It's access without the cost of ownership. It's high speed and scalable, advanced analytics, faster access to more data.

The game just changed.

Cloud makes big plays happen for enterprises of any size. In any industry.

It's the strength of your ideas. Not the size of your company that matters.

How big is the Cloud's potential?

### Boy 8

How big do you want it to be?

Who will change your market next?

You? Or the competitor you haven't heard of yet?

Remember the music industry before Apple®?

Remember retail before amazon.com®?

They don't. They're ready.

Are you?

