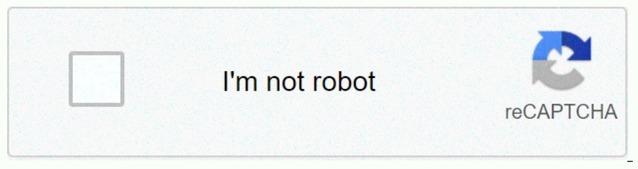

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Cloud for good jobs

Today, technology has changed everything. One aspect of technology that has advanced beyond what most might have predicted is how we now store digital data. You've probably heard the term cloud or cloud computing in terms of digital storage. And you've probably heard it a lot – it's becoming increasingly popular as a solution for storing and retrieving an abundance of files. If you're looking for an explanation of what these terms mean and what the cloud really is, look no further. what's the problem? Essentially, cloud storage is a way to save or access information to and from remote servers, thus saving that space (or at least no need for real data) on your device. Often, when someone says cloud, we immediately think about storage methods, but this is not always the case. You'd probably be surprised to find out how much we use cloud-based services as a population. Cloud-based Services There are obvious examples, such as iCloud, Google Drive or Dropbox: services that provide you with off-site storage, but these are only a fraction of the services we use that are based on cloud computing. Your favorite streaming sites, such as Netflix, Hulu or Amazon Instant Video, use cloud technology to give customers access to a multitude of files. None of these files are present on the device you use to stream them: they are simply shared from these companies' offsite servers. It might surprise people to know that their favorite social media media are also run using cloud technology. Once you think about it, however, it makes sense: Facebook, Twitter and other sites allow you to access previous posts that aren't saved on your device. Similarly, any service that allows you to access information only through that service probably uses the cloud one way or another. E-mail, for example, allows you to gain access to all messages from any location as long as you pass through the provider. When you sign in to email, you access the data through a specific storage outside the site provided by the company. In conclusion, the cloud is used in any service that allows you to see information that you and your computer can use. Without cloud storage, our devices would be crowded. If every email was saved directly to your computer or every post you made on Facebook had to be stored on your drive, we would find ourselves overwhelmed by the data. But thanks to the cloud, we can use the services we enjoy without the need to provide storage space. The most well-known form of cloud technology is public cloud, which allows consumers to remotely a large virtual environment of stored and sharable files. Data stored in a public cloud can be accessed by people around the world. If you've ever watched a movie on Netflix or attended a conference on you have used the availability of a public cloud. Although the concept of public clouds and private clouds is similar, there are several differences between the two, but the main difference is that a public cloud is available on the internet, while a private cloud is implemented through a firewall. Public cloud is among the most recognized forms of cloud technology, allowing consumers to use a virtual environment through a series of shared servers that are openly accessible through a public network. With a public cloud, you can store your files remotely and securely, and then access them later for later use on another computer. This model , which uses a ring-fence technique of allocating specific servers for use exclusively by a client and accessible only within its own network. Another cloud computing model, a hybrid cloud, combines the security benefits of a private cloud and the scalable capabilities of a public cloud. Companies typically use hybrid cloud to provide on-site resources that work in tandem with server-based cloud infrastructure. Cloud people, by public cloud people offers a wide range of services to multiple customers while still using a shared infrastructure. There are many different business models in which this form of service is offered. Software as a Service (SaaS) is a popular application, giving consumers access to software and online storage through remote servers. Infrastructure as a service (Iaas) and even platform as a service (PaaS) gives users access to cloud-based web hosting and development environments. Each of these addresses a public cloud resource sharing method, although many are technically considered private cloud due to monthly service charges. Public clouds often do not provide the same level of security and infrastructure as private clouds, proportional to the level of services offered. Advantages of public cloudsInternet-based internet storage and security of data resources is common practice in today's world. Public cloud, like any version of the cloud, offers many inherent benefits, such as these: Scalable: Cloud resources are usually available on demand, which means you can rely on the cloud's many online resources to any extent. However, because public cloud services are intended for open use by multiple consumers, companies will accelerate speeds for individuals who use too many resources for too long. Profitable: Public cloud services are usually available to consumers with a free price tag. Online storage offers up to 5 GB of free storage capacity at incredibly low monthly rates. Centralizing the operation and management of server resources and sharing them in all cloud services provided helps reduce overall costs for your company. Location Independent: Cloud Public Services internet, which means that the cloud is accessible wherever the client is. Public cloud servicesConsumers can choose from a wide range of public cloud services. If you have an iPhone or iPad, you can already use a public cloud, namely apple's iCloud. This service allows you to back up music, books, and other files from your devices, which can then be synced to your computer or other iOS devices. Other public cloud services include Dropbox, through which you can sync files on multiple computers. Google Drive is considered a public cloud service, where you can create and store documents, spreadsheets, and other files online. What is an example of a public cloud? Cloud is any information that needs to be accessed and shared virtually. Cloud information storage is larger than on your electronic device. It's a way to overcome load balancing and downtime problems, an organization's entire infrastructure can put it on the cloud where it can be accessed from virtually anywhere. Data storage and file sharing are a huge use in the cloud, with companies and people sharing extensive files through cloud-based software. Some examples of companies and people sharing the public cloud may include the followingZoomZoom is a cloud-based software platform for video and audio conferencing. Meetings are recorded and saved to the cloud, so users will have access to them at any time and from anywhere.NetflixOne of the biggest data pickers is Netflix, which has successfully migrated all of their databases to the cloud since 2016. As a result of storing data in the cloud, the steam company can produce more content and retrieve more customers because the data is stored in the cloud. In addition, cloud strage allows Netflix to handle increases in usage peaks, such as when a new episode is released. What's the difference between a private cloud and a public cloud? When using a public cloud, users pay month to month for using the service per bandwidth, it would be with Netflix. Users of the service do not have to buy additional storage hardware because they offer on-demand scalability. It is the responsibility of the company providing the service to manage the infrastructure and establish resources. When using a public cloud, the cost increases with the duration of data storage. A private cloud is accessed in a firewall, and management is managed by the corporate company that provides the service. The client usually provides the necessary hardware used to operate the private cloud. Storage is generally not shared by anyone other than the individual user and is controlled by the Although both private and public cloud sit with an internal computing model similar to that of host services, there are several primary differences the two. The main difference is that a public cloud is available on the internet, while a private cloud is implemented in a firewall. For this reason, a public cloud is more suitable when users are spread around the world because private clouds are only accessible through LAN. Public cloud may be less expensive than a private cloud because the user is not required to buy the necessary resources in advance. It mentions cloud computing by a mainframe professional, and it's possible to roll its eyes. Cloud is just a new name -- and a lot of hype -- for what mainframes have been doing for years, he will say. A mainframe is a cloud, argues Jon Toigo, CEO and Director of Toigo Partners International, a data management consulting firm in Dunedin, Fla.If, like Toigo, you define a cloud as a resource that can be dynamically provided -- that is, allocated and delocated on demand -- and made available within a company with good security and management controls, then all of this already exists in a mainframe, he says. Most experts say a key attribute of the cloud is that dynamic access assurance is self-service -- that is, at the user's request. But the controlled environment of the mainframe, and the basis for much of its security, traditionally requires an administrator to provide computing power for specific tasks. This is the basis for mainframe's reputation as an old technology that operates under an outdated IT command and control paradigm. This is just one of the reasons why most cloud computing today runs on distributed architectures based on X86, not mainframes. Other reasons: mainframe hardware is expensive, licensing and software costs tend to be high as well, and there is a lack of mainframe skills. Great iron, meet cloudNevertheless, mainframe vendors argue that many companies want to use their big iron for cloud computing. In a survey sponsored by CA Technologies by 200 Mainframe Executives in the U.S. last fall, 73% of respondents said that their mainframes were part of their future cloud plans. And IBM has been promoting mainframes as cloud platforms for a few years. The company's introduction last year's zEnterprise, which gives organizations the option to combine mainframe and computing platforms distributed under a common management umbrella, is a key part of IBM's strategy to make mainframes part of the cloud, analysts say. The company set the scene 10 years ago when it gave all its mainframes, zSeries S/390 and beyond, the ability to run Linux. While mainframes have virtualization for 30 years, since the introduction of the operating system z /VM Virtual Machine, once IBM has added Linux you could run X86 virtual servers on a mainframe. In recent years, some organizations have done just that, strengthening and virtualizing the X86 X86 using Linux on mainframe. Once you start doing that, you're based on a private cloud. You have this incredibly scalable server that is very powerful in transaction management, says Judith Hurwitz, President and CEO of Hurwitz & Associates, an IT consulting firm in Needham, Mass. In addition, the most powerful assets of the mainframe -- reliability, availability, manoeuvrability, and security -- are the features that companies are most concerned about deploying major business applications in the cloud, she says. Ensuring access is the sticking pointBut the lack of support for self-clearance is obvious. Mainframe is very well controlled in most organizations, often to the point where it is locked in a room and people cannot access, says Julie Craig, an analyst specializing in application management at it consulting Enterprise Management Associates. [Mainframe providers] will need to do some developing to enable the self-service features of the cloud. Reed Mullen, IBM System z cloud computing leader, says the lack of self-supply is cultural, not technological. Companies could allow self-supply in mainframes, either by using IBM Tivoli Service Automation Manager or through custom development, he says. Specifically, mainframe systems with self-insurance options would require a user to submit an application by email, and IT would have to approve the request before resources are secured, Mullen explains. This reflects the old habits of the mainframe world, he says. But he also notes that any kind of cloud deployment, including distributed systems, would include an approval process. I know the perception is that the user doesn't have to bother anyone in IT, I just point and click to get my service, he says. But in every cloud scenario, he adds, there's some kind of approval process, a way to prioritize applications, even though this process may not require human eyes. In terms of licensing costs, Mullen says that the current IBM generation, System z, has a little-used on-off feature, whereby mainframe administrators can activate a core processor for a limited time, paying short-term day rates for IBM software rather than buying an expensive annual license based on the number of processor cores. We are looking at taking advantage of this infrastructure to make it even more suitable for a cloud environment where there is a unpredictable use, says Mullen.Iron cloud in its infancyBut it's hard to find an organization that uses a mainframe in a self-supplied cloud computing platform. Some analysts say that the discussion about mainframe as cloud just hype. Technology may indeed exist, but the question is whether companies are actually implementing it, says Bill Claybrook, president of New River Marketing Research in Concord, Mass. If they're not automating things, if they don't have a self-service portal, then it's not a cloud architecture, it's just a virtualized environment, he says. One reason it's hard to find a self-supplied mainframe-based cloud computing setup may be because they are still the early days in cloud computing development. There is a mismatch between what is out there in the cloud today and what these big mainframes are doing, says Phil Murphy, analyst at Forrester Research.Business units could use a credit card to buy some additional calculation cycles for a one-time project, for example, but most companies wouldn't run critical mission, cloud transaction processing applications. The only cloud scenario Murphy can point to, which includes self-supply, is the model used by global outsourcing companies, in which developers by far have the ability to automatically configure their own testing and development platforms. These aren't all mainframe-based, but Murphy thinks some of them need to be. Under the old system, the developer had to request operations to set this up and it would take weeks or months. Now, in a matter of 15 minutes, he can do it himself, he says. Mullen agrees that this is a good example. A platform-like-a configuration service like that is probably the dominant use of a cloud infrastructure in mainframe environments today, he says. But as cloud computing matures, and as new mainframe models begin to provide more computing power at lower costs than they currently do, more companies will experiment. Hurwitz, for one, says that many of her clients are looking into it, though none are ready to talk about it publicly. It's something we'll see much more, she predicts. The college is right on its way from an IBM mainframe manufacturing facility in Poughkeepsie, N.Y. (in April last year, IBM announced that it will build z mainframes system and high-end Power Systems servers there.) Marist has had a research and development partnership with IBM for more than 20 years, and has helped IBM develop and roll out Z Linux, the Linux version running on IBM System z.Today, Marist keeps the source code for Z Linux, handles distribution for Z Linux, and runs an educational site, Knowledge Center for System z, for IBM. Marist has rewritten many X86-based apps to run on Linux on two z system mainframes. College runs 80 Linux servers, mostly handling administrative tasks, on a mainframe, and has more than 600 Linux servers running academic applications on the other hand. College also runs other applications on an IBM P-Series midrange computer and IBM blades as well. Also. mainframes are the real engine, says Bill Thirsk, Marist's vice president for information technology and the CIO. Marist is getting great cost benefits from virtualization on the mainframe. The College avoids purchasing additional server hardware, plus it saves space, power, and IT staff to manage the data center. Not only avoids paying extra for each application added to the mainframe, but also benefits from increased use of the mainframe, resulting in a very good return on assets, says Thirsk. He calls Marist's setup a cloud. Skeptics would say it's not a cloud, because it doesn't have any user access insurance. But there is some supply going on: When students sign up to study computer science, for example, they are automatically provided with a mainframe partition, Thirsk says. And when they leave school, he adds, which is sucked back into the fold sand and automatically re-allocated. While critics may disagree, Thirsk says that the fact that resources are not provided by the user is not important. The truth is that if you wanted to change policy if the student could just order it, it would come down to self-providing routine, he says. The faculty decides what resources are used by students, depending on their courses. Marist has advantages that make building a cloud based on mainframe main. It gets an academic discount on mainframes (although price breaks are no higher than those available for other universities), says Thirsk. And thanks to the IBM-sponsored mainframe academic program at college, Marist has a built-in, cheap source of IT workforce with mainframe and Z Linux skills. If an CIO could have to hire very expensive professionals to run their data center, I have a whole internship program, and my work is pretty cheap, notes Thirsk. I only have three professionals to supervise. Marist's cloud is starting to draw attention. Four years ago, when I started talking about it, everyone looked at me like crazy, Thirsk says, but as the years went by, others took an interest in Marist's computing environment. He mentions that he hosted a lot of visitors eager to learn what the college does, including representatives from 21 companies and several universities last year. We're talking to a middle eastern college that has over 200,000 students, he says. There's only one way to accomplish this task -- with a mainframe. Capacity plus reliabilityIt was the high-capacity bait and high reliability that led Transzap to move its cloud-based software-as-a-service offering from an internally distributed platform on a in 2008.A company of 100 employees offering software systems for the energy industry, Transzap offers a service called Oildex, an exchange of digital financial data online and workflow system that manages invoices and other financial information. As a SaaS supplier, Transzap is primarily concerned with reliability. If we're down, [our customers] can't cut checks to their sellers, says David Marts, vice president of operations at Oildex.As Transzap business grew, as can the size of the Oracle database that supported its financial services. While the company was evaluating ways to expand capacity, Oildex had several significant outages, one of which left it down for more than eight hours. When the company tried to determine the cause of the failure, it received nothing but finger-pointing among its various hardware and software vendors. I couldn't get anyone to hold up to the reason it failed, says Marts.Transzap compared the price of a z

business-class mainframe system to that of the cluster of new servers it was going to take, and found that the costs were about the same: about $550,000, says Marts. But the mainframe was more reliable, and Transzap liked the idea of dealing with a single seller. The decisive factor, however, was that the mainframe ran Linux. We are a Linux heritage store, leaning towards open systems whenever possible, says Marts. So we could leverage our Linux experience and skill set. And Oildex had no interruptions to the main server. The Al Transzap System z lease expires next year, and Marts plans to re-evaluate all options -- distributed and mainframe, especially zEnterprise that can combine both. Because we stayed on Linux, if we decide it makes more sense to move to another platform, our customers will never know the difference. So we maintain control over our destiny, says Marts.zEnterprise cloud seeds? Along with several competing developments, zEnterprise could make the mainframe into a true cloud platform, says Susan Eustis, president of WinterGreen Research in Lexington, Mass. Just in the last few months, she says, IBM has improved the Websphere, improved z/VM and adjusted its pricing structure - all the moves to make the mainframe more friendly, she says. Eustis believes that IBM now has all the parts in place to allow business units to self-deliver a cloud-based mainframe. At the very least, zEnterprise could change traditional thinking about mainframes. I think you'll start to see the mainframe viewed in a different way, says Hurwitz. As mainframes begin to run more than the same software as other high-end servers and gain expanded service management capabilities, people are going to see it as the high end of the server market as opposed to a world itself. Frequentcomputerworld Tam Harbert is a writer from Washington, D.C.based on technology, business and public policy. She can be contacted through her website, TamHarbert.com. This story, New Job for Mainframes: Cloud Platform was originally published by Copyright © 2011 IDG Communications, Inc. Inc.

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