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## ENTREPRENEURIAL IDEA

The cloud computing became necessary since the data must be accessible in every moment with the lower latency. In the past a local server was considered the best solution because it offered you more performance in terms of security and latency, but a natural disaster could compromise the availability of all your data, or even worse lost them definitely.

An important aspect is the cost of these servers: a particular property offered by the cloud provider is the pay-as-you-go, hence you avoid extra costs and you are sure that you are never under or over provisioned. Even the upgrade of the physical infrastructure could be crucial due to the costs of those machines, which can be insufficient for your utilization.

Unfortunately this idea is not commonly shared, because if you have never had to deal with these kind of issues, you would never have thought about it.

In addition there is the environment pollution: these powerful machines consume a lot and, since they need to be stored in a cold room to avoid overheating, it's necessary to have a conditioner.

It's easy to understand that the future is the cloud computing.

My idea aims to replicate the classic business softwares for internal goals (usually stored in a local machines) into easily accessible applications with a common browser, which are stored in the cloud provider premises. This kind of application is known as Software as a service. (e.g. Gmail, a Google SaaS).

In this scenario you are using web-based applications protected by HTTPS.

Furthermore a great security level is reachable implementing either a M-F authentication or SSO in order to grant your identity. If all of those techniques are implemented in the right way, you can forget about the security risks exposed by the cloud. In conclusion, I believe that this idea can change the mindset of the users, decrease pollution, reduce the risks of data loss and simplify the job for the employees.

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