

12. Cloud information technology as a factor in business development

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Introduction. In modern conditions, the activity of any enterprise is influenced by various factors. Prompt response to environmental changes occurring in the enterprise, allows not only to avoid threats, but also to gain new opportunities for enterprise development, therefore it is necessary to study modern information technologies.

Materials and methods. For the study, general scientific and special methods were applied: the method of analysis and synthesis and generalization. Information base of the study is the works of domestic and foreign scientists.

Results. In 2021, there are various technological trends such as digital idea, smart applications and analytics, smart things, digital twins, conversational platforms, immersive experience, blockchain, managed models, prolonged adaptive risk and trust etc.

Cloud computing is an internet-based model of data storage and management. It gives the access to a large amount of information at any time and place from any device that has access to the Internet. Cloud technologies are becoming more widespread in the world, while in Ukraine their development is in its infancy.

Its advantages are a certain level of security (Workflow becomes 100% digital. All SMEs collect personal data and store commercial information. Nevertheless, it is necessary to have antivirus software to protect against intentional and accidental leakage of confidential information); high speed of data processing; savings on the purchase of software as all the necessary programs are already included; no need to rent an office (since work data is stored in the cloud, employees can work remotely, and the manager can control their work).

However, there are a number of disadvantages such as the need to always be online for work; the danger of hacker attacks on the server (when storing data on your computer, you can disconnect from the network at any time and clean the system with antivirus software); the need of the Internet connection.

Companies take advantage of the cloud computing in different ways. Video game developers have made it possible for their users to play online and communicate with each other. Financial companies monitor fraudulent schemes in real time. Security organizations and store owners see what is happening on the trading floor and quickly respond to the situation.

Moving to a cloud solution does not necessarily mean retraining employees. Many cloud services allow you to use the same applications that your employees are used to, with access to mail, files, messages anywhere on the Internet.

From the supplier's perspective, cloud computing significantly reduces customers service costs. From the consumer's perspective, cloud computing allows to get services with a high level of availability and low risk of disability.

Conclusion. The introduction of modern technologies in common, and cloud software service, in particular, allow to optimize the business processes of the enterprise, reduce resource costs, increase productivity, ensure the growth of enterprise profits and speed up the transition to a new stage of its development.

References

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