Name _____ **Date** _____

Marketing Essentials
Chapter 9 Technology for Marketing

eMarketing Worksheet Activity: Cloud Computing

Directions Cloud Computing is virtual computing services offered by vendors. Cloud computing is different than Cloud WiFi services. Cloud computing is a form of outsourcing a company's business applications that require computing to off-site technology companies. Conduct research on the Internet about cloud computing services and the benefits of utilizing cloud computing for various business tasks. Locate companies that provide cloud computing services in order to decide which one would be the best one to recommend. Use the following steps to organize your research.

1. Name four companies that provide cloud computing services.

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2. What are the benefits of cloud computing?

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3. Establish criteria with which to compare competing companies that offer cloud computing services.

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4. List tasks that can be performed by using cloud computing services.

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5. Assume you are an intern in a company that is considering cloud computing services. Based on your research, you must make a recommendation to the committee in charge of deciding which cloud computing services to subscribe to at this time and which company should be hired. The committee expects an oral and written report. Be sure to cite your sources in the report. You will be evaluated on your knowledge of cloud computing, the criteria used to evaluate the companies, rationale for your recommendations; as well as your written and oral communication skills.

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