

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

**МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ**

(Суми, 21-22 квітня 2016 року)

Суми
Сумський державний університет
2016

CLOUD DATA STORAGE

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Today, the Internet gives us a lot of opportunities. One of them is a cloud data storage.

Cloud Storage is a model of the data warehouse, which is located in the network on a large number of servers and provides non-stop customer access to their data from anywhere and any device with Internet access.

You may ask why we need online storage if we have conventional data storage devices. Conventional data storage devices have some size and weight and must always be at hand, by the way they can break, which is excluded in the case of cloud storage. Also, if necessary, you can give access to your files to anyone else and you do not need to go anywhere, and this is a great advantage. Companies that provide cloud storage for us always guarantee safety of our files from unauthorized access, but sometimes hackers can steal your information, so be careful. For example, we can use cloud storage as a proof backup of our files from natural disasters. A lot of big companies are using cloud storages because it is comfortable and cheaper. Companies save their money by cloud storage which can cut their energy consumption by up to 70% making them a more green business.

But everything in our world has flaws. For example cloud storages require money for using memory space. The more memory you need – the more money you pay.

As you already know, to get access to cloud storage you need the Internet. Sometimes people do not have access to the Internet, making their data inaccessible. Even if you already have access to the Internet this may not be enough for comfortable use of clouds. Quality of the Internet you are using is important too. For example, it is hard to get any files with low speed.

Cloud storage is a great way to keep information conveniently and safely with non-stop availability. But not every person can afford to buy such things.