INTRODUCTION TO INFORMATION SYSTEMS

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AFFILIATIONS

**Cloud Computing**

Cloud computing is the provision of services like database, storage, networking, intelligence and software over the internet. It can offer improvement of services at a flexible and faster rate. Cloud computing has changed the traditional thinking of businesses towards IT resources. Some of the benefits of cloud computing are cost reduction, speed enhancement, increased productivity, ample performance and reliability, secured services, and delivering the right amount at the right time.

There are several different types, models and services of cloud computing that offer a variety of accurate solutions to your problems. Not one type is correct for everyone, every type serves different purposes. For example, public cloud is operated by a third party and they deliver resources over the internet. Similarly, the usage by a single organization is referred as a private cloud. While a hybrid cloud is a combination of both public and private clouds where data can be shared between them.

SewWorld can improve their business through cloud computing. Some of the cloud uses include building your applications and websites. You can store your data, protect it and then recover it. If you transfer your data to offsite cloud storage then it can be retrieved from anywhere through any device (Erl, Puttini, & Mahmood, 2013). You can collect and assemble your data to give it a shape of information and then use services like artificial intelligence and machine learning to base your decisions on this information. Moreover, you can connect with your customers anywhere you want with video and visuals and share that information for valuable awareness.

**Virtualization**

Virtualization can be defined as a modern technology that helps you to develop multiple scenarios from a single hardware system. A software known as hypervisor links directly to the hardware which allows splitting the system in different discrete environments which are known as Virtual Machines (VM) (Portnoy, 2012).

Since Virtualization connects or splits single hardware into different environments it will help SewWorld to connect its three branches. Visualization helps to divide large complex systems into smaller ones which can be used more proficiently by different users. This feature is especially best for an organization like SewWorld as a single owner have different stores and different products in that store. They now do not have to wait to certify new apps on different hardware. Instead, they just have to migrate Virtual Machines with new environments and the efficiency will remain the same. Visualization can lower an organization's time that other tasks take to perform. It also helps to reduce a company's hardware maintenance labor and operation cost. This development has also led to containment, which is to stage workloads on their already existed equipment (Portnoy, 2012).

**Internet Help in Future Growth**

Time is changing from the industrial era to digital. Now businesses have shifted their focus on the production of products and their trade through digitalized data and evidence (Cascio & Montealegre, 2016). The development in technology has also helped human scope and knowledge to integrate with this technology and evolve it. To succeed in this digital era innovation and continuous struggle for progress is a great way to success. Using technology one can save time and increase productivity and quality of a product.

Like any other organization, SewWorld's progress depends upon its reliance on technology using virtualization and cloud computing is the way forward to manage their business. It is clear from many organizations’ financial progress that investment in technology and achievement of innovation through it is the way forward.

The dependence on technology is clear in the field of market research. It can be done online through surveys, blogs, social media and using different interactions from anywhere in the world with the help of your collected data and information. These online market researches are key for many organizations like SewWorld because if they want to progress their business further internet is the way forward. Through internet services even if a manager is unable to come, he can manage or monitor his resources and activities from anywhere in the world.

**REFERENCES**

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