

Cloud Computing: The new frontier of communications

For years, experts talk about integrated use of new technologies that have emerged in recent years. The first to give resonance to this term was the **CEO of Google, Eric**



Schmidt, in the second half of 2006. **Cloud computing** is a hybrid model of exploitation of the resources offered by computer networks, primarily internet, surpassing the old pattern of client / server that has dominated and partially characterized until now. The basic premise is to assume that in this new architecture the data services (hardware

services) and the capabilities (software services) should reside mainly on the web server (the 'clouds') rather than diffused on individual networked computers. The scenario is that of a user who, having a device (no matter what: a PC, a PDA, a smartphone), the correct browser and an Internet connection can access to **"the cloud"** that provides services and / or data that are needed. Often these services will be "composed" as desired by the user in the context of their needs. In this way he can create a tool 'custom' made of a mosaic of features derived from the sum of individuals 'web services'.

From the engineering point of view a great help was the advent of **XML (eXtended Markup Language)** as the protocol (almost) standard for the interchange of information between different software applications: it has therefore made it possible to create usable web services via the Internet from many different systems. The **XML** can be defined as the **"Rosetta Stone"** of web services, it allows computers that speak different languages and operate in different ways to exchange information and understand each other: it is a descriptive metalanguage.



Cloud Computing simply means to manage online applications and activities, rather than within four walls.

The advantages are many:



- **Simplification of the computerized management of data:** a "hosting service provider" expert manages the IT architecture. This means greatly simplify the procedures for data management.
- **Lower costs:** software subscribe "in the cloud" can greatly reduce a company's investment in new technologies. For example, you can benefit from IT services normally reserved only to big companies

to significantly lower costs. There are in fact already "cloud" (or hosted) versions of popular programs, such as CRM to manage customer relationships, Exchange email, SharePoint portal for business and so on.

- **Lower support costs:** you will always have the latest versions of programs, without the need for IT support for updating;
- **Reduced risk:** data security is handled completely by the hosting provider;
- **Access to services at any time and everywhere:** Another new feature is the ability to 'move' data from your PC / device on a 'cloud' with the result that you have everything you need anywhere, worldwide. Wherever the user goes to access internet and finds the data, software and related services as if it were at home or at work, a true relocation of its resources.

For now the "**cloud computing**" offers services to manage photos and video archives, email, calendar appointments, management of texts and documents, including spreadsheets. In addition of course to everything that is already present only on the web (blogs, virtual communities, maps and / or road, and so on).

Why right now we speak about "**cloud computing**"? Because the technologies and networks are mature and so is the market. Estate agents increasingly rely on these technologies and exploit the enormous potential advantages. As the accession to "**the cloud**" of the large international networks of real estate that in this way can offer to its members all the services and benefits of these new and innovative technologies.

