

## **What is the cloud?**

**In the beginning the cloud was the internet or the Wide Area Network.** You would use that computer network to get to your “ cloud assets” like servers and or other networks. In time the transport and the Servers descriptions blurred together and became to just be known as the cloud.

**The cloud, simply, refers to software and or services that run on someone else’ s computer/server that you access over the Internet instead of your own personal computer.** Apple iCloud, Dropbox, Netflix, Amazon Services, Flickr, Google Services, Microsoft Office 365, Yahoo Mail etc etc -- those are all cloud services. There are many advantages to using the cloud. Since some of your content like the videos, photos, documents, games and other software that you use over the internet lives in the cloud so you can access them on any device with an Internet connection, basically that means you can access your stuff from practically anywhere.

**The cloud lets you watch half an episode of your favorite show on your TV** at home and finish it on your smartphone while waiting in line. You can play a game on your iPad and continue to the next level on your PC at work (not that you'd ever play games at work). You can buy a song on iTunes and have it automatically sent to all your iGizmos.

**In fact, you might be surprised how much of your stuff is already in the cloud.** That's because mobile apps and PC software are becoming more and more inseparable from the cloud. They use it for backup and even direct storage, for example many services, including iCloud and Google+ Photos, automatically back up photos you take with your smartphone which is great if you lose your phone or break it but keep in mind. Even if you delete photo from your phone – whelp there' still a copy in the cloud

**There's also a lot of your personal information stored in the cloud that you didn't create.** Health care providers store your medical records in the cloud, insurance

companies put your claims there, big data advertising firms collect data about your online habits to help their clients target you on advertising and friends and family can post photos of you on Facebook or other social media. That's a really cool when you want to access your stuff and information-- but a bit scary when you hand the keys to your personal data over to third parties.

**You can run from the cloud -- but it's becoming increasingly difficult to hide.**

Your Smart phone, windows 10, web browsers, smart home devices, camera security systems, voice activated systems like Siri, google, Alexa and even your phone calls are all connected to the “ cloud” depositing all kinds of information for you to access and use.

**Some of our cloud devices are listening.** And please keep in mind that your Siri, Google, Alexa and all of our smart phones are all listening waiting for the commands from you to relay back to their “ cloud servers” to reply with the weather and other services. I will leave that up to you if you wish to have an open mic in your living and or work areas. As voice recognition gets better and better and hackers and governments get more sophisticated keeping even your home network secured should be a high priority.

**An old friend had a saying once “ nothing is free in the cloud”** Keep in mind that when you download that “ free” APP it will almost always ask you if you will allow it to access certain parts of your device. It could be innocent for the most part but it could also ask to control your contacts, web browsing, GPS, etc etc so they can use it for targeted advertising and or to add to your Big data file. So next time consider purchasing that APP to avoid some of the tradeoffs.

**Is the cloud beneficial or one big security breach?** I would have to say the benefits out way the risks for sure. We have now entered technology as a service, this enables companies to “ rent” the tech that they need saving them a lot of time and money trying to maintain their own servers and infrastructure. However, that being said if a company has the will and budget we also see a lot of “ private clouds” allowing for much more strict security yet a lot of the same benefits as a “ public” or “ internet based” cloud systems. Either path a company chooses good security policies, strong

firewalls, local and cloud backups and vigilant monitoring can help keep your networks up and running.

**Trinicom Communications owns a part of the cloud**, we have our own datacenter here in Houston where we provide a location to provide our services and our customers services such as hosted email, web site hosting, server colocation, and cloud voice services. Each service accessed through the internet to our datacenter from anywhere in the world. We also provide internet access and technical support to small business and some individuals.

**I am going to give a brief description of some of our services, and some of the names they have gone through the years as they keep getting “ reinvented”**

**Email hosting** we have our own email servers that provide basic email like gmail and or Microsoft Exchange email all with advanced calendaring and group contact sharing using a company’ s dot com address.

**Web Hosting** along with email being one of the original “ cloud” based technologies. You basically are accessing the Web sites files , images, video etc etc through the web browser (Web APP) on your computer or device to get and put information from/to a distant server through the internet. We offer web site hosting and we also do web site design and ecommerce. We can host Word Press, ASP, PHP on both Linux and windows based servers.

**Server Colocation** this is where we allow customers to bring their own server “ aka cloud” to live in our datacenter so they can provide whatever internet based services they want to provide their customers and or to their own organization.

**Cloud Voice Services AKA VoIP AKA Hosted PBX** this is where we replace a company’ s Phone system with one in our datacenter aka the cloud. The local PBX or Phone system brain is now in our datacenter while we manage it for the customer; all they have at their office is the VoIP handsets which look and act just like their old desk phone. This gives them all of the latest technology with our any of the hassle and expense of purchasing and maintaining a premise based system. Also they can now also connect remote uses, mobile users and multiple offices throughout the world and incur no long distance fees with inter office calls! We also can replace traditional phones lines with cloud based phone lines for big savings over business prices.

**Internet Access AKA access to the cloud** We can provide business grade fiber optic internet access for businesses that require the stability and speed of the most reliable internet you can get. We also represent over 300 different carriers nationwide, we can bid out customer' s internet/voice in all 48 states and beyond to get the best price and save customers big bucks.

**Technical support** – Trinicom provides small business network, desktop, server, and firewall technical support on location and remotely

**Trinicom is there to help small business to transition into cloud based services.** This enables companies to saves 10' s of thousands of dollars that they would have spent on “ owning” their own server' s and or phone systems. By providing support services and hardware replacement (like phones) with our cloud service we can leverage our knowledge to help companies advance into a more proficient and cost savings IT operations model. We also respect customers right to privacy and will keep a customer' s data private and protected.