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# CLOUD COMPUTING 101: PUBLIC, PRIVATE, AND HYBRID CLOUDS

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AV BEYOND  
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There's a lot of talk these days about "the cloud." But before you get caught up in all the products that are now cloud-based, it's important to understand what a cloud is and exactly what kinds there are.

Cloud computing comes in three forms: public clouds, private clouds and hybrid clouds. The cloud that best fits your needs will depend on the data you're working with, and the level of security and management desired.

## PUBLIC CLOUDS

A public cloud is one in which the services and infrastructure are provided off-site over the internet. This cloud offers the greatest level of efficiency in shared resources. It also reduces the CAPEX since all hardware resides in the cloud and is managed either by the customer or the cloud service provider. This topology requires a constant connection to the internet. The three major public cloud services are: Amazon Web Services (AWS), Google Cloud Platform (GCP), and Microsoft's Azure.

## PRIVATE CLOUDS

A private cloud is one in which the services and infrastructure are maintained on a private network. This cloud offers the greatest level of security and control, but requires the company to still purchase and maintain all the software and infrastructure, reducing the cost-savings. This setup allows for connectivity without always having to be online.

## HYBRID CLOUDS

A hybrid cloud includes a variety of public and private options with multiple providers. By spreading things out over a hybrid cloud, you keep each aspect of your business in the most efficient environment possible. The downside is that you have to keep track of multiple different security platforms and ensure that all aspects of your business can communicate with each other.

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