Data Transmission Issues in Business while using CC – A Survey

A. Fairosebanu[1*], A. NishaJebaseeli[2]

[1,2]Dept. of Computer Science, Bharathidasan University Constituent College, Kumulur, Lalgudi, Tamil Nadu, India

Corresponding Author: fairosemscmba.a@gmail.com

Abstract— Cloud Computing is a huge storage domain by which everyone can access the functions and utilities through the Internet, irrespective of the locations without any difficulties in maintenance and management. Security is a vital aspect in any business to sustain in the digitalized world forever. Cloud computing also enhances in the transfer of data without any deviations. The major security issues like breaches, inadequate access management, specter and meltdown, loss and DOS attacks of all business oriented data.

Keywords—Cloud Computing, Security, Types, Business Terms.

I. INTRODUCTION

Cloud Computing [6] is like a mall to export and import data with services like Infrastructure as a Service, Software as a Service and Platform as a Service.
The different types of Cloud Computing [7] are described as follows:

A. Public Cloud
Data can be downloaded and uploaded in the common way. Users feel unsecure in all aspects.

B. Private Cloud
Data can be downloaded and uploaded within the particular organization. Private Cloud provides additional security to the user compare with public cloud.

C. Hybrid Cloud
Combination of public and private cloud, but it has unique entities and applications portability.

D. Community Cloud
In a hybrid cloud, where many organizations jointly share and get data with less security.

II. CLOUD COMPUTING MECHANISAM

Virtual Server [10] provides information to all the clients, and store processed data into the cloud storage device for future reference through the cloud usage monitor. Virtual Machine creates virtual environment. Cloud Computing needs Place, Power and Conditioned temperature to create data centre to store all the data. Seven largest enterprise

Cloud Vendors: Microsoft, Amazon, IBM, Sales force, Oracle, SAP, Google.

III. DATA TRANSMISSION

Data transmission is nothing but transfer of data form server to various clients and vice versa through layers and protocols. In the advance world while transmitting, the users face lots of threats and feel in-secured.

To transmit data from source to destination, with the help of the respective layers. Each layer has its own protocols. While transmitting data, it gets different format like Bit, Frame and Packet. The Network Layer have less speed and security. So, improve EDA (Encryption & Decryption Algorithm) for secure data transmission. OSI Layer architecture may be considered and improve lightly, during the data transmit using CC.

IV. CC IN BUSINESS TERMS

In the modern centralized business all the firms need a common secured platform to make the firm to run successfully. Since the business transaction increases day by day and almost all the industries are operating the business from small scale to worldwide. As a cost cutting practice and to follow universal pattern of business the firms are requiring mega storage infrastructure for such operations the services like Google will get saturated and the entities will face the accession problem. To overcome these types of problem CC is very helpful.

Cloud Computing is implied in the following areas.

- CC in Organizational Structure
- CC in Production Control
- CC in Finance
- CC in Marketing

A. CC in Organizational Structure

As the business have been centralized the pattern of management, can be controlled from the single point of control. In universal system, it is very easy to access. If any problem arrives in a unit and it can be resolved from another point. Even the man power can be monitored and can be directed based on the requirement. The changes in the operating style can be easily implemented.

B. CC in Production Control

In the current technological updating system of production, the technique has to be kept secret and have to implement through the control area. As the companies have spent millions of dollars for the research and development for the production technology, the companies have to maintain the trade secrets. When the companies go for the franchise agreement, there may be possibilities for the exposure of the techniques. In such cases the Cloud Computing is so much useful and top secrets can be controlled by the company itself.

C. CC in Finance

The major threat for any business, Cyber Crime that increases day by day. The frequency of the fund transaction in the business, during the Purchase, Sales, Government and Salary Payments, etc. keep increasing. Sometimes problem arises during the transmission like missing of payment, wrong payment. So give more attention to enhance security level in all financial aspects.

D. CC in Marketing

Marketing is the major business activity that sells the goods and services. The companies formulated strategies to win the hectic competitions. While implementing the strategies to maintain the secret level from source to destination without any hijacking issues the CC will be monitored. Online trading and marketing activities also performed simultaneously to overcome the competitors.

V. CONCLUSION

Develop new security strategy and also enhance the architecture for further data transmission in business environment. Even though Cloud Computing is implying high end technologies there are still some struggles to overcome.

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[4] Briefly discuss the limitations of the research and Future Scope for improvement.