

The Role of Cloud Computing in Today's World

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Abstract: *In today's world, cloud services play a key role in shaping the technology landscape and influencing various aspects of business and daily life. Its scalability and flexibility enable organizations to effectively manage IT resources, allowing them to scale up or down as demand dictates. The cost-effectiveness of cloud services, characterized by a pay-as-you-go model, allows companies to focus resources on innovations and core functions that increase agility and promote rapid development. Cloud computing and global accessibility are changing the dynamics of work, facilitating remote collaboration and redefining the traditional office environment. It acts as a catalyst for innovation and provides developers with easily accessible tools and resources. In addition, cloud services promote business continuity through sustainable backup and recovery solutions. The ability to process and analyse large data sets for insights, the support of IoT, artificial intelligence and machine learning, and the facilitation of digital transformation projects further highlight the indispensable role of cloud technology in today's interconnected and dynamic world.*

Keywords: Cloud computing, Cloud services, cloud models, Artificial Intelligence, Cloud Applications.

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