

СЕКЦИЯ «ИННОВАЦИОННАЯ ЭКОНОМИКА И ЭКОНОМЕТРИКА»

Cloud computing as a new economic model of providing information services

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The underlying concept means that data are stored on and handled by Internet provider server as opposed to user computer. The issues of payment facilities and variety of services proposed, software and hardware implementation tools, service accessibility, security and compatibility with existing applications as well as the main approaches for the technology standards elaboration are discussed in this report.

According to the IBM IT-infrastructure is approaching a critical point. In a traditional data center resources are used irrationally and idle up to 85% of the time. In addition, an average of 70% IT-costs go to support the existing facilities, but not in the business. This report examines the causes of the cloud computing, its advantages and disadvantages for producers and consumers and features competition in the market for providing these services.

The report examines the main features of the new directions of development of information technologies, assesses the extent of market and economic effects of using these technologies in different areas of modern business.

In this paper I consider a fundamentally new economic mechanism of production, distribution and consumption of computer services for the IT-industry.

In the report I want to show a new approach to the deeper economic essence of the cloud computing model "pay-as-you-go" which may be interpreted as a principle of consumption of service - "payment only for use". It is also taken into account that in the cloud computing model user pays for the real use of utility but in the model of traditional data centre - for the use of resources of equipment.

The report addresses issues of security "SaaS" ("software-as-a-service") - advanced technology of cloud computing.

The world market volume of cloud services in 2009 totaled 17 billion dollars. In modern Russia, according to the company "J'son Partners Consulting" for the year 2009 the market for SaaS-making is about 2,7-5 million. In this case, it is just 0,13% of the total number of small and medium-sized businesses, which are the main users of this technology. The paper takes up the question of the factors hampering the development of SaaS-making in Russia and prospects for their development. Also I consider the possibility of applying this technology in the management of public institutions.

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