

CLOUD BASED APPLICATION IN E-COMMERCE

1.Prof.Kingsly V ,Koshys Institute of Management Studies,Bangalore.

2.Prof.Dayana sherine P M ,Koshys Institute of Management Studies,Bangalore.

ABSTRACT

Cloud computing as “a sort of computing during which massively climbable IT-related capabilities are provided ‘as a service’ mistreatment net technologies to multiple external customers.” With the arrival of Salesforce.com in 1999, the concept of cloud computing came to the fore and since then heaps has been drained this field. Its strength is judged from the actual fact that it’s expected that Cloud’s readying are going to be in default by 2020.An area that is vastly benefitting from cloud computing is e-commerce. There are myriad of benefits e-commerce is drawing from cloud computing these days. Cloud computing in e-commerce allows the business to appear massive just about and operate extensively.

1.INTRODUCTION

Cloud computing describes the hosting and delivery of knowledge and on-demand computing resources on the net employing a remote network of servers. The choice is

storing, managing or process knowledge on a neighborhood server or laptop computer. Several technology applications that gained quality as put in code area unit currently most popular as cloud applications to the convenience of use and reduced maintenance.

The cloud computing allows organizations to conduct business without having to develop and maintain IT infrastructure. E-commerce gives the flexibility for business to sell products online without having to physically rent an office space. These days, many more e-commerce companies take advantage of the benefits of cloud computing [1]

1.1.Cloud Computing

Google believes that the cloud computing should provide consumers data storage and computing services in a secure, fast and the most convenient possible way [2]. According to Mell and Grance [3], the cloud computing allows users to customize network related resources, applications, and services based on the demand. Another

definition of the cloud computing is a dynamic computing environment which allows scalability and provides virtualized resources as service through the Internet [4].

4 Reasons why cloud computing is important in E-Commerce?

1. Scalability
2. Speed
3. Cost reduction
4. Redundancy in cloud services

1.1.1.Scalability

Cloud Computing permits associate degree e-commerce application to cater to the dynamical demand and situations of the market. It permits to up market or down-market the services consistent with the demand, traffic, and seasonal spikes. Cloud provides the ascendible design your business desires. The actual fact that your business can increase within the returning time, it's important to scale the business because it grows. For example- Magneto with POWER8 is specially designed for the e-commerce platforms to supply an excellent deal of quantifiability and performance. The POWER8 design and memory utilization helps customers to

handle accrued workloads and meet the unsteady demands within the season.

1.1.2.Speed

For Associate in nursing e-commerce business, speed plays a crucial role to form the shoppers keep affixed. A study by Akamai known that four-hundredth of consumers abandons an internet page if it takes over 3 seconds to load. Even Amazon knowledgeable a rise of 1 Chronicles in revenue for each a hundred milliseconds improvement to their website speed. Whereas an abrupt spike in traffic will bog down an internet site and build it unresponsive, cloud computing provides you with larger information measure, process power, and storage.

1.1.3.Cost Reduction

The facility of paying per use permits to consume the services per your demand. Because the business grows you don't have to invest in hardware or software system infrastructure. With cloud computing, the prices of developing and maintaining IT infrastructure cut down. In

2016, Snapdeal launched its own personal cloud Cirrus, that the firm believes can bring down the prices and improve performance. Cirrus, that is constructed on open supply can facilitate the e-commerce company visualize massive knowledge and provides a customized expertise to its customers by understanding the behavior of the shoppers.

1.1.4.Redundancy in cloud services

Cloud-based architectures are a unit disaster tolerant. A cloud-based platform with integral redundancy will save the business from information loss. It keeps the information secure, backed-up and simply accessible. Associate in nursing e-commerce business depends vastly on the information of its customers. At the time of ruinous information losses or security threats, redundancy (or the integral duplication of systems, data, equipment, and different components) helps to beat the disaster and resume the business in a very efficient means.

1.2.Omni-Channel

Omni comes from the word Omnis which might mean all or universal. This can be compared to different classes out there, like “multichannel”, from the Latin word Multus, which means multiple or several and from cross channel, derived from the Latin word Crux, aspiring to travel. The approach that a lot of are explaining omnichannel nowadays is: ‘cross channel being done well’. Examples are typically that the mobile app ought to match the responsive style of the web site that ought to thematically replicate the design and feel within the shop. We’d argue that doing cross channel well with the user in mind, isn't worthy (nor useful) enough to merit a replacement class. Instead, we have a tendency to hold the assumption that Omnichannel are some things new and notable, even revolutionary, not simply a marginal evolution of existing thinking Omnichannel may be a cross-channel content strategy that organizations use to enhance their user expertise. instead of operating in parallel, communication channels and their supporting

resources square measure designed and musical organization to work. Omni channel implies integration and orchestration of channels such the expertise of partaking across all the channels somebody chooses to use is as, or maybe a lot of, economical or pleasant than victimization single channels in isolation.

An omni channel retailer has traditional methods of mass advertising integrated with emerging interactive channels. Websites email offers, social media messaging and physical stores all show the same messages, offers, and products. The omnichannel concept not only extends the range of channels, but also incorporates the needs, communications and interactions between customer, brand and retailer.^[4]

1.2.1.Omni Channel experience using cloud computing

Cloud computing – in an exceedingly sentence – is actually storage/hardware/data that's created accessible by the web. you'll be able to access your information from any net enabled device. The implications of this but, square

measure very sophisticated and can't be place into one sentence

Dean Paron in his guest lecture spoke concerning the employment of cloud computing in terms of enterprise – i.e. giant organizations moving their knowledge and applications to the cloud. This to me, is that the a lot of expected use of the cloud – to form financial savings on physical storage for big organizations.

The omni-channel expertise primarily permits an individual to use multiple devices to finish a group action or activity – all whereas having the ability to access the newest version of the information. place confidence in however you employ Facebook traveler on your portable computer, and so switch to the Facebook traveler app on your phone and area unit ready to continue constant spoken communication on the app.

As technology continues to blur the lines between our physical and virtual worlds, omni-channel/integrated experiences can become more and more vital in maintaining and up user/customer engagement. Organizations that fail to adopt cloud

computing, and as a result, fail to form integrated experiences for his or her customers are going to be left behind.

The convenience and accessibility that cloud computing offers are often employed in virtually any business, and for nearly any purpose. In health care, it are often wont to access patient information Associate in Nursing exceedingly in a very} timely manner on an iPad or iPhone in retail, it are often wont to change a higher client expertise for on-line

looking – browse on the web site, complete the dealings on the mobile in lifestyle, it are often employed by anyone to access their personal files – suppose Drop box

There area unit many corporations that supply infrastructure-as-a-service like Amazon AWS and Microsoft Azure – however it's now not enough to easily use the cloud to form financial savings on infrastructure.

The competitive edge for businesses is formed once they leverage the total extent of the cloud and build superb, integrated, omni-channel experiences for his or her customers

While cloud computing and omni-channel experiences will appear to be a simple fix-

it for the moment gratification era, we tend to should even be conscious that we tend to square measure currently coping with huge amounts of sensitive knowledge that has got to be captured, hold on and archived/deleted in a very accountable manner – specifically in areas like care wherever in

person distinctive info is stored/shared

To sum up, cloud computing has spread out Associate in Nursing avenue for organizations to not solely create huge savings

on ancient infrastructure prices, however produce competitive advantage by facultative Associate in Nursing integrated/omni-channel expertise for his or her customers. As long as correct attention is paid to firmly capturing/storing and deleting/archiving knowledge, cloud computing will and may be leveraged to its full extent.

1.3.Benefits of cloud computing in e-commerce

Benefits of Cloud computing in ecommerce applications that may overcome the challenges providing rattling results are:

1. Auto scalability like provided by eNlight cloud
2. Remarkable Cost savings
3. Increased speed
4. Increased Security
5. Easier management
6. High availability

After adoption of Cloud in ecommerce applications, Cloud

has compact ecommerce

in terribly positive means,

1. Cloud-based e-commerce applications permit businesses to retort fleetly to promote opportunities and challenges (provides flexibility)
2. Cloud-based e-commerce applications modify IT and business leaders to gauge new opportunities while not giant direct investments (Reduced CAPEX)
3. IT leaders should be aware with the cloud based mostly approach and it's results, so as to alternative the correct resolution for his or her business desires. The emergence of cloud computing is making a brand new service scheme which is able to integrate all the E-commerce resources and facilitate the new service modes.

1.4.Conclusion

In this paper i conclude There are myriad of benefits e-commerce is drawing from cloud computing these days. Cloud computing in e-commerce allows the business to appear massive just about and operate extensively. Cloud-based e-commerce applications modify IT and business leaders to gauge new opportunities while not giant direct investments (Reduced CAPEX). The emergence of cloud computing is making a brand new service scheme which is able to integrate all the E-commerce resources and facilitate the new service modes.

1.5.References

- [1] Mann, R., et al., B2B E-Commerce: Why it business should incorporate e-commerce. 2008
- [2]. K. Meng. A Walk in the Cloud:Uncovering Cloud Computing. China Network World, pp.12-14, 2008.6.16
- [3]. P. Mell and T. Grance, "The NIST Definition of Cloud Computing," 2010. <http://www.blogjava.net/zamber/archive>
- [4]. Furht, B. and A. Escalante, Handbook of cloud computing 2010: Springer-Verlag New York Inc

Verhoef, Peter C.; Kannan, P. K.; Inman, J. Jeffrey (2015-06-01). "From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing". *Journal of Retailing. Multi-Channel Retailing*. **91** (2): 174–181. doi:[10.1016/j.jretai.2015.02.005](https://doi.org/10.1016/j.jretai.2015.02.005)