

Data storage – the online way - answers

List three other storage devices which are not mentioned in the case study which could be used to store or backup data

Magnetic tape

DVD-RW (don't accept DVD or DVD-R)

CD-RW (don't accept CD or CD-R)

Flash memory stick

Don't accept floppy – not really large enough to store or back up data and many modern computers no longer have a floppy disk

Don't accept zip disk – they are almost obsolete technology.

Briefly explain what has led to the idea behind companies offering online data storage for customers

Answer refers to the amount of data being created and stored nowadays, the cost of data storage per GB and the limited size of hard disks.

Factors:

Broadband connections to the Internet are now very common in the UK, so making the uploading of large amount of data more practical (Note though that the upload speed is much lower than the download speed – it is ADSL after all)

Companies such as Amazon, Google and BT have already invested heavily in storage for their own use, so now leveraging that investment by offering some of it to their customers is a wise move.

They make their product offering more attractive by throwing it in as a freebie (At least the basic version). Just like in the early days of the Internet, many companies offered to host web pages for their customers.

Discuss the main factors that will influence whether customers are willing to store their data online.

Whether they perceive a need for a different method of storage e.g. running out of space on hard disk

The cost of storing the data – especially if it is a monthly fee

Whether they trust the company e.g. Google has a good reputation and many customers would trust them, but would they trust a company they have never heard of before?

Whether they have easy access to the internet. If their data is only available online and they can't get onto the Internet from work/home/holiday then it isn't much use to them

Security issues – how secure will their data be? Can other customers access it?

How often the data is backed up and how easy it is to restore files

Is it simple to use – drag and drop windows etc is favoured, or even automatic nightly backups

Will the data always be available or could the servers be down regularly meaning that you can't get to your files

Any other suitable answer