

# **SOCIALIZE KEYWORDS ABOUT THE READING "WHAT IS CLOUD ECONOMICS?"**



**CLOUD ECONOMICS:**



**TIC**

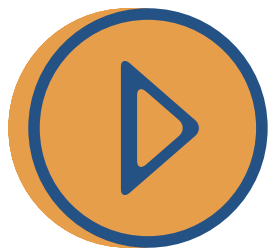
**THE STUDY OF CLOUD COMPUTING'S COSTS AND BENEFITS, FOCUSING ON  
ECONOMIC PRINCIPLES UNDERLYING THEM.**



## RETURN ON INVESTMENT (ROI):



**A MEASURE USED TO EVALUATE THE FINANCIAL GAIN OR LOSS GENERATED  
RELATIVE TO THE AMOUNT OF MONEY INVESTED.**



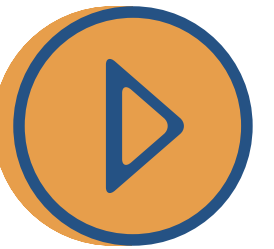
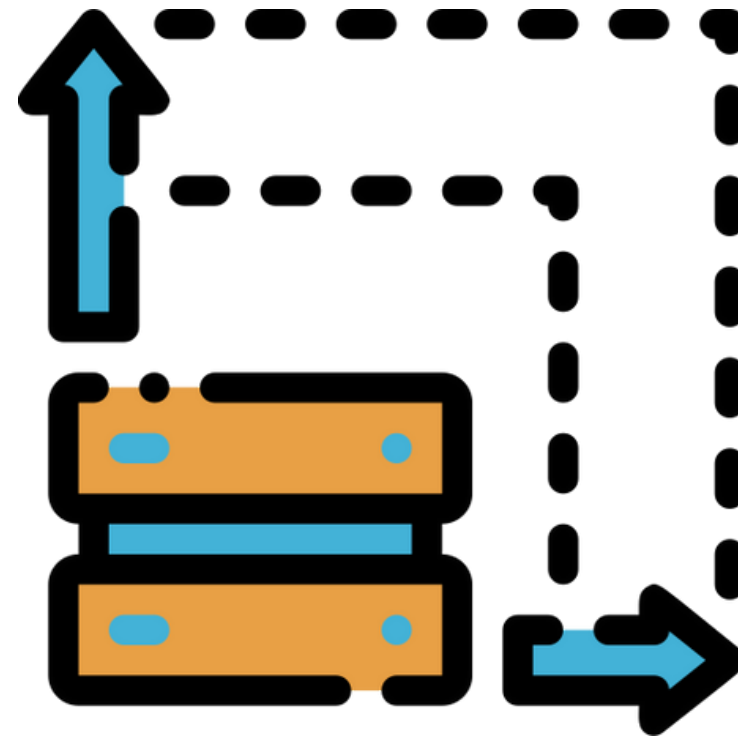
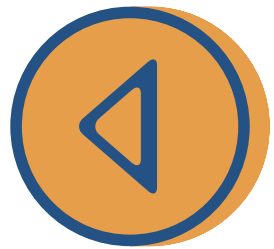
## TOTAL COST OF OWNERSHIP (TCO):

**THE TOTAL COST OF OWNING AND OPERATING AN ASSET OR SYSTEM OVER ITS ENTIRE LIFECYCLE, INCLUDING ACQUISITION, OPERATION, AND MAINTENANCE COSTS.**



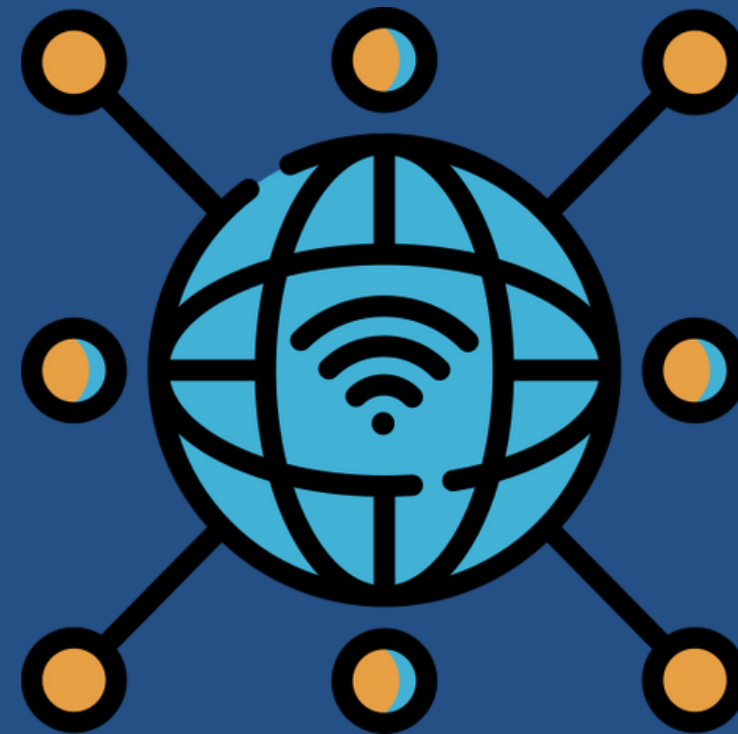
## **ECONOMIES OF SCALE:**

**THE COST ADVANTAGES THAT ORGANIZATIONS ACHIEVE BY SCALING  
THEIR OPERATIONS AND INCREASING PRODUCTION LEVELS, RESULTING IN  
LOWER AVERAGE COSTS PER UNIT.**



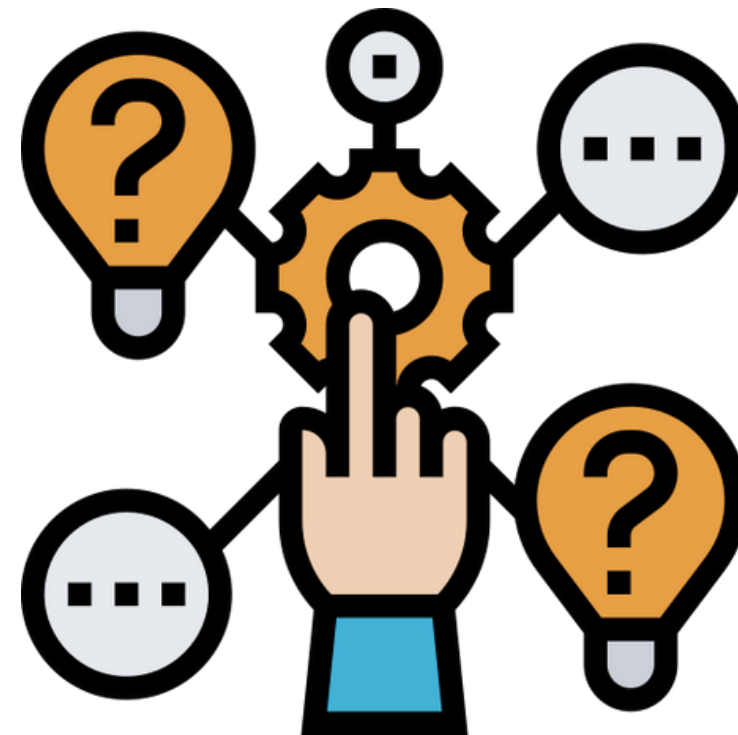


**THE ABILITY OF CLOUD COMPUTING TO PROVIDE ACCESS TO COMPUTING RESOURCES FROM ANYWHERE IN THE WORLD, REDUCING THE NEED FOR PHYSICAL INFRASTRUCTURE AND ASSOCIATED LABOR COSTS.**



**BUSINESS AGILITY:**

**THE ABILITY OF A BUSINESS TO ADAPT QUICKLY TO CHANGES IN THE MARKET OR CUSTOMER DEMANDS, FACILITATED BY CLOUD COMPUTING RESOURCES THAT ALLOW FOR RAPID DEPLOYMENT AND SCALABILITY.**





**BENCHMARKING:**



**THE PROCESS OF COMPARING ONE'S OWN PRACTICES, PROCESSES, OR PERFORMANCE METRICS TO THOSE OF INDUSTRY LEADERS OR BEST PRACTICES, OFTEN USED TO ASSESS THE COST EFFECTIVENESS OF CLOUD ADOPTION.**





## MIGRATION COSTS:

**THE EXPENSES ASSOCIATED WITH TRANSFERRING IT OPERATIONS TO THE CLOUD OR SWITCHING BETWEEN CLOUD PROVIDERS, INCLUDING LABOR, INTEGRATION, AND TESTING COSTS.**



## CLOUD ECONOMIST:

**AN EXPERT IN CLOUD ECONOMICS WHO HELPS BUSINESSES ANALYZE COSTS, FORECAST SAVINGS, AND MAKE INFORMED DECISIONS ABOUT CLOUD SOLUTIONS BASED ON FINANCIAL MODELING AND INDUSTRY BENCHMARKS.**



**BEHAVIORAL ECONOMICS:**



**DEFINITION: A BRANCH OF ECONOMICS THAT STUDIES HOW PSYCHOLOGICAL, COGNITIVE, AND EMOTIONAL FACTORS INFLUENCE ECONOMIC DECISIONS, INCLUDING BIASES AND BLIND SPOTS THAT MAY AFFECT DECISION-MAKING IN CLOUD ECONOMICS**

