

# What is cloud hosting?

WE ANSWER KEY QUESTIONS ABOUT HOSTING  
AND COMPUTING IN THE CLOUD



Cloud hosting sounds like the answer to everyone's prayers, but it also causes a lot of confusion. In this document we'll attempt to answer key questions about cloud hosting and cloud computing.

Everyone in business is chatting about cloud hosting. But even today lots of people are confused about what it actually is, what the use cases are and what issues and challenges businesses face when moving into the cloud.

Let's start at the beginning...

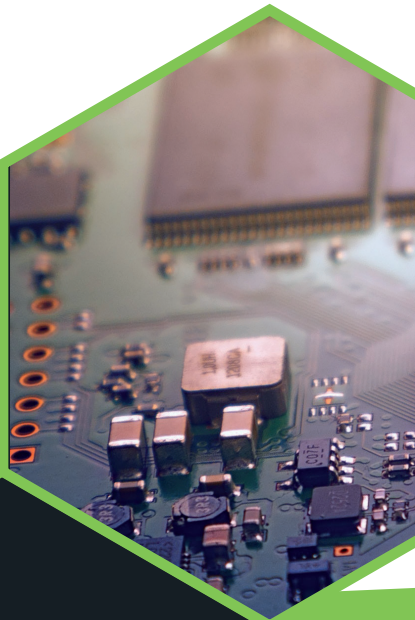
# What the heck is a server anyway?

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The cloud is built using servers. Servers are just posh PCs really. Better components, more expensive. A server will run important software applications, like an email server, or a database server.

People used to have servers in their office, some people still do. However, due to complexity in managing them efficiently, many companies moved to a data centre. This is a very secure building where your server would physically sit. It would have multiple redundancy of power, connectivity and so on.

So if a digger cut through a power supply to the building it wouldn't matter as it would have a spare coming in from the other side. The cloud takes this idea a step further by eliminating the notion of owning or leasing one specific physical machine.



# Let's get virtual

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Let's forget discrete servers. Imagine there's a data centre with 100 physical servers inside. You might be renting all or part of one of those machines. And paying accordingly. The machines need to stay separate. Even if you're not using all the CPU, RAM or disk space on the server, you still need to pay for it - if you use it or not. The "cloud" goes further than a data centre by getting rid of the notion of owning or renting a specific box.

The cloud will use all the space from all 100 servers into a massive 'soup' of computing resources. From that, the cloud server software makes lots of virtual servers. This means that it's like a physical server, but is virtualised. It only uses a part of the initial physical server, or maybe it uses 20 of them. It's a fluid thing that expands and contracts as needed.

To put it another way, the idea of a server being one physical box is now very old fashioned. It all works almost like magic. You don't need to worry about hosting your own servers anymore. You don't need to worry about monitoring them. About fixing things. You can cross 'worrying about your server' off your to do list. Amazing tech teams at the cloud company will do that for you.



# OK OK, but what *\*is\** Cloud Hosting?

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In short, it's a way to move your hosting from physical servers in your office to virtual servers in the cloud. Why should you care about it? Well, it offers hugely scalable resources that are used 'on demand'. That means you pay for what you use.

If you get linked to from the front page of Reddit, your cloud will scale up to accommodate the traffic spike so you don't go down.

This business model also means you'll spend less money. When your site is just ticking along like normal, you pay less. When you get a spike, you pay more. Because you're only paying for resources when you need them, your monthly bill will be lower.



# Security

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We all know MPs share their passwords to their laptops now, which is obviously a daft idea.

But, anyone that stores important data on a laptop, tablet or phone realised they could be hacked, stolen, damaged, or left on a train. The cloud reduces that risk. This one aspect will be even more important in 2018 when GDPR becomes law.

With the cloud, any data is not stored locally, so there is much less risk of it being lost, corrupted or some bad actor getting hold of it. Remember, in a cloud set up, your data is in a very, very secure building. Many would require biometric data to let you even into the building. On top of that, there is amazing cooling, incredible power supply, huge connectivity.

Basically, it's a lot better than having a server in your basement.

Cloud hosting companies like Hyve invest heavily in monitoring and patching and use very advanced methods to make sure your data stays your data.



# Conclusion

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The cloud isn't a new thing. Hotmail, Facebook and Twitter are all 'in the cloud' and the technology has scaled with them as their businesses have grown.

You don't need to worry about hardware failure, with our dedicated cloud product, Hyve has an SLA with a 20 minute hardware failure replacement guarantee.

The fastest in the industry. No maintenance costs. No storage costs. No electricity. And no responsibility after a server has died in terms of shredding data on hard drives.

Hopefully now you've got a better understanding of what the cloud is and how it could help your business.

If you've got any questions at all about cloud, or any other hosting, then call our experts today on [01273 672 834](tel:01273672834).





# Glossary

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- ❖ **What is a Public Cloud (sometimes called Multi-Tenant)?**  
As the name suggests, a public cloud is a service that anyone can use - as long as they are online and can pay with a credit card. It's a virtual server that is hosted in the cloud that has a pay as you go pricing model. Ideal for small to medium sized companies.
- ❖ **What is a Private Cloud (sometimes called Single Tenant)?**  
A private cloud is a very secure version of a public cloud. Running on its own dedicated server. Unlike public clouds, which deliver services to several organisations, a private cloud is just for the use (and security) of one single company. This is suitable for larger companies, or those which have strict governance surrounding data and so on.
- ❖ **What is a Hybrid Cloud?**  
Cloud hosting used to be a case of two options. Private cloud hosting or public cloud hosting. Things have moved on. Now, you can mix and match and mash up options. Your cloud could be a combination of public and private. Or you might want to add in a dedicated server in a different country. This gives you the most flexibility. It means your IT can be really agile and of course, much cheaper than previous set ups allowed.

# Why Hyve?

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- High performance, reliable, managed hosting services
- Provision of proactive, strategic advice throughout the development process
- Dedicated Technical Account Managers, delivering a 24/7 support service
- Ability to scale according to business needs
- Delivery of consistently high levels of site performance

Freephone: **0800 612 2524**  
Sales: [sales@hyve.com](mailto:sales@hyve.com)

**Hyve Managed Hosting**  
Warehouse 5, The Colour Rooms, 12 Richmond Parade  
Brighton, East Sussex, England, BN2 9QD, United Kingdom

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