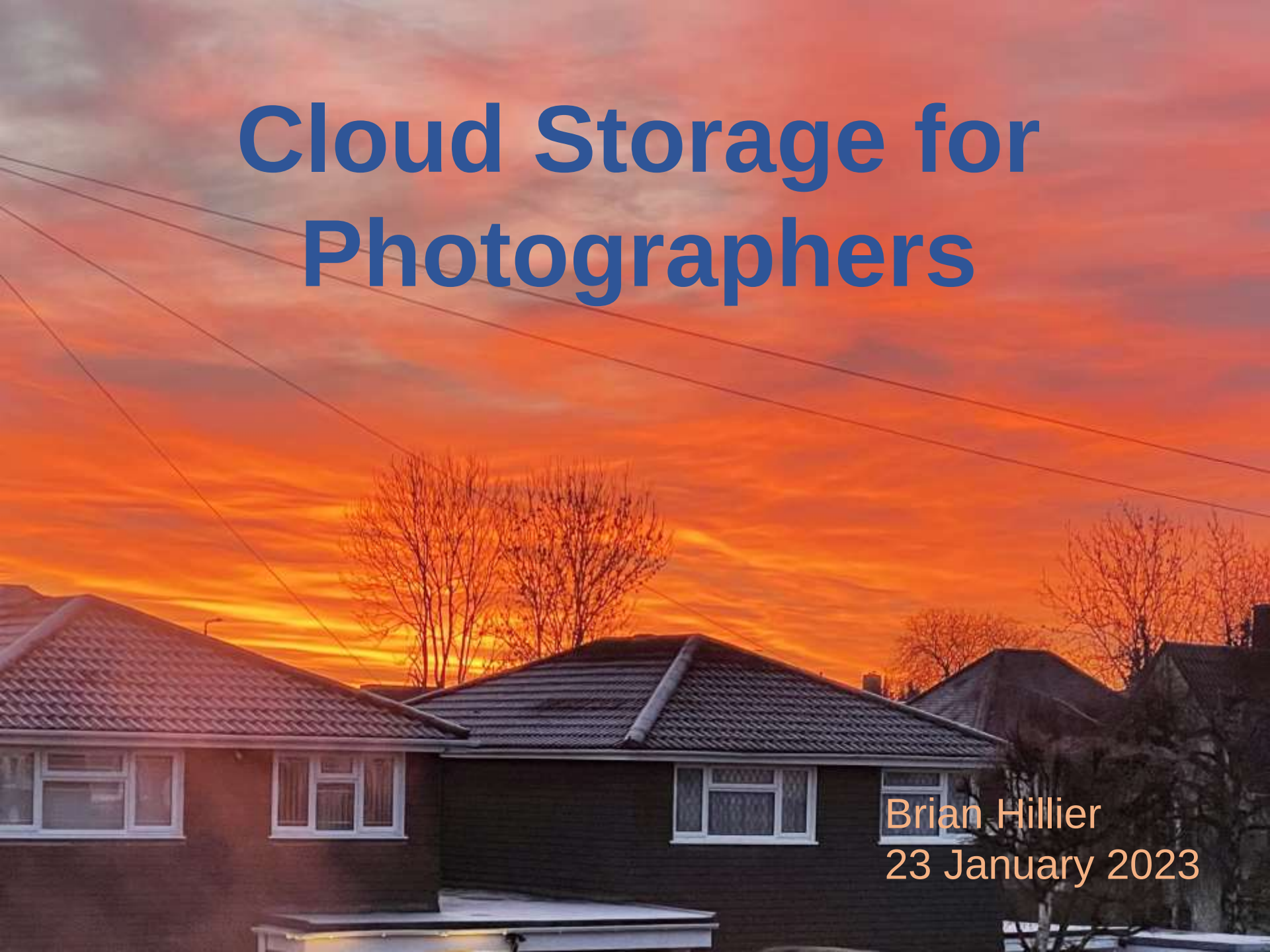


Cloud Storage for Photographers



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What is Cloud Storage

Cloud storage is a large amount of data storage that a user can access only via the Internet.

This external storage can appear on your computer as a drive or folder, or be accessed through a website.

Copy your photographs to this "Cloud Drive" and your photographs are stored securely.

The Cloud storage will have back-up mechanisms to ensure that your data is safe.

Why would you want Cloud Storage?

Your computer has limited storage

- Most will have 256 GB – Perhaps 150 GB usable
- Some will have 512 GB – perhaps 350 GB usable
- A few will have 1 TB to 2 TB (1000 GB – 2000 GB)

You may be taking a large number of photos and you will need somewhere to store them

Before the Cloud

Due to increasing business storage and security requirements you could increase your storage by;

RAID – Random Array of Inexpensive disks

- Computer has 2 or more disks
- Mirrored – or sets of 3 or more (1-2 for recovery)

NAS – Network Attached Storage Servers

- Local Area Networks
- Wide Area Networks

Storage Requirements

Depends on the image size of your photos

Photoshoot	Images	5MB images need (GB)	50MB images need (GB)
Small	150	0.75	7.5
Small	300	1.5	15
Large	1,000	5	50
Large	2,000	10	100
Large	4,000	20	200

Cloud Storage Access

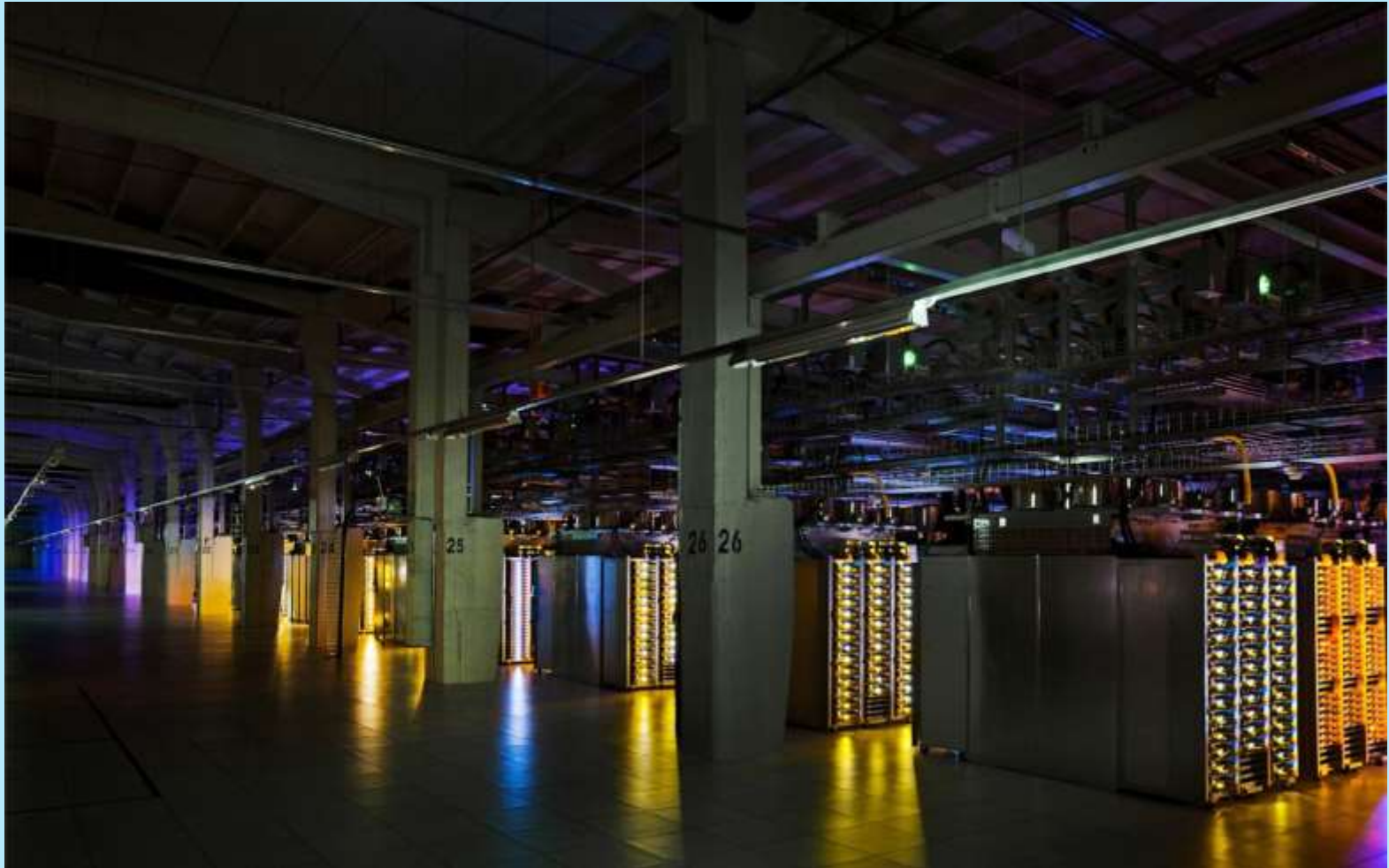
The Cloud can be accessed from any location with an internet connection.

- After photoshoot load images to Cloud
- Work on them on location or at home
- Others can be invited to work on your Cloud
- Share images with others
- No need to transmit photos to people

A Google Cloud Data Centre



Inside a Google Data Centre



Auto disk fail reporting



Storage units

- Bit 1/8 Byte
 - Byte 1 Byte
 - Kilobyte 1 thousand Bytes
 - Megabyte 1 million Bytes
 - Gigabyte 1 billion Bytes
 - Terabyte 1 trillion Bytes
 - Petabyte 1 quadrillion Bytes
 - Exabyte 1 quintillion Bytes
-
- Some data centres exceed 1,500 Exabytes
 - Hundreds of disks – each can report it's own failure

Cloud Centres - World

2701 America

281 Netherlands

487 Germany

264 France

456 UK

207 Japan

443 China

172 Russia

328 Canada

153 Mexico

287 Australia

5779 Total World-wide

Cloud Storage Benefits

Mainly for business users

- Unrivalled security
- Scalability
- Remote working
- Backup of files
- Cost effective

Cloud Storage - Costs

Apple iCloud

Available on all Apple devices – iPad, iPhone, iMac

- 5GB Free
-
- 50GB £0.79 pm £9.48 annual
- 200GB £2.49 pm £29.88 annual
- 2000GB (2 TB) £6.99 pm £83.88 annual

Cloud Storage - Costs

Windows – OneDrive

- 5 GB Free
- 1000 GB [1 TB] - per user with **Microsoft 365 Family**

Google Drive

- 15 GB Free for accounts at @gmail.com

Google One - Subscription

- | | | |
|----------------|----------|---------------|
| • 100 GB | £1.59 pm | £15.99 annual |
| • 200 GB | £2.49 pm | £24.99 annual |
| • 2000 GB(2TB) | £7.99 pm | £79.99 annual |

Cloud Storage - Costs

Photoshelter

80,000 photographers use this Cloud Storage

Basic	4 GB	\$12.99 pm	\$10 pm/annual
Standard	100 GB	\$29.99 pm	\$20 pm/annual
Pro	Unlimited	\$49.99 pm	\$45 pm/annual

More sites SmugMug, Zenfolio and many others

- Similar costs
- Different features

Cloud – Extras

Privacy

- 24/7 human support
- Lightroom integration
- Easy to share galleries

Download sales

- Watermark
- Set profit margins
- Photo/gallery delivery to customers

Multiple custom pricelists

- Marketing promotions, coupons
- Control orders sent to lab/proofing

Cloud Extra Features

Cloud Private Relay

Hide your IP address and browsing activity and protect your unencrypted internet traffic

Hide My Email

You can receive emails but not share personal email address

HomeKit Secure Video

Connect your home security cameras in the Home app to record your footage and view it from anywhere

Custom Email Domain

Personal iCloud Mail email address with custom domain name and invite friends to share data/photos

Cloud – Security

Data breaches and cyber threats

Who is tracking/using your data

Business data in Cloud complies with legislation (GDPR)

Scammers may copy data sent over the Internet

Data loss due to Data Storage Centre failure

Supplier and User have to ensure security of data

Photographers Summary

Take your photographs

- Upload photos to Cloud storage
- Download photos to your computer
- Edit photos on computer or in the Cloud

Housekeep your photos and folders then

- Remove duplicates and unwanted images
- Backup edited photos to
 - Cloud
 - External hard drive and USB

*I hope I have presented some of the
features of Cloud Storage,
that you enjoyed it and found it
interesting.*

*Thank you for watching.
The End*

