Abstract

With the increasing use of cloud computing, enterprises are facing the enormous challenges in setting up an efficient and elegant infrastructure for providing cloud based services. Due to huge demand and curiosity by the entire community, many small scale and middle scale enterprises are exploring the various possibilities of doing business using cloud computing. Another considerable emerging concept in IT industry is Social Networking. Popularity of Orkut, Facebook, Twitter, MySpace, LinkedIn and now Google+ is tremendous. Portal such as Facebook has become essential part of Internet savvy individual. Industry has also utilized this amazing concept, social networking to advertise their products and reach out to end customers.
Enterprises are very keen to do more with social networking and cloud computing in near future. Just like website is essential part of branding of any business, in near future, having own social networking portal for each organization will become essential. It will help an organization to increase their brand value using social networking portal. We propose, a model which allows deploying any social application over the cloud based architecture named IntellectCloud. The architecture is distributed in nature, utilizing smallest computing device such as iPhone or Laptop to contribute to cloud computing resources requirement. This paper outlines our vision of IntellectCloud, which can accommodate almost any cloud based application. It also focuses on core storage architecture and framework required for IntellectCloud.

References

- John Jantsch, Lets Talk, Social Media for Small Business Version Two, 2011, Page(s) 24-26
- Hansen, J.A.; Adding privacy and currency to social networking, International Conference on Pervasive Computing and Communications Workshops (PERCOM Workshops), 2010, Page(s): 607 - 612
Keywords
Cloud Computing  Grid computing  Social Networking  Cloud Architecture
IntellectCloud