PUBLIC CLOUD MODEL
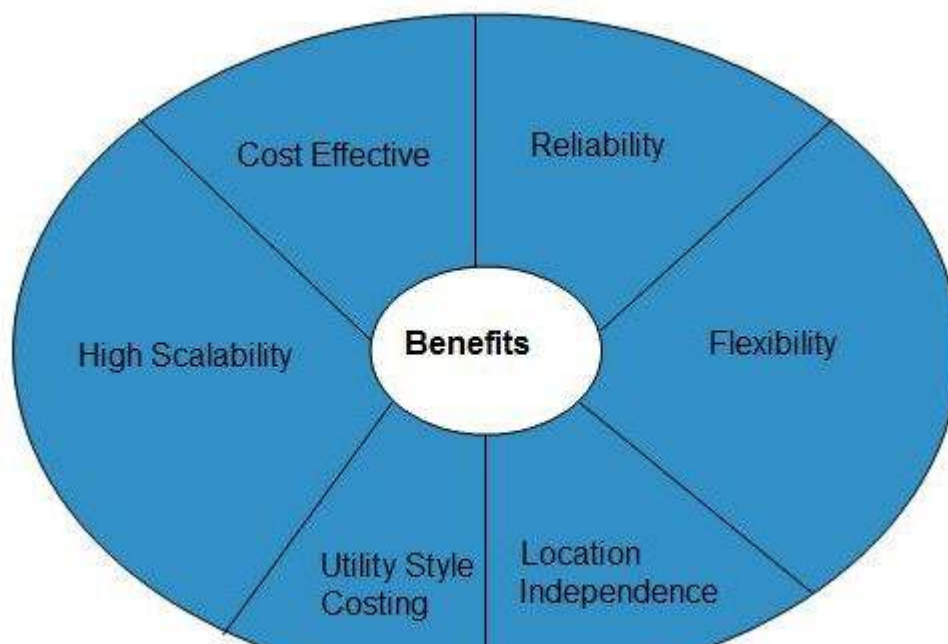
Public Cloud allows systems and services to be easily accessible to general public. The IT giants such as **Google, Amazon** and **Microsoft** offer cloud services via Internet. The Public Cloud Model is shown in the diagram below.
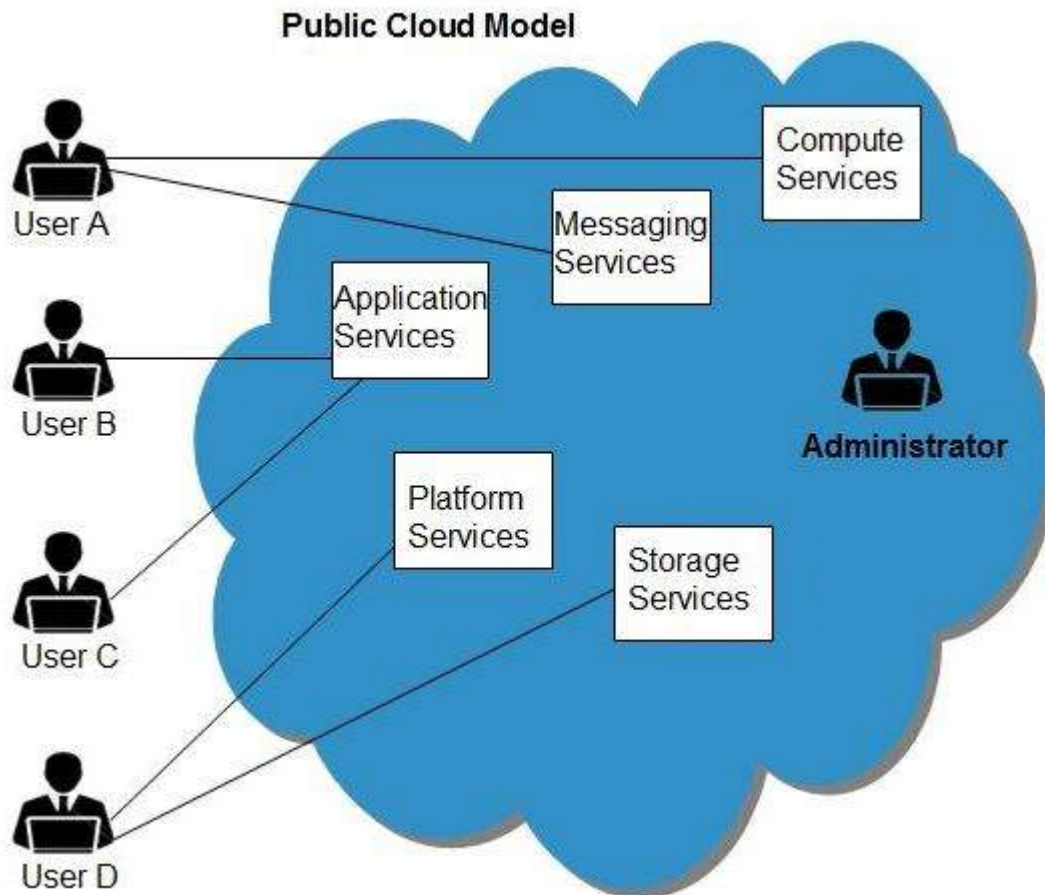
Benefits

There are many benefits of deploying cloud as public cloud model. The following diagram shows some of those benefits:

Cost Effective

Since **public cloud** shares same resources with large number of customers it turns out inexpensive.

Reliability

The **public cloud** employs large number of resources from different locations. If any of the resources fails, public cloud can employ another one.

Flexibility

The public cloud can smoothly integrate with private cloud, which gives customers a flexible approach.

Location Independence

Public cloud services are delivered through Internet, ensuring location independence.

Utility Style Costing

Public cloud is also based on **pay-per-use** model and resources are accessible whenever customer needs them.

High Scalability

Cloud resources are made available on demand from a pool of resources, i.e., they can be scaled up or down according the requirement.

Disadvantages

Here are some disadvantages of public cloud model:

Low Security

In **public cloud model,** data is hosted off-site and resources are shared publicly, therefore does not ensure higher level of security.

Less Customizable

It is comparatively less customizable than private cloud.