Grace Murray & Kianna Isbej

Up in the Cloud

The space our data disappears to

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The introduction of iCloud was revolutionary, inhibiting changes from one Apple device to all of them connected to your iCloud account. Steve Jobs, Apple's CEO, comprehends that "The real hassle and it's very frustrating to keep all your devices information and content up-to-date across devices" and with the integration of the Cloud, this automatic and wireless system was introduced in 2011 to change the convenience of technology at your hands. This impacted the source of data collection and the questioning of customers' data to be part of an invisible yet prominent cloud that was invested to enhance Apple's technology, scoring up to 782 million iCloud users by 2016, Apple SVP Eddy Cue stated. The question is, where is the data stored? and what happens to it? As some suggest it is the backbone of Apple service's that expand on the impact of technology.

iCloud is the cloud storage service created by Apple Inc., providing users with a secure encryption service to ensure data as

photos, videos, documents, music, apps and more are sourced over a variety of consumers, and multiple Apple's products without complications. Enhancing the storage of the data while providing more space within one's device.

This service is obtained once an Apple product is purchased, with an estimate of 1 billion Apple devices in active use around the globe, many businesses are in usage of the service. A 2015 survey done by the SMB market where respondents from different employed full time firms scored a 62 out 100 as the most satisfactory Cloud storage service with Google Drive at 50/100 and Dropbox at 54/100.

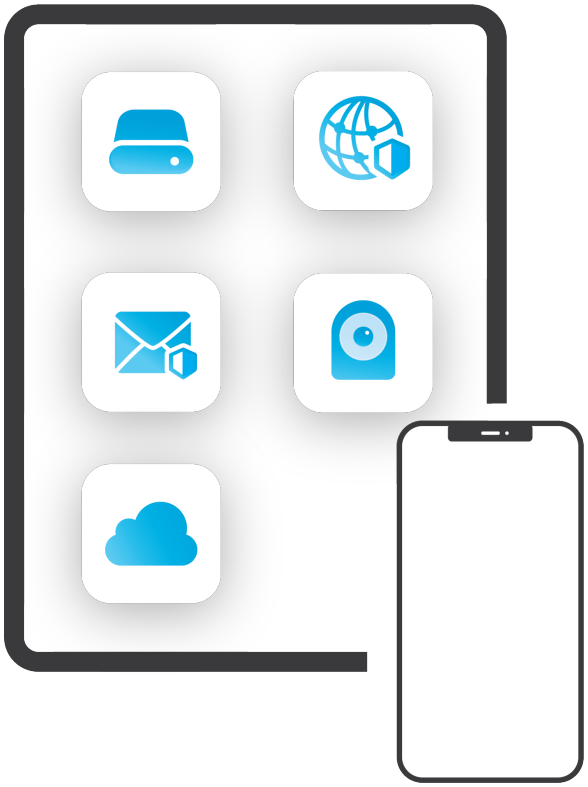
With trust from businesses that the iCloud service enhances the independent usage of around 850 million users. The article "A forensically robust method for acquisition of iCloud data" by Kurt Oestreicher, brings forth this idea of the data stored in four distribution centers where all legal jurisdictional authorities are obtained and trained prior to having access to Cloud data.

Apple is said to collect the personal data in order to serve the consumer with “personalised” and “improved” service ads. To improve the offerings from Apple due to auditing, data analysis and troubleshooting.

The beneficial result of iCloud has been an outstanding resolution to the overall technological advances connected to a specific device. Fighting for the number one spot between Google, Dropbox and other platforms that illustrate a seamless transfer of data along all devices. With an exceeding result of convenience, iCloud provides a free 5GB of storage, and another 50GB to maintain excess space for $1.49 per month, the price for more GB rising.

This collection of data is imported through a personalised controlled feature that retains information set on advertising a catered experience as Apple applies $200 billion on the “free” marketing of servers. The data collection is beneficial in creating a convenient information base to be realised as a set up assistant with the pro of Apple’s productivity tools such as Pages, Numbers, Keynote and Apple music. As they all have extra storage helping create an ease of mind for file locations, also creating a long term efficient collective cloud. With concerns enabled by the security of the back-up service, many devices can be logged into iCloud and release restored documents from the browser. Downloading onto the device and creating caution with the explosion of document data is a possibility, but can be located by iCloud services that enable a preference system to view the usage of the cloud over all their own devices.

Overall, Apple’s iCloud service inhibits a productive and specific measure into letting clients understand where the iCloud data is to be used and how it is distributed within the cloud service. Expanding the possibilities in creating a more convenient system to enhance the experience of Apple users.



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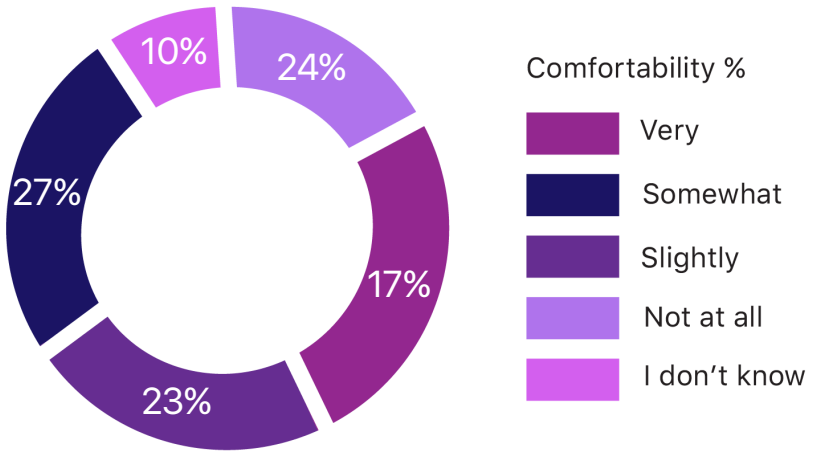
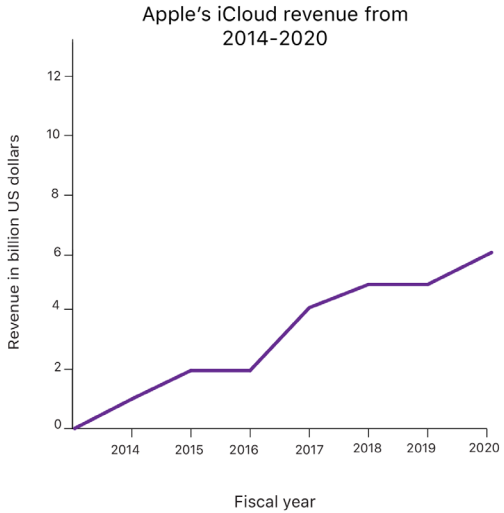
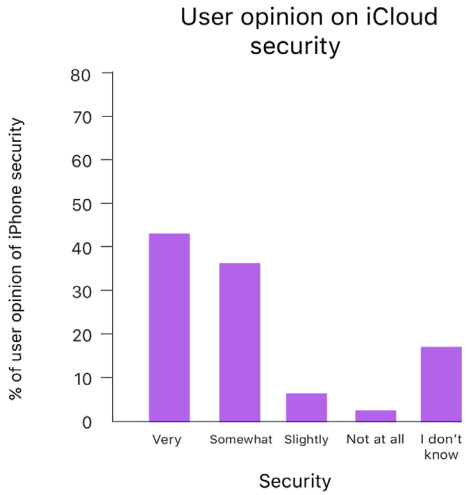
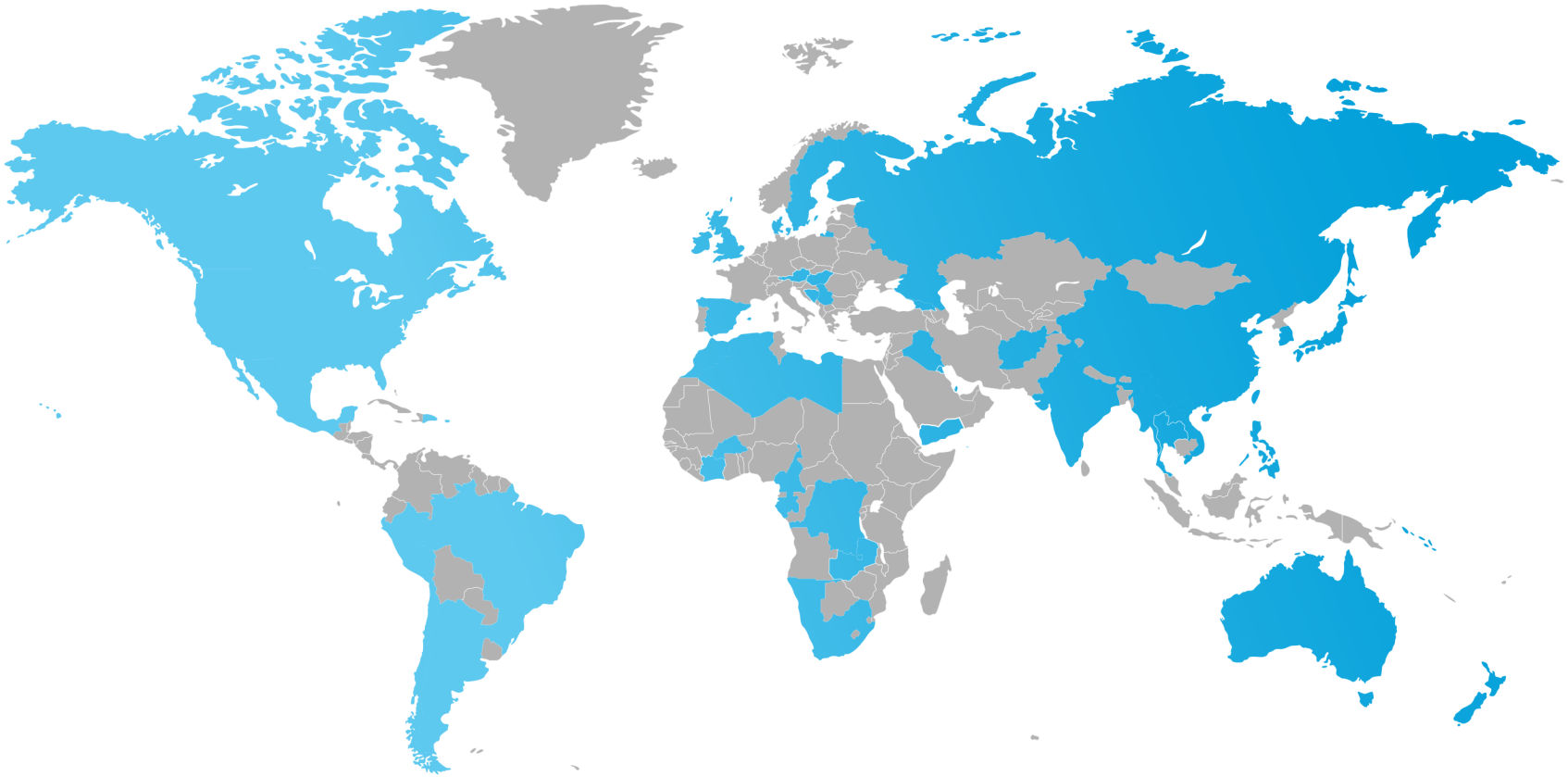
Comfort with storing personal information on iCloud



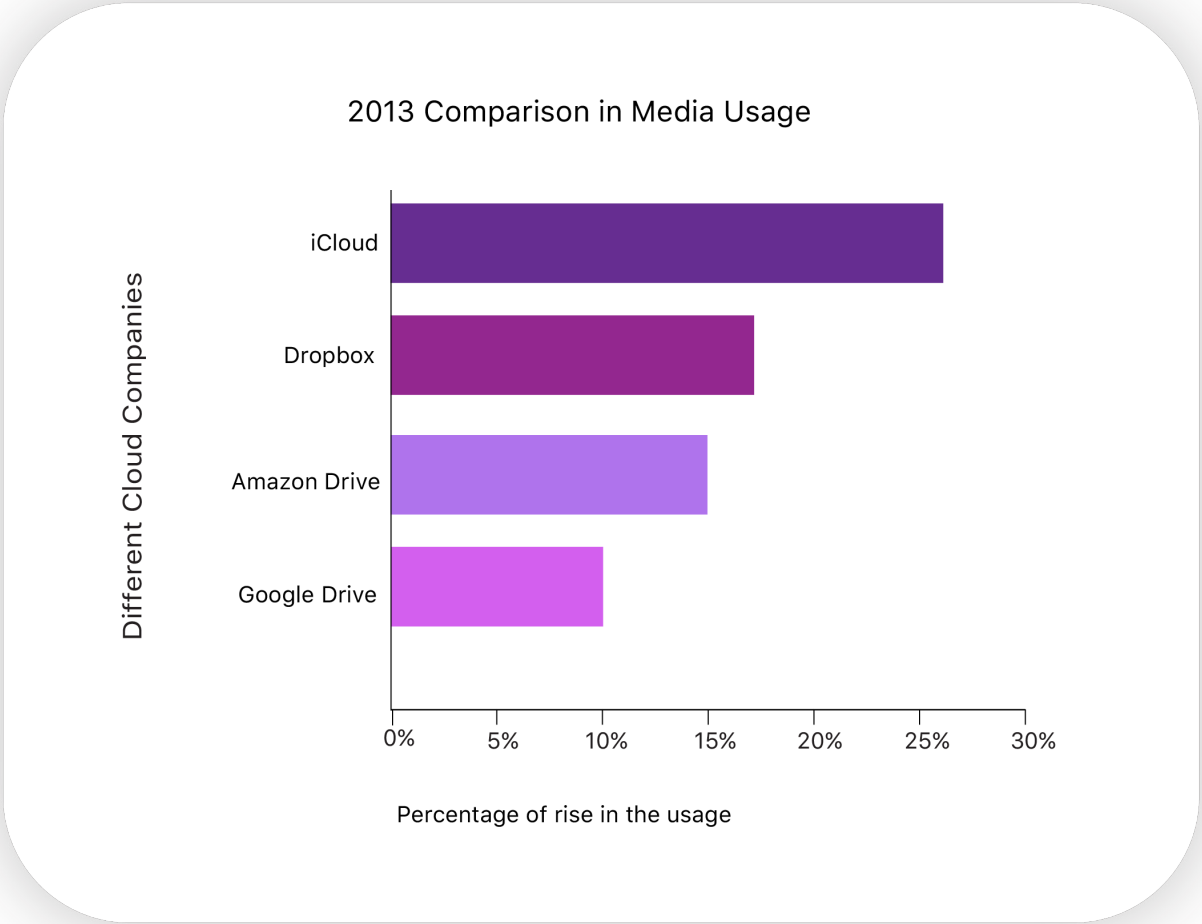




Where is iCloud used?



Source: https://www.apple.com/au/newsroom/2020/04/apple-services-now-available-in-more-countries-around-the-world/


2013 Comparison in Media Usage
Different Cloud Companies
iCloud
Dropbox
Amazon Drive
Google Drive
0%
5%
10%
15%
20%
25%
30%
Percentage of rise in the usage


iCloud service 2020 usage
% of users of cloud storgae
70
60
50
40
30
20
10
0
Finance
Login Data
Office Docs
Music
Backups
Photos
Service Categories