6-4. Go to *http://aws.amazon.com*. and search for AWS database offerings. Explain the differences among Amazon's RDS, DynamoDB, ElastiCache, and Redshift services. Which of these would you recommend for storing Falcon Security's data? (By the way, whenever you query the Internet for any AWS product, be sure to include the keyword *AWS* in your search. Otherwise, your search will result in Amazon's lists of books about the item you're searching for.)

6-5. Suppose Toshio wants Falcon Security to set up a private internet, and he justifies this request on the basis of better security. Explain why that is not a good decision and rebut his claim about security by suggesting that Falcon use a VPC. Justify your suggestion.

6-6. In five sentences or fewer, explain how the cloud will affect job prospects for you between now and 2027.

COLLABORATION EXERCISE 6

Using the collaboration IS you built in Chapter 2 (page 75), collaborate with a group of students to answer the following questions.

The cloud is causing monumental changes in the information systems services industry. In every city, you will still see the trucks of local independent software vendors (ISVs) driving to their clients to set up and maintain local area networks, servers, and software. You'll know the trucks by the Microsoft, Oracle, and Cisco logos on their sides. For years, those small, local companies have survived, some very profitably, on their ability to set up and maintain LANs, connect user computers to the Internet, set up servers, sell Microsoft Exchange licenses, and install other software on both servers and user computers.

Once everything is installed, these companies continued to earn revenue by providing maintenance for problems that inevitably developed and support for new versions of software, connecting new user computers, and so forth. Their customers vary, but generally are smaller companies of, say, 3 to 50 employees—companies that are large enough to need email, Internet connections, and possibly some entry-level software applications such as QuickBooks.

6-7. Using the knowledge of this chapter and the intuition of the members of your team, summarize threats that cloud services present to such ISVs.

6-8. Suppose your team owns and manages one of these ISVs. You learn that more and more of your clients are choosing SaaS cloud services like Google for email, rather than setting up local email servers.

a. What, if anything, can you do to prevent the encroachment of SaaS on your business?

6-9. Even if SaaS eliminates the need for email and other local servers, there will still remain viable services that you can provide. Name and describe those services.

6-10. Suppose instead of attempting to adapt an existing ISV to the threat of cloud services, you and your teammates decide to set up an entirely new business, one that will succeed in the presence of SaaS and other cloud services. Looking at businesses in and around your campus, identify and describe the IS needs those businesses will have in the cloud services world.

6-11. Describe the IS services that your new business could provide for the business needs you identified in your answer to question 6-10.

6-12. Given your answers to questions 6-7 through 6-11, would you rather be an existing ISV attempting to adapt to this new world or an entirely new company? Compare and contrast the advantages and disadvantages of each alternative.

6-13. Changing technology has, for centuries, eliminated the need for certain products and services and created the need for new products and services. What is new, today, however, is the rapid pace at which new technology is created and adapted. Using cloud services as an example, create a statement of the posture that business professionals should take with regard to technology in order to thrive in this fast-changing environment. Notice the verb in this assignment is *thrive* and not just *survive*.

CASE STUDY 6

FinQloud Forever ... We

In 1937, the Securities and Exchange Con
rules that stipulated records retention rec
ties brokers and dealers. The SEC's conc
records of financial transactions not be
that they be retained for a stipulated per
indexes be created so that the records can

In 1937, the rules assumed that such
on paper media. With the rise of informati
1997 the SEC updated the rules by stating
be kept electronically, provided that the sto
once, read many times (WORM) devices.
accepted by the financial services industry
and DVDs were WORM devices.

However, as technology developed, bro
financial institutions wanted to store reco
storage and petitioned the SEC for guidan
do that. In May 2003, the SEC interpreted
storage of such records on read-write me
storage mechanism included software tha
alteration:

> A broker-dealer would not violate the
> graph (f)(2)(ii)(A) of the rule if it used
> system that prevents the overwriting,
> altering of a record during its requ
> through the use of integrated hardw
> trol codes. Rule 17a-4 requires bro
> records for specified lengths of time.
> that the non-erasable and non-rewri
> storage need not continue beyond tha
>
> The Commission's interpretation
> age systems that only mitigate the risk
> written or erased. Such systems—wh
> applications to protect electronic rec
> tication and approval policies, passwo
> security controls—do not maintain th