

Cloud Choices – A Cautionary Tale

Trending Business Model:

Consumer Jones buys a new laptop. He is now an owner of hardware.

But Consumer Jones requires an Operating System for his new laptop. Jones thinks, “I’ll buy a copy of the currently most popular, most compatible, OS software.” He does. He now owns Operating System software – or does he?

It seems Jones’ new OS software is “On the Cloud”, and is “downloaded” (or activated) each time Jones powers up his (personally owned) laptop. That’s *if* his OS software lease agreement is current.

And Consumer Jones wants an Office Apps Suite. Jones thinks, “I’ll buy a copy of the currently most popular, most-compatible-with-associates, OAS.” He does. He now owns applications software – or does he?

It seems Jones’ new OAS software is also “On the Cloud”, and is “downloaded” (or activated) each time Jones powers up his (personally owned) laptop. That’s *if* his OAS software lease agreement is current.

Consumer Jones owns hardware, but in the software world, Jones has perpetuity contracts with no “Option to Buy”. Polished Sculpture suggests this model drifts toward pricing over-reach.

Open Systems can help promote the software ownership business model, one that worked beautifully for consumers in the past – pay once, receive floppy, CD or download of purchased (personally owned) software. Purchased software for personal or restricted use is an available cloud hosting alternative.

For example: Today, multiple Linux OS distributions represent a one-time cost with additional benefits, since included source language can be maintained and customized by an organization’s internal IT staff, or for small business, a reputable software maintenance contractor. Such software can be executed in, or downloaded from, cloud storage.

Lastly, find compelling grounds to justify cloud hosting and / or and or storage, and institute comprehensive in-house back-up to mitigate inherit risk.

Problema resolutum.