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The evolution of cloud computing over the past few years is potentially one of the major advances in the history of computing. However, if cloud computing is to achieve its potential, there needs to be a clear understanding of the various issues involved, both from the perspectives of the providers and the consumers of the technology. Cloud computing — on-demand, internet-based computing services — has been successfully applied to many computing functions in recent years. From consumer-facing, web-based productivity apps ...IBM and EMC are reportedly both courting cloud-computing company SoftLayer Technologies in an acquisition expected to exceed \$2 billion. SoftLayer is known as the largest privately held cloud ...International Business Machines, or IBM, nicknamed "Big Blue", is a multinational computer technology and IT consulting corporation headquartered in Armonk, New York, United States.