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Are Cloud Servers Going to Replace Personal Hosting Machines? by [Darren Chimes](#)

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Since the beginning of the year (2011), the use of virtual servers in businesses has increased considerably. Companies in every sector conceivable are beginning to see the potential for reliable virtual network hosting, therefore saving money that would previously have been spent on a dedicated server and employing personnel to maintain it. With cloud hosting, it is possible for businesses to run a shared network that allows staff to access and update files in real time, while freeing up hard drives so individual systems can run faster. Cloud hosting also lessens the risk of data loss if a server outage occurs, as everything is held on numerous virtual servers to prevent data loss ever happening. With access to a cloud server it is possible for businesses to run an extensive network through a high speed broadband connection provided by basic hub devices. It also allows for businesses to save on training, as cloud servers do not require users to have knowledge of how they work, meaning staff can be more productive.

While businesses clamour to implement cloud hosting, consumers in the UK are not as keen and it is understandable that some may be skeptical about utilising a virtual server cabinet. This apprehension is reflected in a recent survey by consultancy company KPMG. Of almost ten thousand people questioned in more than thirty countries, just over half (53%) of British respondents admitted a willingness to use cloud services, compared to an average of 65% of global respondents that utilised this new data storage system. It is also worth noting though, that almost half of all those questioned had concerns about the privacy these systems offer, and the security of sensitive materials that are stored on them. However, some experts argue that the availability of private virtual server technology all but renders these fears obsolete.

Many businesses cite cost as their reason for implementing cloud servers. For a traditional server to handle the amount of functionality of a cloud system would require a sizeable space, hardware and dedicated personnel to deal with any issues that may arise. Most issues in a cloud can be solved remotely, and with contingency plans in place have little to no effect on the network as a whole.

So, does this signal the end for traditional server hosting? If the data loss experienced by users of Amazon's EC2 in April 2011 is anything to go by, then arguably the answer- for the foreseeable future- is no. Any small to medium-sized enterprises (SME) that are concerned about the catastrophic effect a large-scale cloud server-based data loss could have on their business may be better off sticking to traditional methods, until the glitches in cloud hosting have been ironed out anyway.

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