

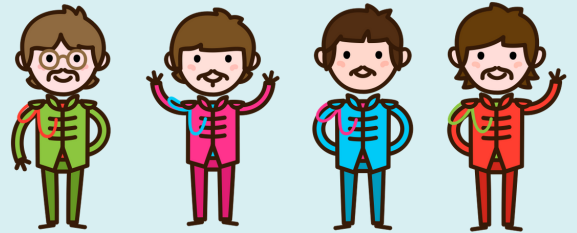
CLOUD TECHNOLOGY THROUGH THE YEARS

And how it has shaped our professional and personal lives for much longer than we think



1968 - CLOUD COMPUTING WAS FIRST DEvised

Although it is hard to believe an early rendition of cloud computing existed during the time of the Beatles, Joseph Carl Robnett Licklider's work on ARPANET helped to connect people and data across any location, which became a technical foundation of the internet.



1985 - SMALL SCALE CLOUD STORAGE FOR CONSUMERS

While Marty McFly was travelling through time in a state of the art DeLorean in the film world in 1985, technology was already advancing in the real world, with CompuServe allowing for small amounts of cloud disk space for consumers to upload files of their choosing.



1999 - CLOUD SERVICE HOTMAIL GAINS 30M USERS

Cloud based email quickly gained popularity in the professional and personal world with the advent of Hotmail. In 1999 film The Matrix, computer programmer Thomas Anderson would have found cloud based email useful in his profession.



2007 - BIG CORPORATIONS BUY INTO THE CLOUD

In the world of traditional media, the final Harry Potter book broke sales records in 2007, while in the technological world, advances meant that Amazon established their cloud storage service, which paved the way for Dropbox and Pinterest to gain prominence.



2012 - SMARTPHONES AND APPS BOOM IN POPULARITY

It can be easy to forget that apps are stored in the cloud ready to download on smartphones. While Great Britain were doing the nation proud at the London Olympics, 30 billion apps had been downloaded on the iOS store, in the space of just 4 years since its launch in 2008.



2018 - CLOUD STORAGE AND COLLABORATION TOOLS ARE WIDELY AVAILABLE

Today, cloud storage is the standard amongst businesses and personal users across the world. Services such as Office 365 provide real time cloud collaboration and storage for Word/Excel files. Cloud based email is used by billions across the world, and almost all mobile phone owners now own smartphones with cloud based apps available.

