

# Future of Publishing Processes Integrated with Cloud Platforms

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**Abstract:** With the increasing complexity and expansion of digital technologies, there has emerged the need of cloud platforms for publishing activities which help in speed to market, faster delivery, and on demand methods thereby increasing process and procedure gaps linked to security and royalties issues. This paper explores the future of publishing industry success and its dependence on adopting cloud integration process more comprehensively and in the earlier stages.

**Keywords:** Cloud Integration, Publishing, Integration Process

## I. INTRODUCTION

The book publishing industry has always been an important publishing domain as it impacts mass publications for academic, professional, and commercial purposes – having a significant economic and financial impact. The technological developments since the Industrial Revolution and the invention of the printing press have significantly impacted the modernization, feasibility, and efficiency of book publications (Rajkumar Buyya, In High Performance Computing and Communications, 2008). Traditional distributed computing paradigms issues and inability to provide more reliable, affordable, flexible resources for the applications and creates the challenge of on-demand resource provisioning and allocation in response to dynamically changing workloads (Weiwei Lin, A Threshold-based Dynamic Resource Allocation Scheme for Cloud Computing, 2011).

The technological developments since the Industrial Revolution and the invention of the printing press have significantly impacted the modernization, feasibility, and efficiency of book publications. Recent digitization of printing presses also improved the efficiency and outreach of the publication industry. For instance, the digital copies and e-books started getting published for the global audiences at affordable prices. However, recently it has been observed that book publication industry has been slow in adapting to cloud computing technologies to harness the real benefits and advantages of cloud computing. Considering this, respective paper aims to highlight the opportunities and benefits offered by the integration of cloud computing technologies and the publishing industry for revolutionized mass publication and distribution process. The challenges in decreased flexibility, more expense, and in-efficiency in IT services to end users can be reduced can be reduced by adopting to cloud technology to reduce IT implementation and decrease cost further to meet the ongoing demands of computing resources, and further

enhance their teaching learning mechanism (Amrita Rai, Cloud Technology in Higher Education, SKIMA 2015).

The concept of digitization of printing presses is detailed and discussed to improve the efficiency and outreach of the publication industry including e-books and digital copies (Suzanne Wilson-Higgins, The Impact of Print-On-Demand on Academic Books, 2018). However, recently it has been observed that book publication industry has been slow in adapting to cloud computing technologies to harness the real benefits and advantages of cloud computing considering this, respective paper aims to highlight the opportunities and benefits offered by the integration of cloud computing technologies and the publishing industry for revolutionized mass publication and distribution process.

### Objective:

The aim of the research is to determine the publication industry in relation to the cloud, assess the basic cloud computing models with the special considerations for the consumers, cloud providers and the channels, and successful execution of the business specialized cloud computing over the specialized channels. The paper will also concentrate on the proper description of the threats being turned into the opportunities for the VARs and MSPs by using the cloud computing appropriately.

### Problem statement:

The problem identified with publishing industry in the aspect of business is economy and opportunity. There is a grave need to formulate a code of ethics and business morals for the efficient and just use of the cloud computing for the financial purposes. This is where digital publications and distributors come in. They must be identified properly and the large online service providers must allocate their space over the cloud in such a way that they are not overshadowed or over-casted. However, the same problem can be resolved with more efficiency and feasibility if the IT professionals and the vendors are also consulted in order

to understand the basic structure, skeleton, models and formation of the cloud. Once the Cloud has been understood properly and then it is specialized for the effective use of the business holders and the financial purposes, it will produce greater satisfaction.

## II. DESIGN METHODOLOGY

For the purpose of conducting a detailed and comprehensive research review regarding the chosen topic i.e. integration process of cloud technology and publishing industry, the systematic review approach will be chosen. Various scholarly papers and literature will be reviewed to draw the conclusion regarding the benefits and opportunities offered by the cloud computing technologies for the publication industry.

## III. CLOUD METHODS

Cloud computing is the process of accessing the internet to use software running on remote hardware in remote data center. According to Amazon and Microsoft, cloud computing is the process to deliver computing services, servers, storage, databases, networking, software & analytics over the Internet. Companies offering these computing services are called cloud providers and typically charge for cloud computing services based on usage, similar to how you're billed for gas, water or electricity at home. Cloud services include 3 types, Software as a Service (SaaS), Infrastructure as a Service (IaaS) and Platform as a Service (PaaS). Types and Examples can be seen below in Table 1 and Figure 1.

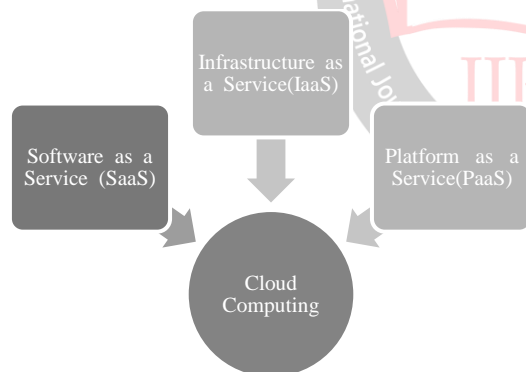


Figure 1: Types of Cloud Services

Table 1: Examples of Cloud Services

	SaaS	PaaS	IaaS
Application Hosting	Managed by Vendor	Internally Managed	Internally Managed
Development, Database & Business Analytical tools	Managed by Vendor	Managed by Vendor	Internally Managed
Operating systems	Managed by Vendor	Managed by Vendor	Internally Managed
Servers and storage	Managed by Vendor	Managed by Vendor	Managed by Vendor
Networking/firewalls/security	Managed by Vendor	Managed by Vendor	Managed by Vendor
Data center building	Managed by Vendor	Managed by Vendor	Managed by Vendor

Source: Data adapted from cloud service providers

## IV. CLOUD INTEGRATION

Publication houses or organizations running from the huge and admired New York Times Co. down to the littlest specialty publisher have explored different avenues regarding an incalculable assortment of conveyance techniques, advanced instalment structures, work process developments, and models for producing publicizing income; a lot of considerations have been made during the time spent chronicling those endeavors .

One of the later developments in the technology sector- which has risen as a true blue standard practice in various enterprises - is cloud-based computing. Without considering it, truth be told, a large number of the most routine exercises that organizations have come to depend on platforms like Salesforce.com-are based on cloud-based standards, where data, stockpiling, and preparing are housed and overseen in off-site server farms instead of a company's own neighbourhood servers or hard drives . For publishers thinking about moving parts of their business practice to the cloud, there is a lot of understanding and skill to depend on over the span of the basic leadership process; without a doubt, they may as of now be more profound into the cloud than they understand.

There are various manners by which utilizing cloud-based administrations can help publishers-running from publication to configuration to content administration to lead age to business administrations . Nobody arrangement fits all, obviously, so publishers must be very much educated about the potential advantages and entanglements of making any sort of change to the cloud. The advancement toward cloud-based arrangements in the publishing business is a result of a craving or maybe even a need to streamline work processes, bring down expenses, and relieve the burden on an association's requirement for technical aptitude . (Marston, Sean, Zhi Li, Subhajyoti Bandyopadhyay, Juheng Zhang, and Anand Ghalsasi, Cloud computing—The business perspective, 2011).

For example, Amazon Elastic Compute Cloud (EC2) basically constitutes a virtual computing condition. It permits clients, on a compensation for each use premise, to utilize web benefit interfaces to dispatch virtual servers with an assortment of working systems, stack them with their custom application condition, and deal with their system's entrance consents. The capacity of cloud answers for scale with substantially more nimbleness is another part of cloud computing that is one of the cloud's most noteworthy qualities. Cloud-based computing is for the most part more adaptable than standard programming arrangements. This outcomes in an adaptability to a publishing house that expels systems as an inhibitor to development. With cloud technology, somebody can get to a cloud-based book showcasing system in one city in the meantime a partner is getting to it in another city. This implies publishers can develop speedier, employ better, and

pay less. Inside this change, there is tremendous opportunity.

Huge publishers can avoid the precarious inquiry of downsizing their print-based systems and scaling up their advanced ones. Little publishers would now be able to utilize systems and work processes that give them abilities comparable to their considerably bigger competitors. Be that as it may, nothing comes without any challenges and neither do Cloud systems which includes organization transformation without proper strategic plan could lead to failures for the PO processing and deliveries to end users. They may dislike the way that Cloud systems could bring about slices to their financial plan and headcount. In smaller organizations, Cloud systems are a significantly less questionable advantage giving, as they regularly do, abilities a littler house could never have the capacity to bear the cost of as a remain solitary system. (Advantages and challenges of adopting cloud computing from an enterprise perspective. *Procedia Technology* -2014). Benefits of Cloud integration to publishing process can be seen below in Figure2.

incorporation of E2E activities including Contracts and rights management, Supplier qualification management, Paper procurement process, and account payables into cloud for streamlining operation management.

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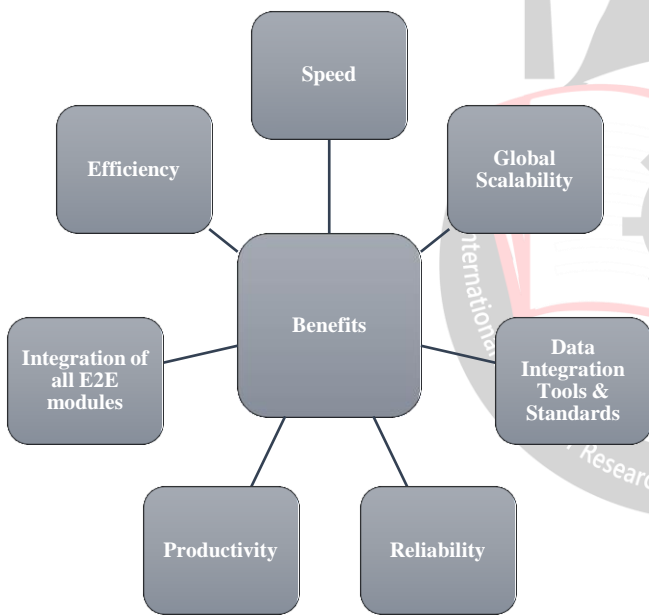


Figure 2: Benefits of Cloud Integration

## V. CONCLUSION

Cloud computing is such a mainstream theme, since it was worked to decrease the cost and spare assets (Avram, Maricela-Georgiana, Advantages and challenges of adopting cloud computing from an enterprise perspective, 2014). With the developing interest of online nearness and digitization of news, it is the need of great importance for Media and publishing ventures and all driving Publishing houses to bring it into genuine thought to move a lump of the work from their server farms and systems administration focuses over to Cloud to receive the rewards of less spends, less support and grater business process optimization. Further studies can be taken up outlining the