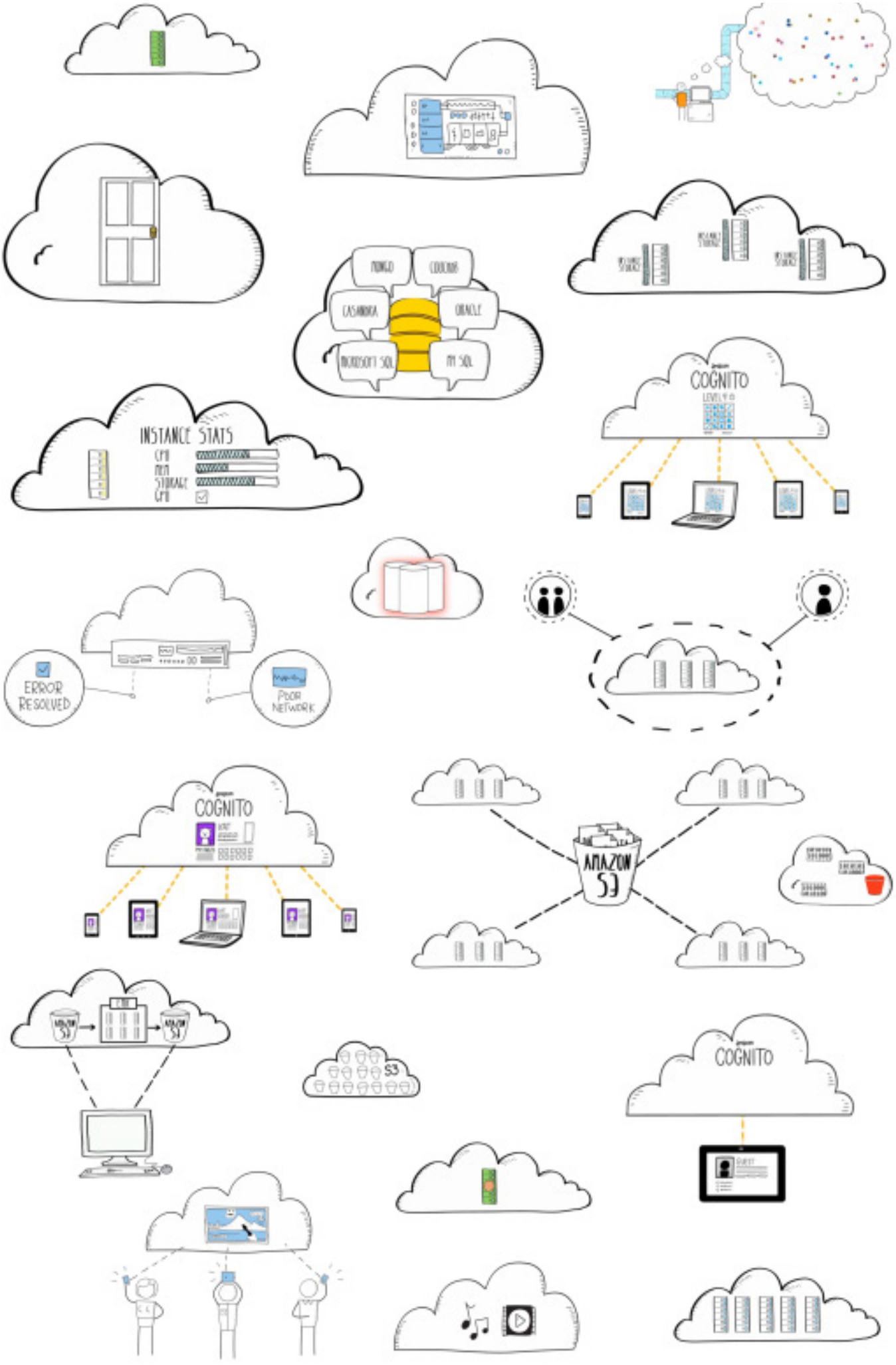
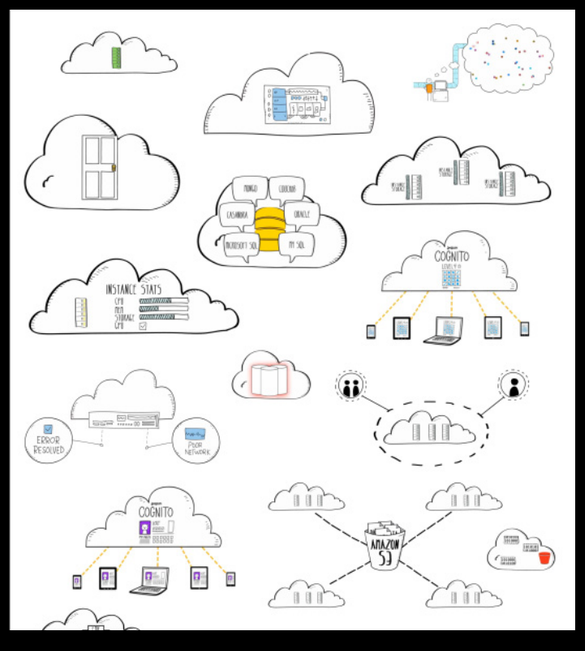
LITTLE FLUFFY CLOUDS:EXAMPLES OF REPRESENTATIONS OF 'THE CLOUD' IN CLIENT-FACING CORPORATE MATERIAL, CIRCA 2014



VERSION 0.1

# Little Fluffy Clouds

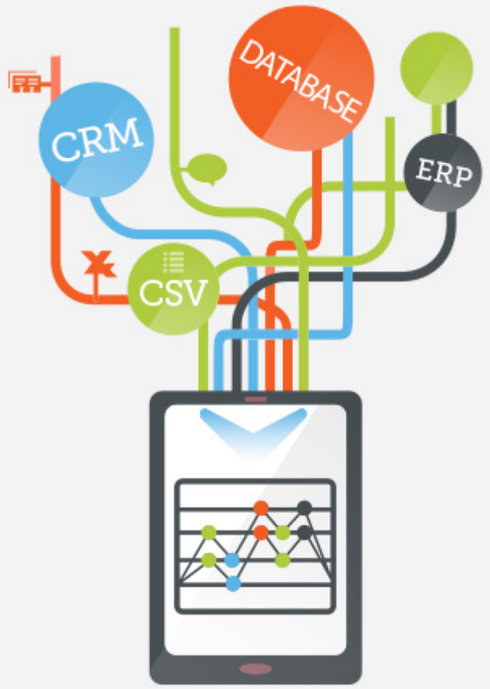
Examples of representations of ‘the cloud’ in client-facing corporate material, circa 2014.



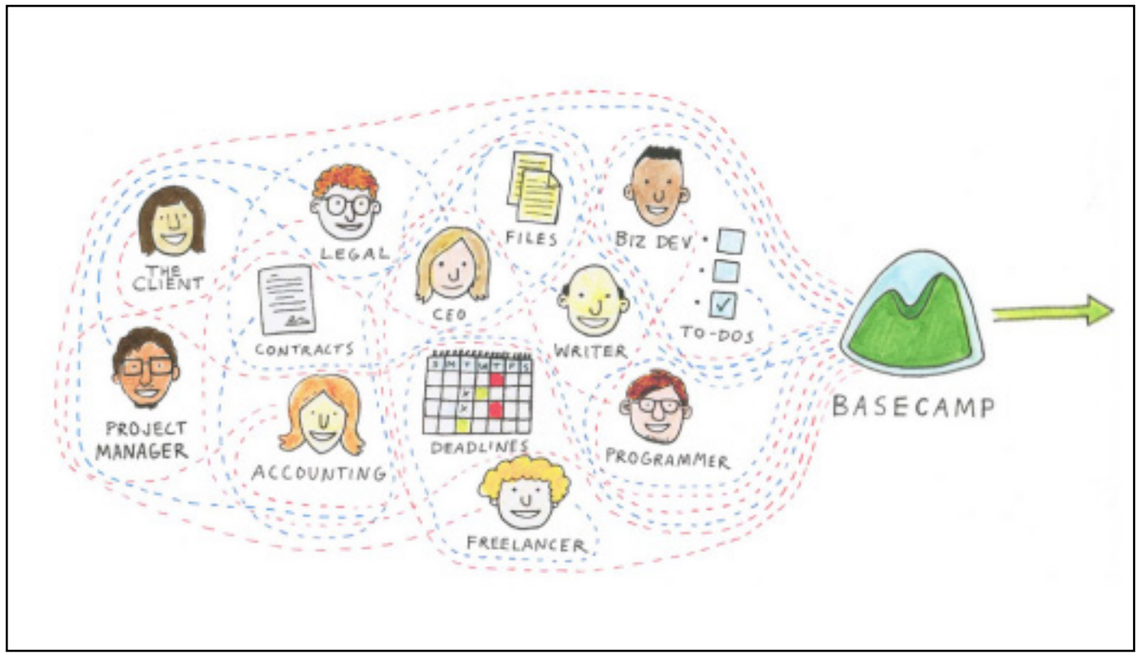

Cover illustration: collection of clouds that appear in various Amazon Web Services promo videos (http://aws.amazon.com/)

(‘The Cloud’)

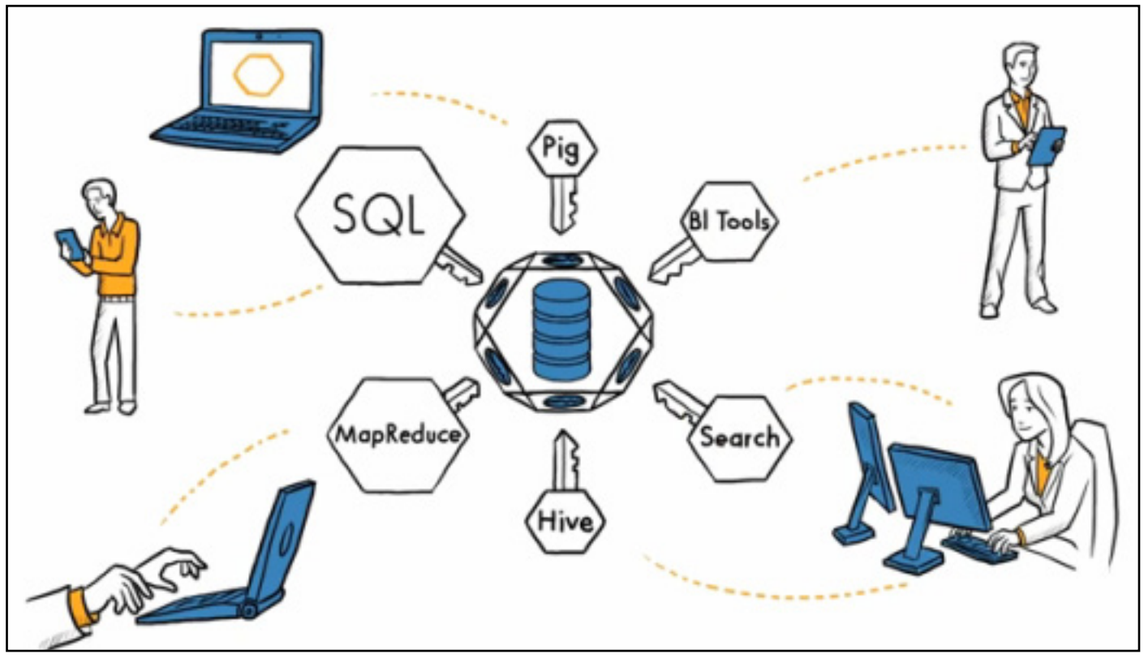
Source: intercom.io



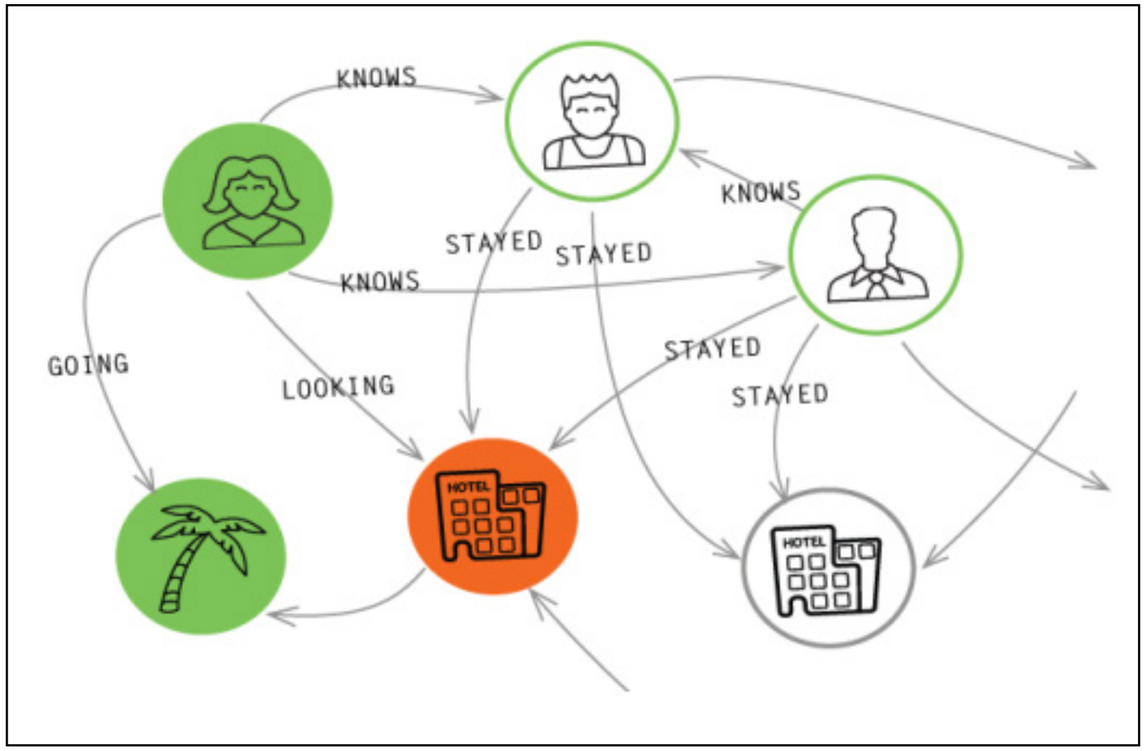

Source: sisense.com/features



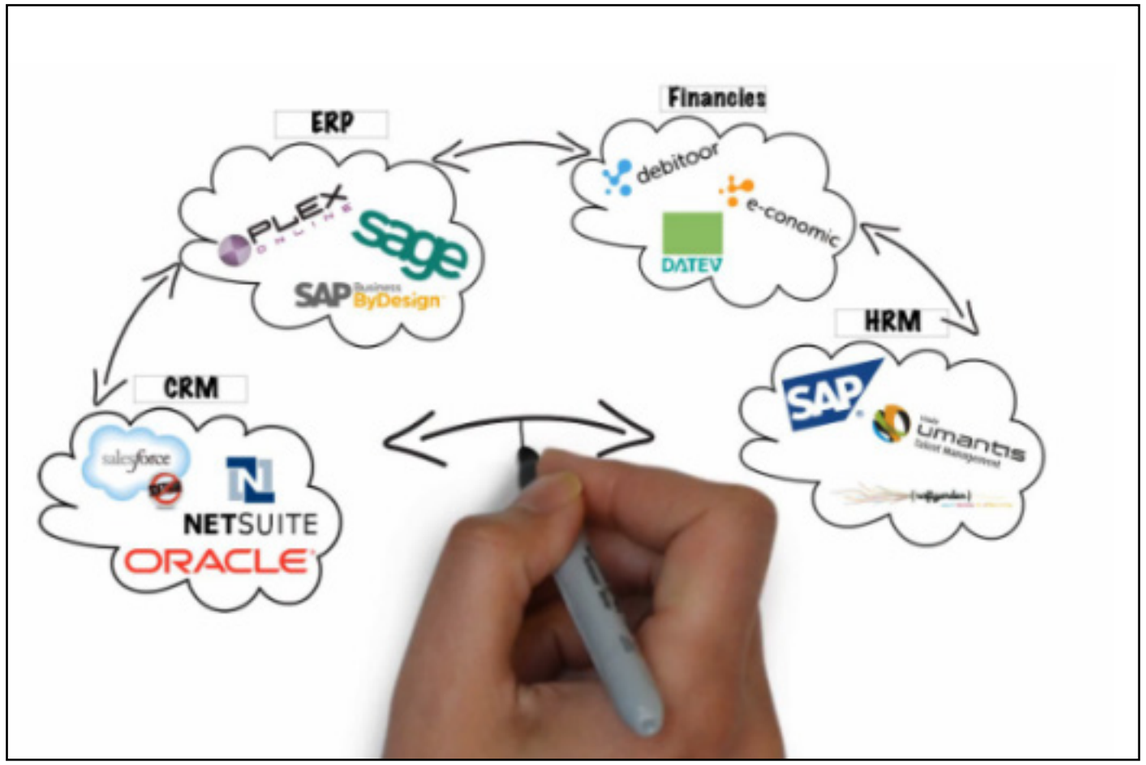

Source: basecamp.com




Source: rainstor.com




Source: neo4j.com




Source: elastic.io

"Mesosphere is the manifest destiny of cloud computing."

Brad Silverberg, Fuel Capital

# BIG DATA 2.0
## has arrived
## with **Beauty** & **Power**

## Data For Your Business

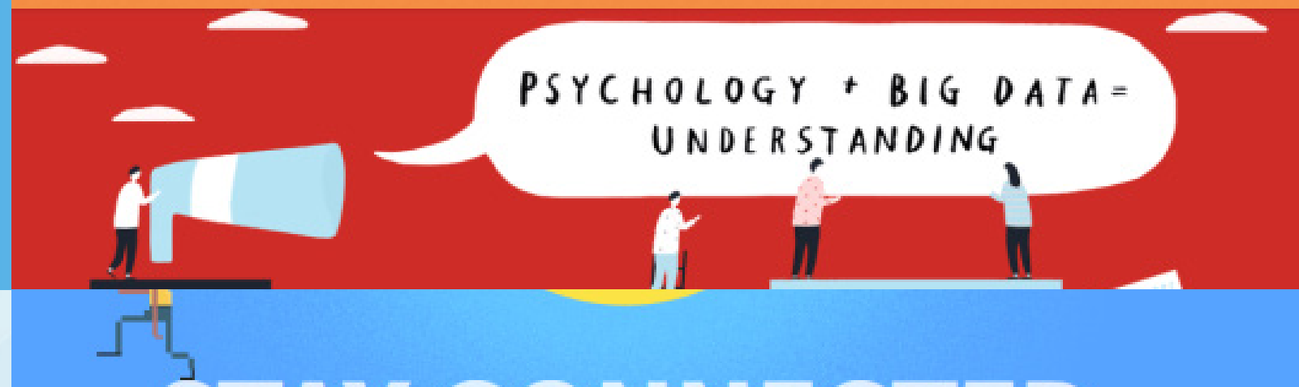
Make the web your in-house database

## Leverage the power of machine learning

## Monetize Your Gamer's Emotional State

Source: mesosphere.com
Source: adatao
Source: import.io
Source: inmobi.com
Source: wise.io

## GLOBAL DATA. LOCAL CONTEXT.




# STAY CONNECTED TO THINGS THAT MATTER

## See it all in one place

Your servers, your clouds, your metrics, your apps, your team. Together.

## MAKE IT MEANINGFUL

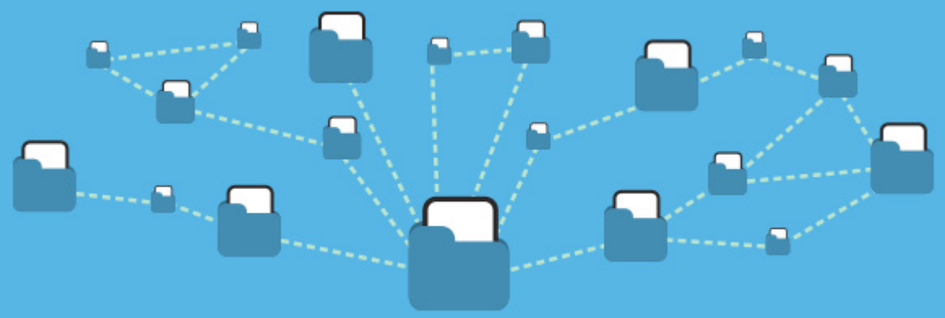
Deliver dynamic ads that predict what your customers will want to purchase next, so you can give

## An entirely new way to connect with your customers

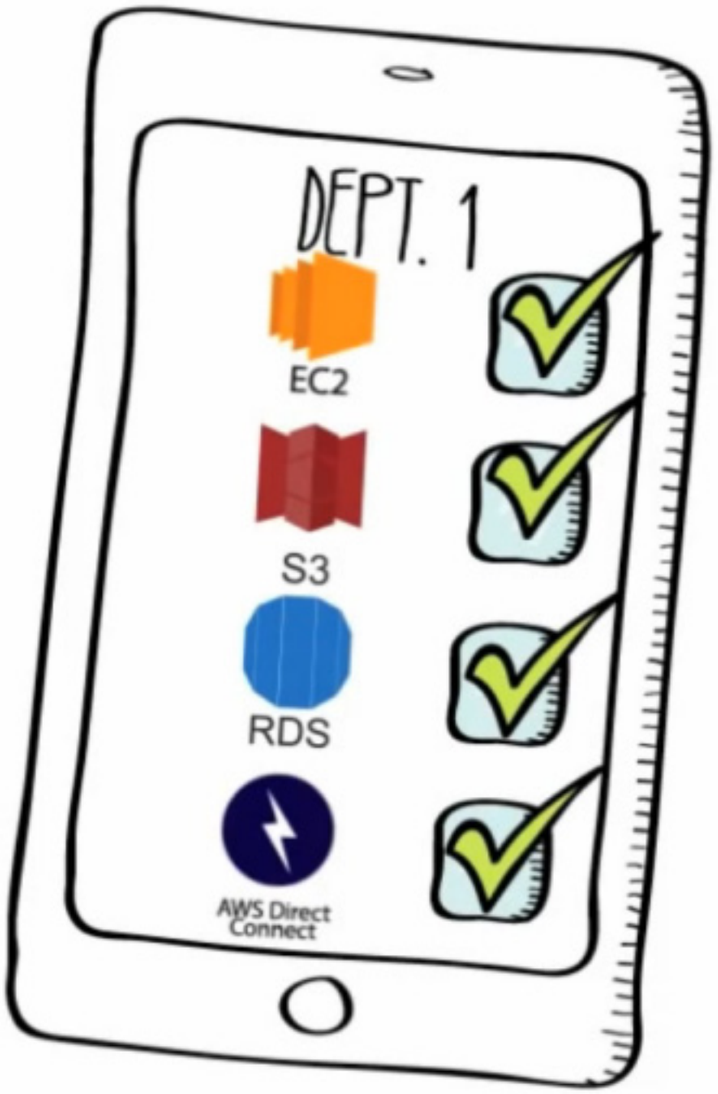
Intercom shows you who is using your product and makes it easy to personally communicate with them through targeted, behavior-driven email and in-app messages.

Source: factual.com
Source: visualdna.com
Source: getpebble.com
Source: datadoghq.com
Source: applovin.com
Source: intercom.io

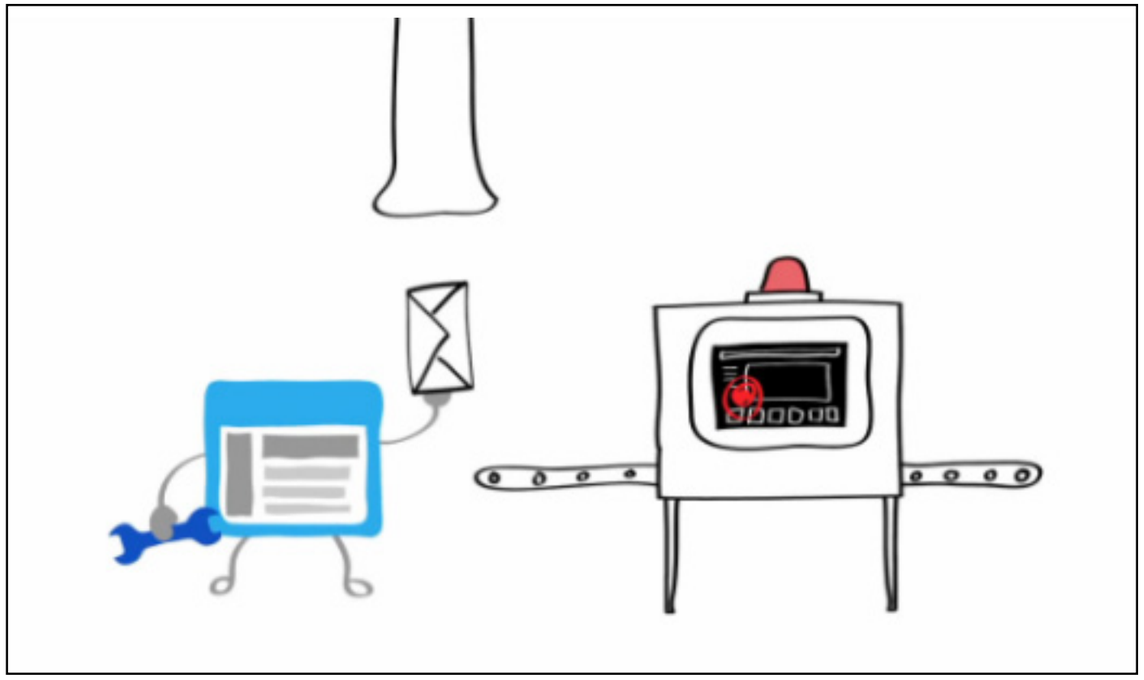
Source: ciphercloud.com



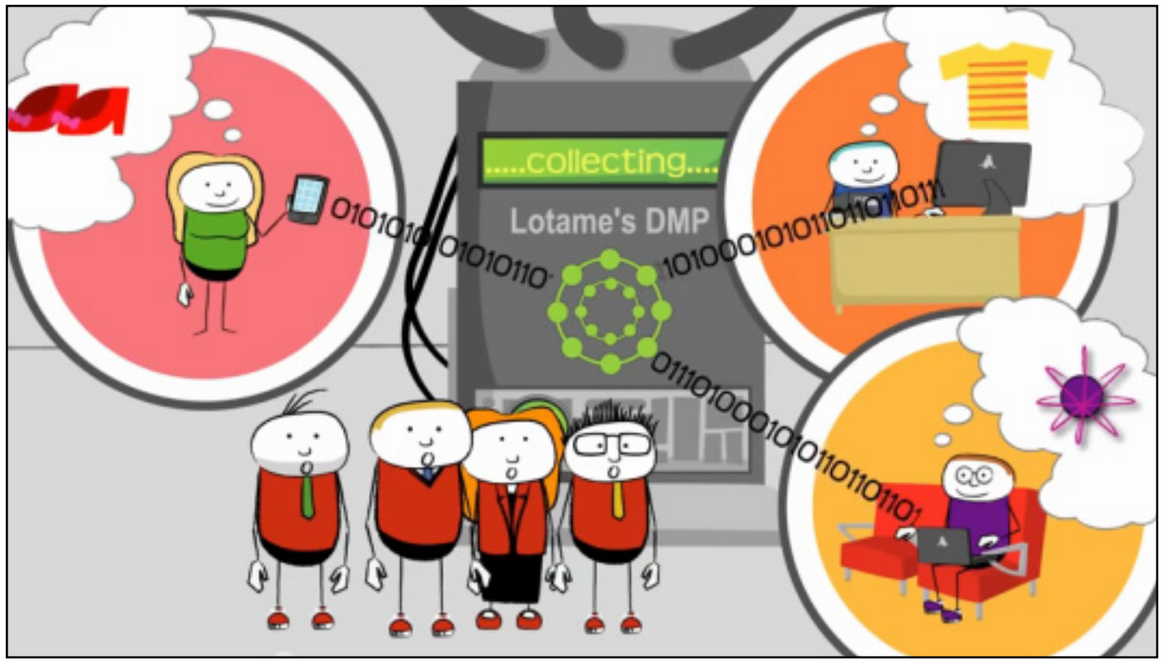
Source: importio



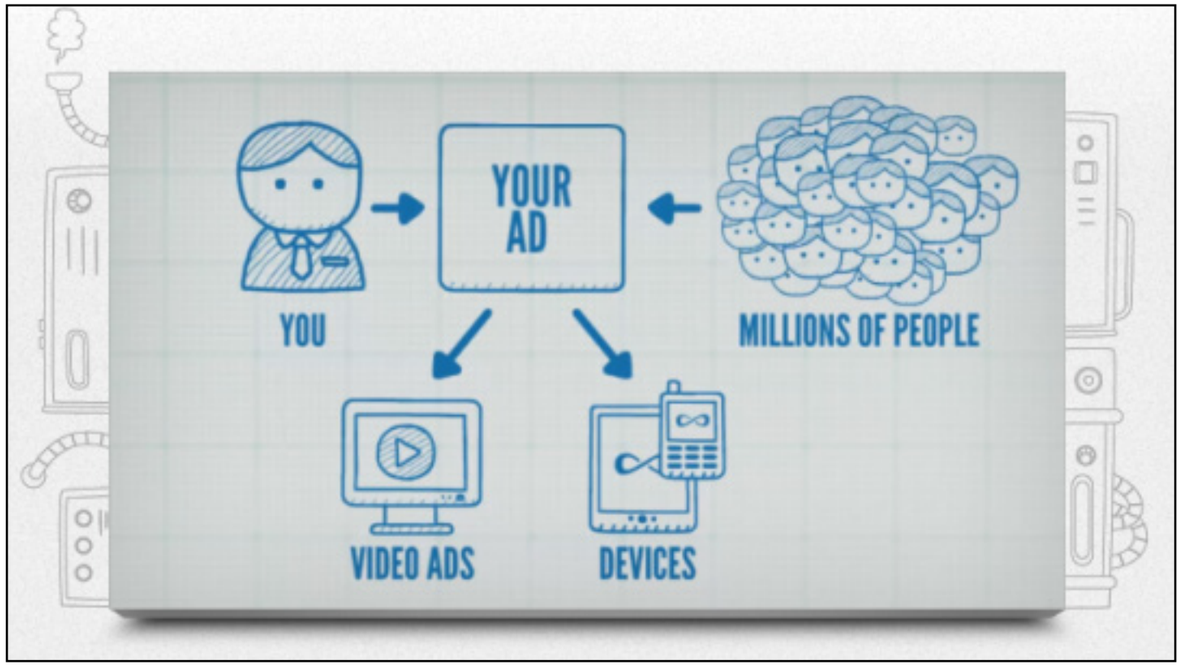

Source: amazon.com/enterprise



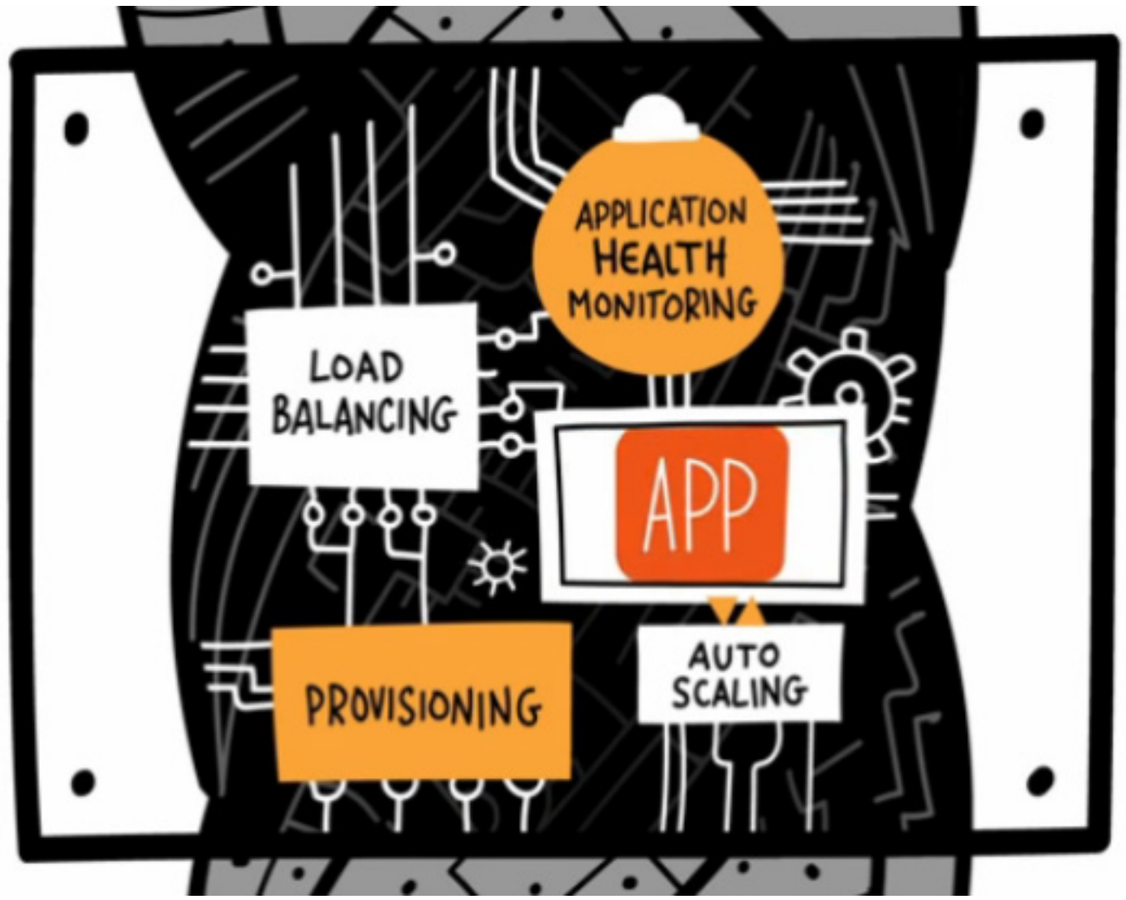
Source: google.co.uk/intl/en/webmasters



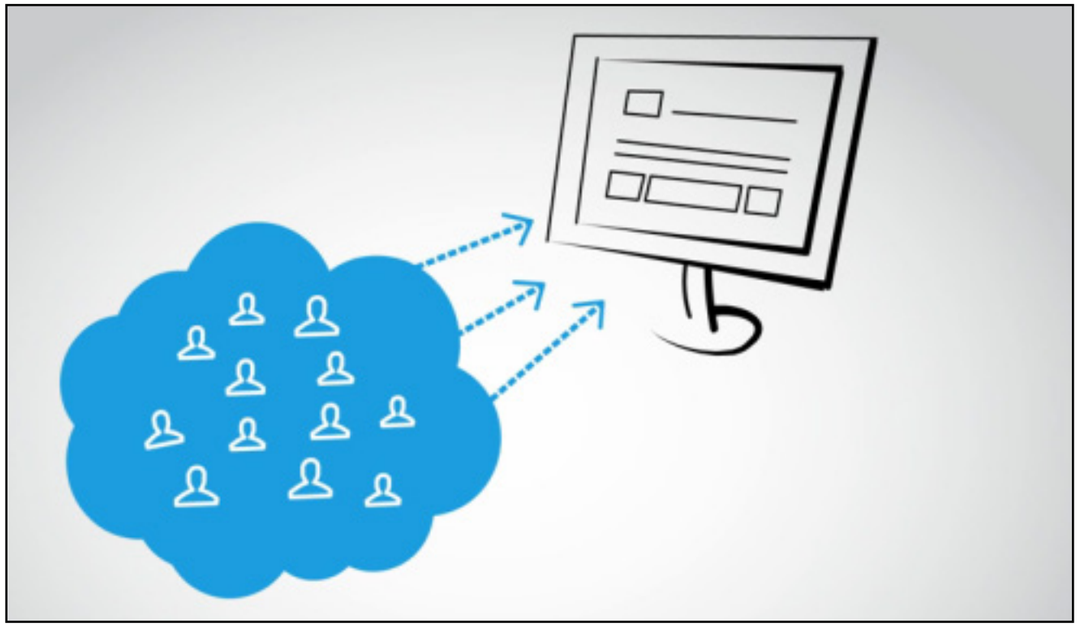

Source: lotame.com/data-management-solution/data-management-tutorials



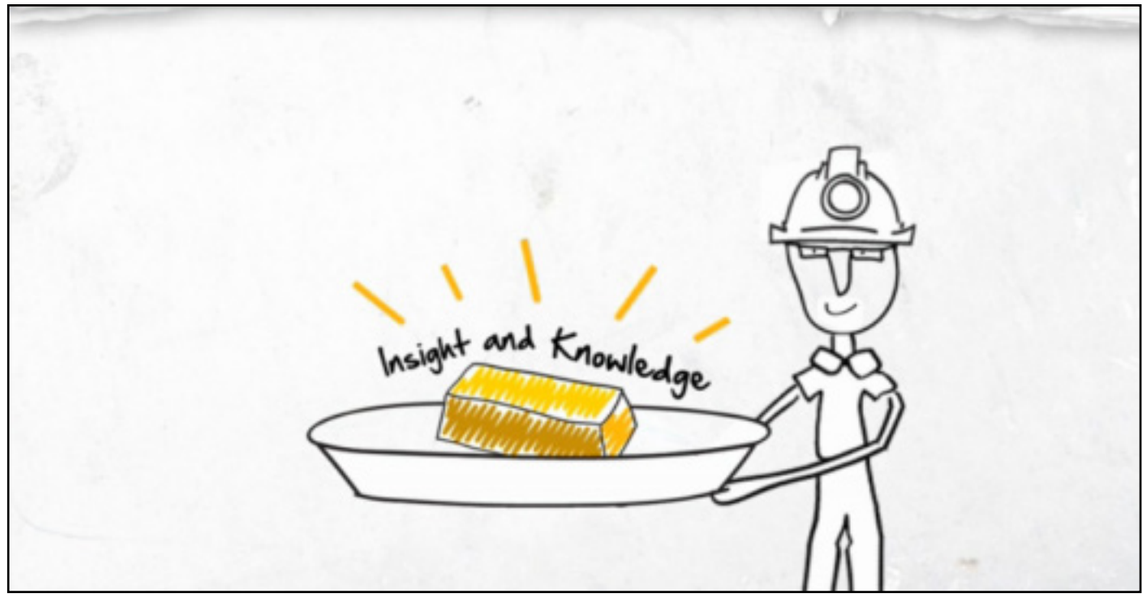

Source: sitescout.com



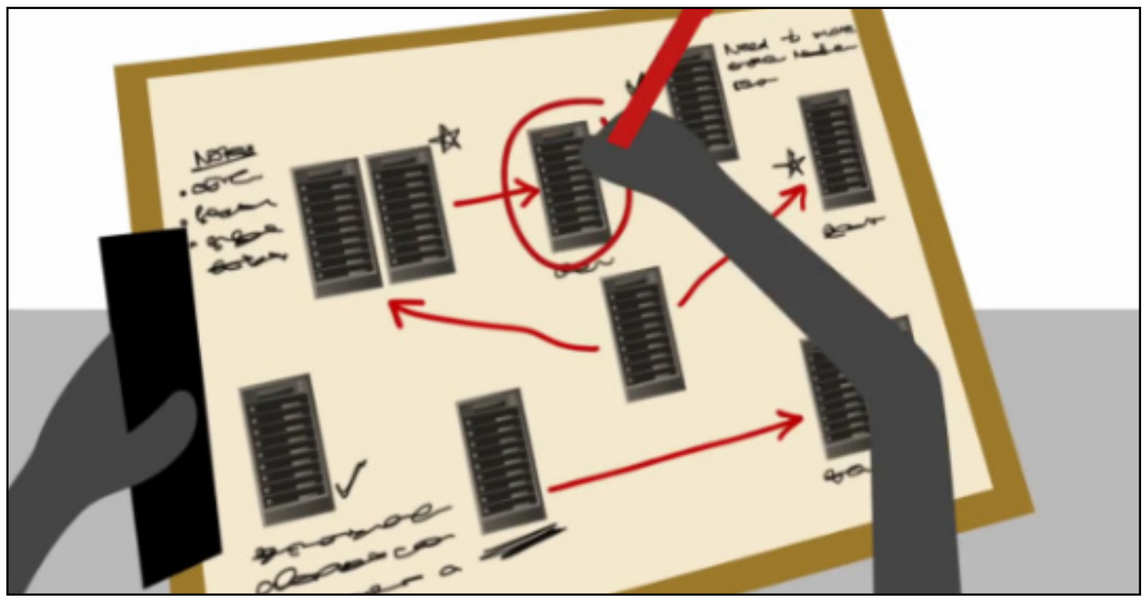

Source: amazon.com/elasticbeanstalk

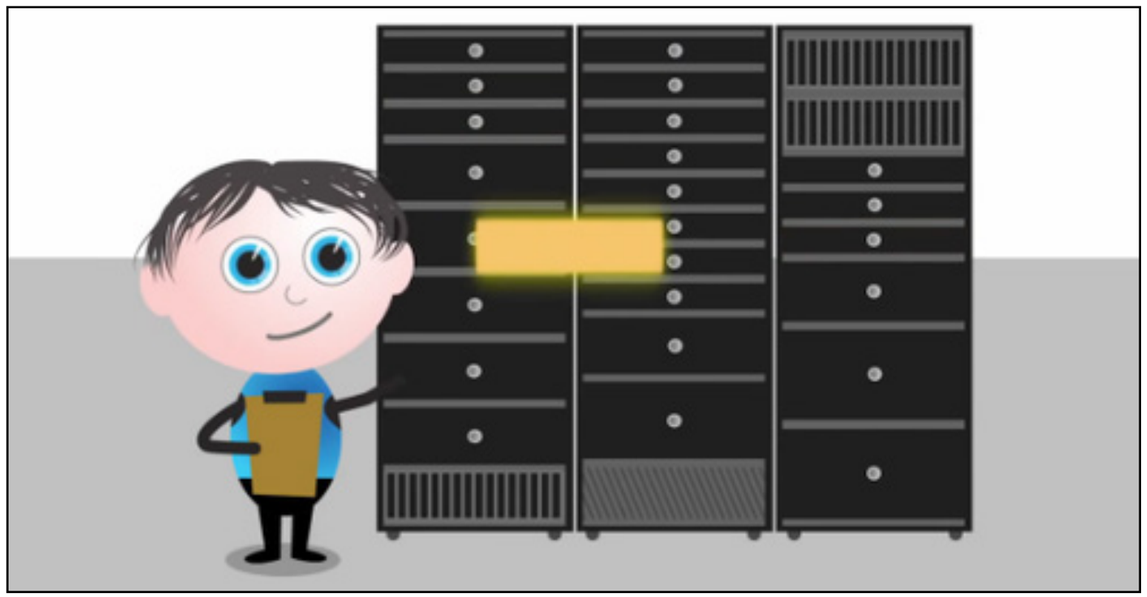


Source: blitz.io

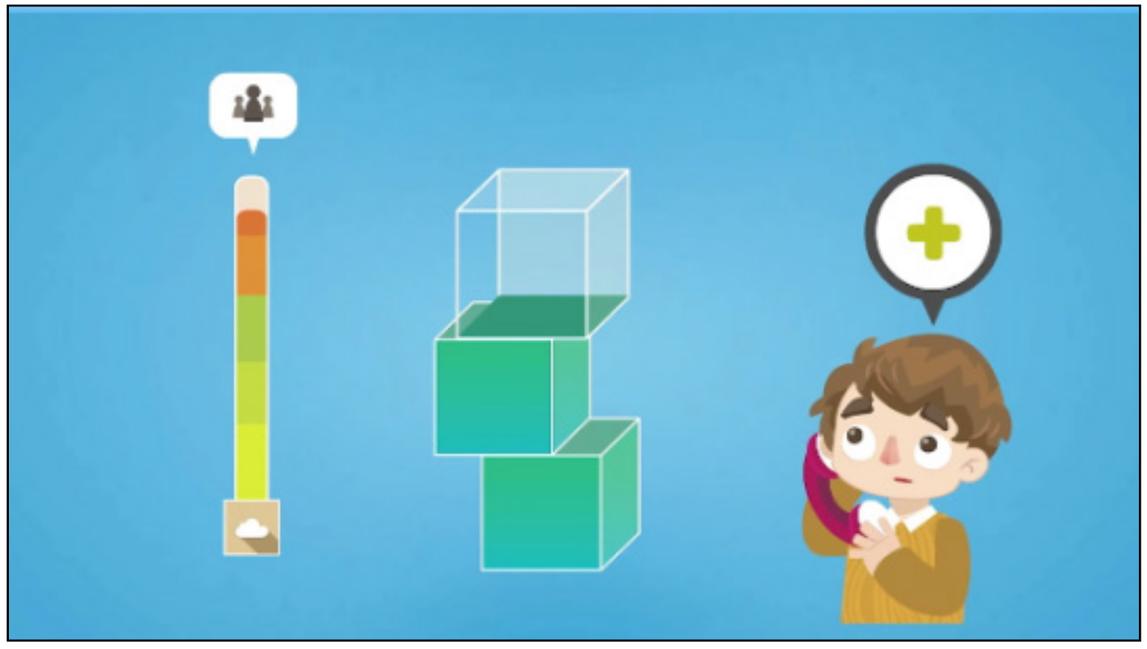



Source: intel.co.uk/content/www/uk/en/big-data/big-data-101-animation.html

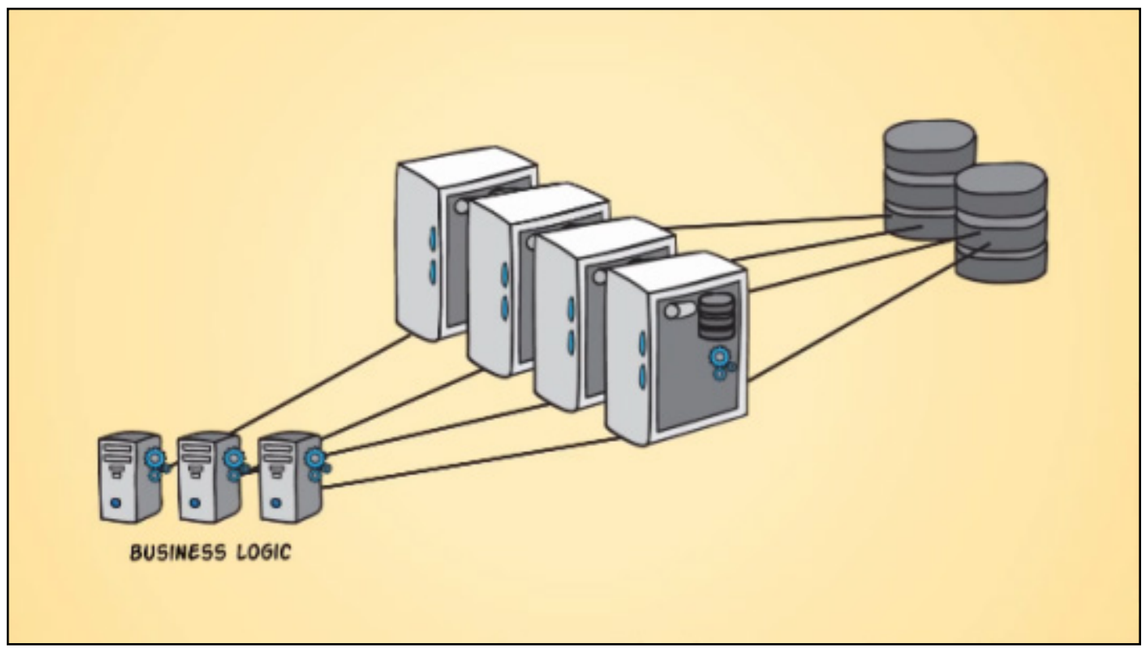


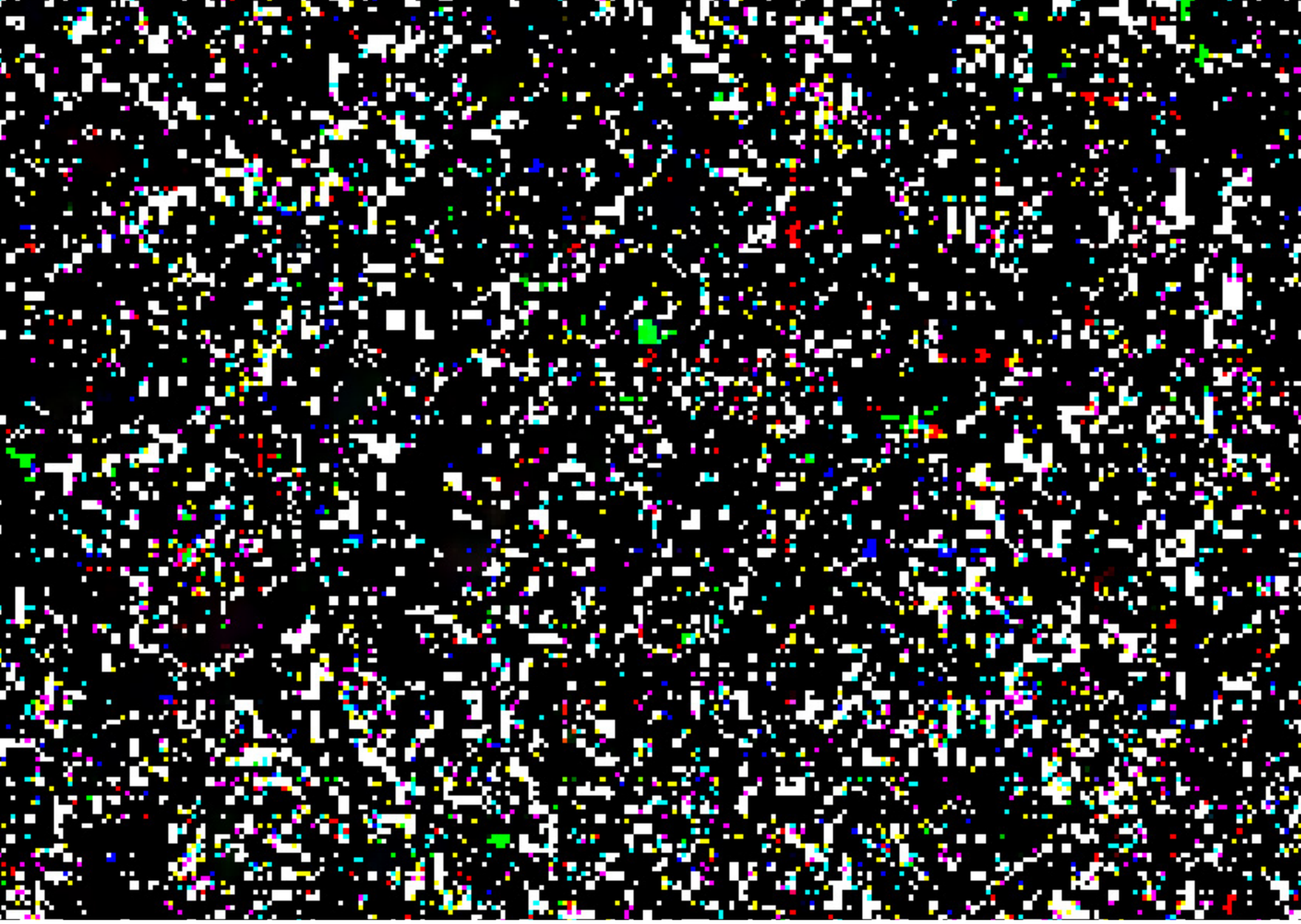


Source: abiquo.com



Source: elastichosts.com



Source: gigaspaces.com/xap-in-memory-computing-event-processing/Meet-XAP
Source: cloudshare.com

Source: switch.co