

January 10, 2021 - Thunderstorm in the Cloud: A Warning for Small Businesses.

This morning I got up and logged into facebook and into a new competing website, Parler.

Actually, I failed to login to Parler. It turns out that Parler depends on big servers rented from Amazon WebServices for their business to run and actually to exist. All their client database information, content, financials were entrusted to the "Cloud."

Amazon decided they would sit in judgement of this private independent business and with the click of a switch, make the business just disappear. It does not matter why they did it. At midnight last night they did it!

For years I have advised my business clients to not use any cloud services. I even ran a local "backup service" for businesses for a few years (BraderComm Networks) but, could not compete with the big cloud guys. I shut that down after Marrowstone Wireless became viable, thank you very much!

If you are using any remote "cloud" services provided from Amazon to Apple for conducting your business (see picture for others), recognize they control your existence. Do you conduct your bookkeeping with cloud-based financial systems?

This is a warning to get your business out of the cloud. Even with your personal data.

BTW: We run our business on our own physical servers in house.

Peace, David

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