The Role of Cloud Technologies in Improving Enterprise Data Management: A Case Study of Intelligent Business Applications

Hind Khalid
College of Political Science, Al-Nahrain University, Baghdad, Iraq
dr.hind@nahrainuniv.edu.iq

Article Info

ABSTRACT (10 PT)

Data has become a consumer asset in the digital age, requiring innovative solutions for storage, processing and analysis. Cloud computing has emerged as a transformative technology that enables organizations to better manage large amounts of data and improve business flexibility by reducing costs This paper presents case studies of intelligent business applications (IBAs) such as customers relationship management (CRM) and enterprise resource management (ERP) systems -Examine how they improve data management Studies show that cloud integration gives organizations real-time data access, scalability, and advanced analytics capabilities, and enables them enable faster and more accurate decision-making Despite the obvious benefits, challenges remain such as data protection, privacy, and compliance with regulations such as the GDPR and CCPA. This study identifies these challenges and proposes solutions, including improved encryption, access control, and hybrid cloud models. The findings suggest that future advances in cloud technologies such as AI, blockchain, and edge computing will further increase the efficiency, security, and scalability of cloud-based enterprise data.

Corresponding Author:

Hind Khalid
College of Political Science, Al-Nahrain University
Baghdad, Iraq
E-mail: dr.hind@nahrainuniv.edu.iq

1.   INTRODUCTION

Data is one of the most strategic assets that organisations use to enhance their performance and increase market competitiveness, especially in this digital era. In an era where digital transformation runs rampant, businesses not only collect mounds of data from daily operating it but come in buckets along the pitfalls and triumphs of customer interactions, supply chains & financial transactions. Such massive strands of information is referred to as; Big Data and it demands sophisticated processing for insights. One such study was done by El-Seoud et al [1], where they found out that the data produced per company is 7 ZB already and it has become impossible to handle this much of data using traditional tools(parameters). Rapidly moving these numbers is the imperative to transition to modern data management practices in order manage Data well, and at scale.

It is not just the volume of data that organizations are dealing with, but also the variety and speed. With data stemming from a multitude of sources, which usually are internet-of-things (IoT) devices and social media platforms or electronic financial transactions, built to process information quickly and accurately in order to use them the best strategic decisions. Johnson, R. et al. Traditional data storage and processing infrastructures cannot cope with such a large amount of data flows, so cloud computing seems to be the main solution for these problems.

Cloud computing represents a major shift in the way organizations manage their data. The cloud offers flexible resource allocation-based planning, online service delivery, and instance-based pay-per-use This means that organizations do not have to invest in data storage devices and in costly applications; Instead, they can access efficient storage and the resources they need [2], cloud computing enables organizations to effectively address the

challenges associated with big data, providing faster and more efficient solutions for data storage, processing and analysis

[3], One of the foremost applications of cloud computing in agencies is its integration with clever enterprise packages which include Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) structures. These structures rely closely on facts to offer a complete view of business overall performance and patron interactions, enhancing standard enterprise strategies. For instance, a CRM system enables enhance patron courting control by means of analyzing information from numerous assets together with e-mail, phone calls, and social media. This evaluation allows businesses to enhance marketing techniques and offer customized offerings to customers. ERP structures, on the other hand, make contributions to enhancing business efficiency through combining diverse commercial enterprise methods inclusive of income, buying, and production into a centralized statistics-pushed system.

Cloud computing enables these applications to process data in real-time, contributing to efficiency. Furthermore, the cloud enables the company to expand systems quickly according to its needs and provides scalability without the need for additional infrastructure investments as noted by AlMuhayfith and Shaiti [4], organizations that rely on cloud-based ERP systems are able to perform real-time analysis in areas such as supply chain or financial performance, giving them the ability to make quick decisions and the accuracy increases

Another study by Matsumoto, R. [5] highlighted that organizations relying on cloud computing to manage big data not only increases operational efficiency but also helps them achieve profitability largely in international trade Analysts said the integration of big data and cloud computing enables streamlining of internal and external transactions and helps organizations improve their efficiency across international boundaries. This enhances organizations' ability to adapt to rapid market changes, increasing their international competitiveness.

However, it have to be referred to that the usage of cloud computing comes with challenges. One of the primary demanding situations faced via organizations is safety and statistics protection issues, as businesses rely on cloud carrier providers to shop and technique sensitive information. This calls for following advanced safety protocols inclusive of encryption and identification management to guard facts from the hazard of leakage. Furthermore, as said by way of Albugmi et al [2], groups are required to comply with strict regulatory rules inclusive of GDPR, which imposes sure regulations on the gathering, storage, and processing of personal statistics.

Following our previous studies [6, 7], this review will focus on how to improve intelligent business processes such as customer relationship management (CRM) and enterprise resource planning (ERP) systems to improve their data management capabilities with cloud technology. Through case studies on the implementation of these systems, we will see businesses achieve tangible benefits in terms of improved productivity, reduced costs and the delivery of a better customer experience. It will also discuss the challenges associated with widespread adoption of cloud computing and advanced strategies to address these challenges, such as ensuring data security and integration with traditional systems.

2.   Background on Cloud Computing and Data Management

With speedy virtual variations, Cloud Computing has come to be one of the maximum critical technologies that has appreciably changed the foundation of records control. Before the emergence of cloud computing, agencies specifically depended on neighborhood storage and processing structures that required large investments in infrastructure and device, and an expert crew become required to manipulate the systems. These answers did no longer provide the power had to hold up with the hastily growing extent of facts complexities and clever packages, specifically Internet of Things (IoT) and Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP).

Cloud computing offers an effective and flexible alternative primarily based on the distribution and online get right of entry to of sources. According to a study by way of Qi and colleagues [8], cloud computing offers an extensible infrastructure, way to which corporations can shop and analyze large amounts of records in actual time, without the need for massive hardware investments. Researchers' kingdom that this computing version is primarily based on a "pay-per-use" model, which lets in organizations to significantly reduce their prices.

One of the principle blessings of cloud computing is that it enables the green processing of Big Data. As stated through Berisha et al [9]. Big Data requires a huge wide variety of computational resources because of its length, variety, and velocity. Cloud computing presents those resources via data centers where statistics is geographically allotted, which increases service continuity and reduces information processing latency. For instance, Customer Relationship Management (CRM) structures hosted in the Cloud allow for actual-time analysis of client interactions across distinctive channels, providing a complete view of overall performance and permitting higher reaction to purchaser needs.

Additionally, cloud computing permits agencies to put into effect superior technologies which includes Machine Learning and predictive information analytics. As stated through Liu et al [10], the use of cloud computing will increase organizations' potential to carry out facts evaluation and expect future developments, contributing to extra knowledgeable and correct decisions. For example, statistics from ERP systems hosted in the Cloud may be used to offer correct reports on deliver chains or financial performance in real time, increasing corporations' capability to conform to marketplace adjustments quick and correctly.

However, while cloud computing offers many advantages, there are still challenges to overcome. According to the study of Rao and Selvamani [11], these challenges include security and privacy, as organizations must ensure that their data is protected when it is transferred and stored in the cloud A solution that many businesses rely on so include methods such as anticipatory methods using advanced encryption, Introduction and ensure that data is not compromised.

In the context of data management, Pillai, M.S. [12] study showed that the inclusion of big data in cloud computing increases flexibility enabling businesses to meet increasing business complexity. Cloud computing enables organizations to improve efficiency, reduce costs, and gain competitive advantage through intelligent use of data. This evolution to cloud solutions provides a sustainable framework for managing data to meet future growth and evolving business needs

Explaining research chronological, including research design, research procedure (in the form of algorithms, Pseudocode or other), how to test and data acquisition [5]–[7]. The description of the course of research should be supported references, so the explanation can be accepted scientifically [2], [4]. Figures 1-2 and Table 1 are presented center, as shown below and cited in the manuscript [5], [8]–[13]. The nodes energy consumption in network OHCRP (50% DSr) vs SPEED has been illustrated in Figure 2(a) and network OHCRP (50% DSr) vs THVR has been illustrated Figure 2(b).

3.   The Role of Cloud Technologies in Data Management:

Cloud Computing is considered certainly one of the biggest technological improvements that has contributed to enhancing records management in present day organizations. With the growing dependency on large and various records sources, businesses face growing challenges in storing, processing and studying this facts efficaciously and securely. Traditional structures had confined capacities as they required massive infrastructure and system investments to cope with this data. However, Cloud Computing has provided a thorough solution that allows groups to greatly enhance their records control through providing bendy garage, processing and analysis services.

3.1 Data Storage:

One of the most important challenges for organizations in data management is the storage of big data, especially the amount of data being generated on a daily basis. Before cloud computing, organizations relied on local data centers on to maintain this data, which required high operational and investment costs. It has been stated that local data storage requires specialized equipment and frequent maintenance, limiting the ability of organizations to adapt to sudden increases in data volume

The use of cloud computing has enabled organizations to take advantage of cloud storage services that offer unlimited flexibility. Services like Amazon Web Services (AWS) and Microsoft Azure allow organizations to store their data in a secure cloud and only pay for use. Wang, J. and others. [13] state that this dynamic scalability reduces storage load because storage can be expanded or pruned as needed without the need for major updates to the infrastructure

Table 1. Comparison of cloud storage options and traditional systems.

The standard	Local Storage	Cloud Storage
Initial cost	High (purchase of equipment and infrastructure)	Low (Pay-as-you-go model)
Scalability	Limited and requires additional time and costs	Unlimited and fast
Flexibility	Low (limitations in expansion and modernization)	High (Instant on-demand expansion)
Data Management	Requires a specialized maintenance team	Managed by cloud provider
Availability and Reliability	Relies on local infrastructure	High availability due to geographical server distribution

3.2 Data Processing:

Data processing is any other principal challenge that businesses face, specifically while big records wish to be processed quickly and efficaciously. Traditional structures carry out information processing regionally the use of

committed servers. As facts quantity will increase, those structures require costly upgrades to the infrastructure and can have restricted capability to address growing amounts of information.

Cloud computing facilitates solve this trouble via supplying allotted processing platforms along with Apache Hadoop and Apache Spark. These systems take gain of cloud computing infrastructure to divide records into small pieces and procedure them in parallel. Rao et al. [11] state that using these platforms inside the cloud extensively reduces statistics processing time because responsibilities can be allotted throughout many cloud servers. This lets in businesses to investigate data faster and greater efficaciously, without making big investments in nearby infrastructure.

Ullah et al [14] stated that distributed processing strategies that support cloud computing help companies' paintings with statistics in real time and make quicker and extra accurate strategic selections. For instance, an company that is predicated on cloud computing can right away examine consumer statistics from cellular applications and respond speedy to customer needs.

Table 2. Comparison between local and cloud processing.

The standard	Local Processing	Cloud Processing
processing capacity	Limited (depends on local hardware)	Unlimited (cloud-based)
Cost	High (hardware investment)	Low (pay-per-use)
Processing time	Longer due to limited resources	Faster thanks to parallel distribution and processing
Flexibility to handle growth	Limited, needs hardware upgrades	High flexibility thanks to automatic scaling in the cloud
Systems integration	Difficult to integrate with diverse systems	Easy to integrate with many other systems and services

3.3 Data Analytics:

Data analytics is considered an integral part of modern data management. Organizations rely on big data for insights and rely on it to improve their operations and make strategic decisions. Analyzing data in traditional systems was a complex and time-consuming process because data first had to be collected from multiple sources, then processed and analyzed

Cloud computing has provided a revolutionary solution to this problem, enabling real-time analysis. Platforms like Google Cloud AI and Azure Machine Learning provide advanced tools for data analysis using artificial intelligence and machine learning models. Lie and others[10] state that by using these tools in the cloud, organizations can perform predictive modeling and advanced analytics without the need for large hardware or initial investments This enables organizations to smart optimization strategies execute faster and more efficiently, and predict future growth.

Wang, L. and others [15] study showed that cloud computing significantly improves organizations' response to market changes. That happens through instantaneous data analysis and automated decision-making. For example, cloud-based customer relationship management (CRM) systems can analyze customer data in real time to provide customized recommendations and improve the customer experience.3

3.4 Comparison between traditional and cloud data management:

Unlike traditional data management, which relied on local systems that required periodic maintenance and faced high operational costs, cloud computing enabled organizations to store, manage and analyze data dynamically and efficiently Able, including the ability to scale as required and only pay for implementation costs

Table 3. Comparative Analysis of Traditional vs. Cloud Data Management.

The standard	Traditional Data Management	Cloud Data Management
Operational Cost	High (maintenance and operation of equipment)	Low (Pay-as-you-go model)
Flexibility & Scalability	Limited, requires additional equipment	Unlimited, dynamic scaling
Response Time	Longer due to physical constraints	Faster with parallel processing and distributed servers
Data Integration	Difficult to integrate between different systems	Easy to integrate with multiple platforms
Innovation & Analytics	Limited due to infrastructure complexities	Advanced with machine learning and AI in the cloud

Cloud computing technology play a key function in enhancing records management in present day businesses. By offering limitless garage, speedy processing, and on the spot evaluation, cloud computing lets in groups to enhance their operations, reduce expenses, and gain competitive benefits. With the continuous development of cloud computing, there is an expectation that its ability to aid destiny technological innovations will boom and that it'll improve information management in corporations inside the long time.

4.   The Role of Cloud Technologies in Data Management:

In the current digital age, Intelligent Business Applications (IBAs) which include Customer Relationship Management (CRM) structures and Enterprise Resource Planning (ERP) systems have turn out to be an vital part of business operations in each large and small corporations. These programs play a tremendous role in enhancing the management of business operations by means of assisting to make informed and short decisions via accumulating and studying facts. With the combination of cloud computing into those packages, companies can acquire a better degree of performance and versatility in handling their information and gaining a better view of patron conduct and inner organizational performance. This segment will study case studies that exhibit how CRM and ERP systems help improve records control and talk the benefits organizations have gained via this integration.

4.1. Customer Relationship Management (CRM) Systems and Cloud Computing:

Customer relationship management (CRM) systems are the most important smart applications used in modern organizations to manage customer interactions and analyze their data CRM systems provide a comprehensive view of customer behavior and needs based on data a collected from various sources such as email, phone, . social media etc. More efficient in real-time data analysis They became revolutionary, helping companies improve their experience with their customers and increase customer loyalty

According to a study by Wang, K.S.[16], cloud computing enables CRM systems to process large amounts of data in a flexible and extensible manner. For example, Salesforce, one of the leading cloud-based CRM platforms, uses cloud infrastructure to analyze customer data in real time and improve customer experience This flexibility enables organizations to improve customer interactions better and faster to increase customer loyalty and increase customer retention It's helper

The Coca-Cola experience is based on a CRM solution where the company relies on Microsoft Dynamics 365 cloud platform to analyze consumer data from its marketing channels in real time Through this platform, Coca-Cola was able to hear consumer behavior effectively understood and improved sales promotion strategies, which increased revenue and improved customer satisfaction

Table 4. Benefits of using cloud computing in CRM systems.

Benefit	Cloud-Based CRM
Scalability	Unlimited and scalable as data volume grows
Real-time analytics	Real-time customer data analysis to provide accurate recommendations
Data integration	Easy integration with other platforms (social media, email)
Cost	Lower operational costs due to pay-per-use model
Improved customer experience	Improved customer engagement through personalized recommendations

4.2. Enterprise Resource Planning (ERP) Systems and Cloud Computing:

Enterprise resource planning (ERP) systems are used to integrate all business processes such as sales, purchasing, manufacturing, and HR into a centralized system These systems help increase productivity and reduce costs by the organization raising a general perspective. With the introduction of cloud computing, ERP systems have become more sensitive to rapid changes in business processes and can provide real-time analysis

According to Xiang, D.S. [17] research shows that cloud computing provides advanced solutions for ERP systems, enabling organizations to manage their data more effectively and efficiently. For example, the SAP S/4HANA Cloud platform is one of the leading cloud-based ERP solutions that provides real-time data analytics and helps organizations continuously improve their operations Companies that rely on these solutions has been able to improve supply chain efficiency and reduce operating costs by up to 20%.

Unilever's experience with cloud-based ERP systems is also worth mentioning. The company consolidated its global operations into one system and used the Oracle ERP Cloud. Cloud computing has enhanced Unilever's ability to manage inventory and supply chain more efficiently, increasing productivity by reducing operating costs

Table 5. Benefits of using cloud computing in ERP systems.

Benefit	Cloud-Based ERP
Scalability	**Easy and fast expansion of storage and processing capacity**
Supply Chain Management	**Improve efficiency and reduce costs through real-time analytics**
Integration Between Departments	**Integrate all business processes into a single system**
Flexibility to Adapt to Change	**Ability to quickly modify processes to meet changing needs**
Cost	**Reduces operational costs compared to on-premises systems**

4.3. Improve efficiency by accessing and analyzing real-time data:

One of the most important benefits of cloud computing for business applications is that it provides real-time access to data and immediate analysis. This enables organizations to make strategic decisions based on up-to-date and accurate information. According to Shen, H.S. [18], the ability to immediately derive insights from data

enables companies to rapidly strategize their operations, reducing decision time and increasing the accuracy of decision-making

Song, J. and others. [19] study found that organizations that rely on cloud computing for immediate data analysis in CRM and ERP systems can increase customer satisfaction, reduce operating costs and increase revenue increase by 15%.

Cloud computing in smart business applications such as CRM and ERP offers significant benefits to organizations offering greater efficiency and flexibility in data management Cloud computing has enabled organizations to access real-time data, for business processes improve and gain more accurate insights into customer behavior and internal performance Recognition helps organizations improve customer experience, reduce costs and increase operational efficiency, making them more competitive in the marketplace.

Table 6. Cloud Services Available for Communications and Collaborations.

Service Category	Software Tools	Service Providers	Solutions Provided
Project Management	Asana, Trello	Asana, Atlassian	Task management, team collaboration, project tracking
Video Conferencing	Microsoft Teams, Zoom	Microsoft, Zoom	Video meetings, screen sharing, webinars, real-time collaboration
File Sharing & Storage	Google Drive, Dropbox	Google, Dropbox	Cloud-based file storage, document sharing, real-time collaboration
Instant Messaging	Slack, Microsoft Teams	Slack Technologies, Microsoft	Real-time messaging, group chats, integrated workflow automation
Email & Scheduling	Gmail, Outlook	Google, Microsoft	Email services, calendar integration, task scheduling
Collaboration Suites	Google Workspace, Office 365	Google, Microsoft	Integrated tools for document creation, editing, and collaboration

5.   Case Study: Enterprise X's Cloud Adoption for Data Management:

In this virtual study, Enterprise X, a mid-sized manufacturing company, aims to leverage cloud computing technology to improve data management, and meet the challenges of storage, processing and about research in this context of continuously expanding the company's data volume in Cloud-based customer relationship management (CRM) and enterprise resource planning (ERP) systems have been used to cope, for operational efficiency increase and reduce operating costs

5.1. Challenges faced by Enterprise X:

The major challenges before the adoption of cloud computing were:

Limited storage: Due to the large amount of data generated from daily operations, the company's local storage system faced storage capacity limitations and required frequent updates

Detailed data analysis: Data processing and analysis took too long, affecting the ability to make quick decisions based on up-to-date information.

Integration of legacy systems: Integrating legacy systems with other systems was very challenging and caused data continuity problems between departments

Security and data protection: As the amount of sensitive data increases, data protection and compliance with regulations such as GDPR has become a concern.

5.2. Adopting cloud computing as a solution to challenges:

To overcome these challenges, Enterprise X decided to embrace cloud computing, and then migrated to CRM and ERP cloud solutions. A platform such as Microsoft Azure or Amazon Web Services (AWS) is chosen to support data storage and management

Table 7. Comparison between traditional system and cloud computing system.

| Standard	Traditional System	Cloud Computing
Storage Capacity	Limited and needs constant upgrades	Unlimited and automatically adapts to data needs
Operational Cost	High due to maintenance and equipment purchase	Low overhead with a pay-as-you-go model
Flexibility and Scalability	Limited and takes time to implement	Highly flexible and adapts quickly to growth
Data Management	Requires permanent technical support teams	Fully managed by the cloud provider
Security	Relies on internal teams and local requirements	Advanced cloud security protocols with centralized management
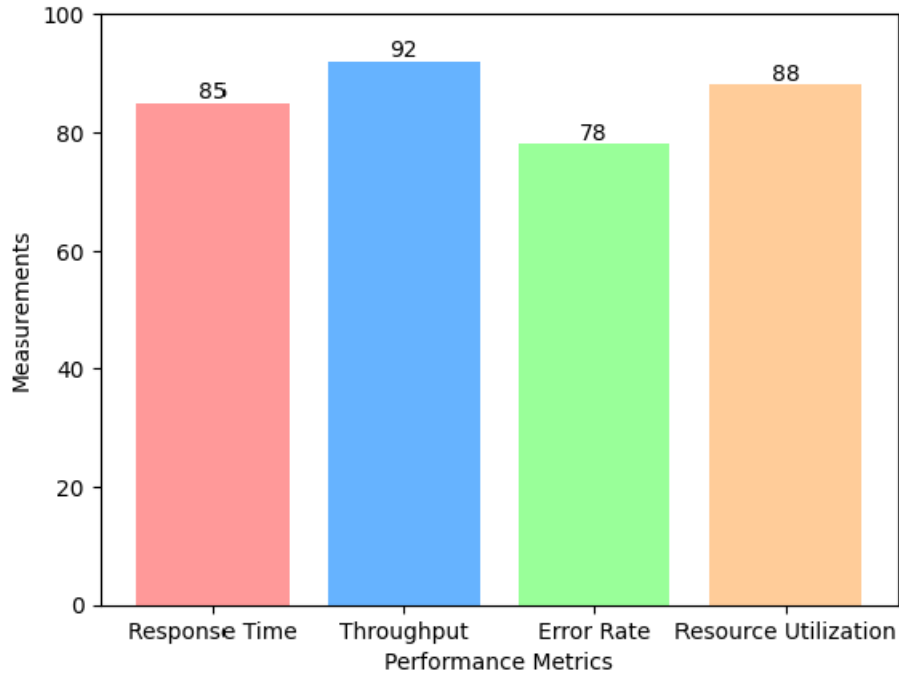
Figure 1. Performance Metrics and Recommended Measurements

5.3. Specific Uses of Cloud CRM and ERP Systems:

a. Cloud CRM System:

Enterprise X relies on a cloud-based CRM system to improve customer relationship management. Using cloud-based real-time analytics, the company was able to:

Analyze customer data in real-time: The system gave the company immediate access to customer data, enabling them to quickly analyze customer behavior and make informed marketing decisions

To improve customer experience: Based on the data analysis, the system improved customer interaction and increased loyalty by providing personalized recommendations.

Reduced operational costs: Thanks to cloud computing, a company no longer needs a large in-house support team to maintain the system.

b. Cloud ERP system:

The cloud-based ERP gadget helped combine commercial enterprise techniques along with finance, production, and human sources. This platform furnished:

Improved supply chain management: With the assist of the cloud-based ERP machine, the agency was able to song inventory and manipulate the supply chain greater correctly, which caused reduced operating prices and accelerated performance.

Instant information reviews: The platform supplied senior managers with get right of entry to to instant reports on monetary performance and business operations, which helped in making better strategic selections.

Table 8. Benefits of Cloud Computing in Enterprise X.

Benefit	Cloud-Based
Reduced operational costs	Reduce costs by 25% by eliminating on-premises maintenance
Increased flexibility	Ability to scale rapidly to keep up with business growth
Improved decision making	Enabling management to make accurate strategic decisions with real-time analytics
Enhanced security	Improved security and compliance with regulations such as GDPR

5.4. Challenges associated with adopting cloud computing:

Despite its many blessings, Enterprise X confronted the following challenges:

Data security: Despite superior safety protocols, there have been concerns approximately privacy and data manipulate.

Integration of legacy systems: Integration of legacy structures with the brand-new cloud infrastructure was hard and required steady updates.

Through the adoption of cloud computing, Enterprise X has elevated records management efficiency, reduced operating expenses, and accomplished extra flexibility in operations. Despite security and integration demanding situations, the blessings outweigh the demanding situations, highlighting the importance of adopting cloud computing in present day groups to enhance records management.
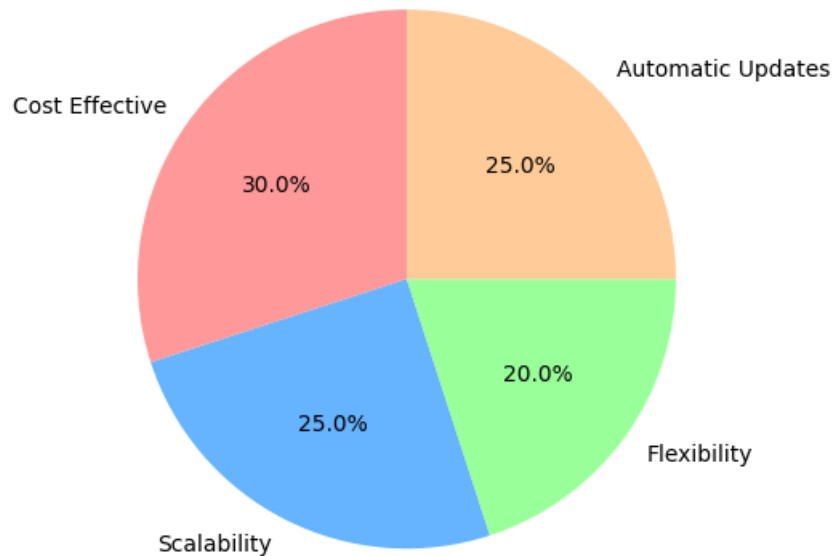

Figure 2. Advantages of Cloud Computing for Small Businesses

6.   Challenges and Solutions in Cloud Technologies for Data Management:

As organizations adopt cloud computing technologies to improve information control, key challenges have emerged associated with records protection, regulatory compliance, and integration of legacy systems with cloud environments. In this context, we can examine some of the not unusual demanding situations and the way they can be triumph over with progressive techniques.

6.1. Data Security Challenges:

Data safety is one of the foremost challenges that agencies face while adopting cloud computing. Since statistics is stored and managed on-line, it faces numerous safety dangers, which includes leaks, cyberattacks, and hacks. Research shows that troubles which include loss of actual control over statistics and absence of trust within the protection models provided by way of cloud provider companies are the various most important worries.

a.   Encryption and Deduplication

One of the issues related to data security is the need for data to be securely encrypted when it is stored and processed in the cloud. A study by Hemalatha & Manickachezian [20] shows that complete data storage in cloud infrastructures faces technical challenges, especially when combined with strategies aimed at reducing data redundancy This is a potential problem they have lost some of the benefits provided by technology which should increase storage efficiency

b.   Data protection during transmission and processing

Sending and receiving data from the cloud is at risk of data being harvested or modified. The security relies on strong encryption techniques and security algorithms to ensure data is secure in transit.

6.2. Compliance with Data Privacy Regulations:

Regulations such as the European Union's General Data Protection Regulation (GDPR) and the California Consumer Protection Act (CCPA) in the United States impose strict requirements on the collection, storage and use of data This regulation is a big challenge for organizations that handle large amounts of data in the cloud. To comply with these rules, companies must implement strong data governance mechanisms and develop clear mechanisms to protect user privacy and ensure their rights that they control their data

6.3. Solutions to overcome challenges

a. Advanced Encryption

The key to overcoming data protection demanding situations is the use of advanced encryption technology. Techniques which includes symmetric and asymmetric encryption offer powerful safety throughout records garage and transmission. Additionally, techniques such as Full Disk Encryption are used to make sure data safety even within the occasion of a tool being hacked.

b. Access Controls

To mitigate the risks of unauthorized cloud storage, organizations can adopt an identity and user management (IAM) system. These policies enable organizations to control who can access data and systems and enhance access security by providing various forms of protection such as multi-factor authentication (MFA).

Table 9. Comparison of data security challenges and solutions.

Challenge	Description	Solutions
Loss of physical control over data	Data stored in the cloud is not under the direct control of the company.	Encrypt data, use clear contracts with service providers.
Breach risk	Possibility of data being exposed to cyber-attacks or breaches.	Advanced encryption technologies, access control systems, and use of IAM.
Compliance risk	Non-compliance with legislation such as GDPR and CCPA.	Create data management policies, and ensure full compliance with legislation.

c. Hybrid Cloud Models

To overcome compliance and information protection challenges, corporations can adopt hybrid cloud models. In this version, sensitive and proprietary facts is saved in personal clouds under the organisation's direct control, while the public cloud is used to extend the general public cloud infrastructure and method non-sensitive records. This method offers a aggregate of flexibility and protection.

Secure Deduplication Solutions

Block cipher technology is an effective solution to overcome the encryption conflict with repeating patterns. This approach relies on partitioning the data into smaller chunks and encrypting them separately, thus eliminating repeated patterns without affecting the security level

There are many challenges when adopting cloud computing, such as data security and compliance, innovative solutions can be used to address these challenges Organizations their security and compliance levels with advanced encryption techniques , identity management systems and hybrid cloud models use grow and optimize cloud-capabilities

Table 10. Cloud Computing Deployment Models.

Deployment Model	Description	Use Cases	Advantages
Public Cloud	Cloud resources offered to the general public by third-party providers. Examples include AWS, Microsoft Azure, and Google Cloud.	Startups, small businesses, non-sensitive data	Cost-effective, scalable, no hardware investment
Private Cloud	Cloud infrastructure dedicated to a single organization, either managed internally or by a third party.	Large enterprises, sensitive data	Higher security, control, customization
Hybrid Cloud	Combines public and private clouds, allowing data and applications to be shared between them.	Organizations with both critical and non-critical data	Flexibility, cost efficiency, improved security
Community Cloud	Cloud shared by several organizations with common concerns, such as security or compliance requirements.	Government institutions, healthcare, research	Cost sharing, collaboration, security

7.   Future Directions in Cloud-Based Enterprise Data Management:

With cloud computing hastily evolving, destiny traits in enterprise records management will in all likelihood consciousness on the integration of advanced technology which includes synthetic intelligence (AI), blockchain, and the Internet of Things (IoT). These technologies have the capability to revolutionize the manner companies process statistics, enhancing efficiency, security, and scalability.

7.1. Integration of AI in Cloud Data Management:

The integration of AI into cloud platforms is expected to be one of the key drivers of future innovation. AI technology enables automated data processing, predictive analytics and machine learning, and enables organizations to make real-time decisions based on big data Platforms like Google Cloud AI and Microsoft Azure Machine Learning are already leaders in this field extracts, and provides tools for data scientists to personally improve business processes, predictive development, customer service operations and develop models for improvement

AI's ability to enhance cloud data management is not limited to automation. Through natural language processing (NLP), AI tools can interpret unstructured data (e.g. social media posts and emails) and turn it into valuable insights. This helps companies better understand consumer behavior and market dynamics.

7.2. Blockchain for Data Security

Blockchain generation has emerged as an answer to improve the security of cloud-based totally facts control. By decentralizing facts garage and ensuring that each transaction or piece of facts is confirmed with the aid of computer systems in a community, blockchain creates an immutable ledger, making unauthorized access or tampering nearly not possible. Research has shown that blockchain can extensively reduce protection vulnerabilities, particularly in industries in which facts integrity and safety are crucial, which includes finance and healthcare.

Integrating blockchain into cloud structures will increase regulatory compliance with the aid of ensuring that statistics logs stay obvious and reachable for auditing. Additionally, blockchain permits groups to preserve verifiable information of transactions, which could increase agree with and security in distributed cloud environments.

Table 11. Benefits of AI and Blockchain Integration in Cloud Data Management.

Technology	Key Benefit	Impact on Data Management
AI	Automated data processing and insights	Faster decision-making, real-time analytics, improved customer service
Blockchain	Decentralized security and verification	Enhanced data integrity, improved auditability, reduced vulnerabilities

7.3. The Role of IoT in Enhancing Data Accessibility

The Internet of Things (IoT) includes the idea of connecting ordinary gadgets to the net and allowing them to ship and receive facts. The proliferation of IoT gadgets in enterprise environments (e.G., clever sensors in production, related gadgets in retail) creates a huge quantity of records that wishes to be processed. By integrating IoT with cloud structures, groups can optimize operations the usage of real-time facts streams.

Data generated by way of IoT is regularly processed on the "part" of the network to lessen latency—a concept called part computing. Instead of sending all information to a critical cloud server, edge computing lets in the initial processing to arise towards the records source. This reduces the time required for choice-making and makes cloud-primarily based systems extra responsive.

7.4. Edge Computing for Scalability and Efficiency

Edge computing is one of the changes affecting cloud-based enterprise data. By decentralizing the data processing layer and allowing devices at the edge of the network to control computing processes, edge computing reduces bandwidth usage and provides faster processing times for critical applications.

As businesses grow and the demand for real-time analytics increases, edge computing enables organizations to continuously scale their core cloud infrastructure without overloading By distributing data resources across multiple edge devices, enterprises can ensure optimal performance even when data volumes increase dramatically.

Table 12. Traditional Cloud Computing vs. Edge Computing

Aspect	Traditional Cloud Computing	Edge Computing
Data Processing Location	Centralized at data centers	Decentralized, at the network's edge
Latency	Higher due to centralized processing	Lower, processing occurs closer to data sources
Scalability	Requires more bandwidth for growing data volumes	Scalable by distributing processing across devices
Use Cases	Large-scale storage and batch processing	Real-time data analytics, IoT applications

The future of cloud-primarily based business enterprise information management can be shaped by way of the integration of AI, blockchain, and IoT technology. These advances, along with traits like facet computing, will growth the scalability, protection, and performance of records processing, permitting agencies to extract extra fee from their information. As organizations hold to undertake these technology, they could revel in lower latency, improved choice-making talents, and increased data protection.
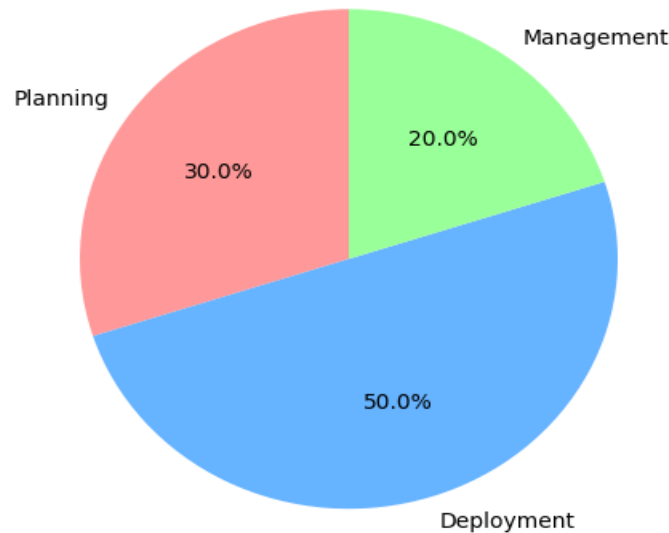
Figure 3. Cloud Computing Deployment Phases

8.   Conclusion:

Cloud computing performs a crucial position in improving the efficiency of records management in modern companies by improving storage, processing, and analysis talents. The Enterprise X case look at confirmed that adopting cloud computing technologies together with patron dating control (CRM) and organization resource making plans (ERP) can increase flexibility, lessen expenses, and enhance selection-making techniques primarily based on real-time data. It was also referred to that even as agencies adopting cloud solutions, they'll face challenges along with statistics safety, compliance with policies which include GDPR and CCPA, and integration with legacy structures, however these challenges may be triumph over with solutions such as superior encryption, get entry to controls, and hybrid cloud models.

Cloud computing technology are shifting closer to a destiny full of innovation, emphasizing the role of artificial intelligence (AI) in enhancing instant analytics and the significance of blockchain in improving records protection. In addition, aspect computing performs a prominent position, specifically in IoT applications, with the aid of growing data processing velocity and lowering get admission to times.

The future holds wonderful opportunities for organizations that adopt those technologies, growing their potential to manipulate huge amounts of information extra correctly, leveraging future technology, and imparting a secure and bendy environment that meets dynamic and converting marketplace desires.

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BIOGRAPHIES OF AUTHORS

Hind Khalid Lecturer at the Department of Political Systems and Public Policies, Al-Nahrain Universitye (ORCID ID https://orcid.org/0000-0002-8318-097X). Major interests: High-performance computer systems and networks: theory, methods and means of hardware and software implementation. She can be contacted at email: dr.hind@nahrainuniv.edu.iq.

الخلاصة

أصبحت البيانات أحد الأصول الاستهلاكية في العصر الرقمي، مما يتطلب حلولاً مبتكرة للتخزين والمعالجة والتحليل. ظهرت الحوسبة السحابية كتكنولوجيا تحويلية تمكن المؤسسات من إدارة كميات كبيرة من البيانات بشكل أفضل وتحسين مرونة الأعمال من خلال خفض التكاليف. تقدم هذه الورقة دراسات حالة لتطبيقات الأعمال الذكية (IBAs) مثل إدارة علاقات العملاء (CRM) وأنظمة إدارة موارد المؤسسة - (ERP) فحص كيفية تحسينها لإدارة البيانات. تُظهر الدراسات أن تكامل السحابة يمنح المؤسسات إمكانية الوصول إلى البيانات في الوقت الفعلي وقابلية التوسع وقدرات التحليلات المتقدمة، ويمكّنها من اتخاذ قرارات أسرع وأكثر دقة. على الرغم من الفوائد الواضحة، تظل هناك تحديات مثل حماية البيانات والخصوصية والامتثال للوائح مثل GDPR و CCPA. تحدد هذه الدراسة هذه التحديات وتقترح حلولاً، بما في ذلك التشفير المحسن والتحكم في الوصول ونماذج السحابة الهجينة. تشير النتائج إلى أن التطورات المستقبلية في تقنيات السحابة مثل الذكاء الاصطناعي والبلوك تشين والحوسبة الحافة ستزيد من كفاءة وأمان وقابلية توسع بيانات المؤسسة المستندة إلى السحابة.