Google Cloud Storage – a simple way to store, protect, and share data

Built with the same advanced technology that supports Google solutions around the globe, Google Cloud Storage lets you store, access, and protect your data with ease. With Google Cloud Storage, you can store and manage access to any amount of data, whether for an individual or a group.

Your business can count on Google's world-class cloud storage system for reliability, almost unlimited scalability, and innovative functionality, including standards-based security features and sophisticated data-analysis tools. The data storage process can be time-consuming and costly. This includes maintaining data servers, storage disks, firewalls, backup copies and disaster-recovery provisions. Google Cloud Storage reduces these burdens, allowing you to store, retrieve, share, and analyze your data, day after day, without worrying about maintenance, scaling up or down or hardware and firmware upgrades.

Who should use Google Cloud Storage?
Application developers seeking easy, cloud-based storage and access for their data will find Google Cloud Storage a great match. Google Cloud Storage also helps businesses and individuals with many other tasks:

- **Archive or back up data** Google Cloud Storage provides a high-reliability, high-availability data-backup solution that is easy to maintain.
- **Store application data** Google Cloud Storage provides fast access to application data, such as images for a photo editing app.
- **Share data with colleagues and partners** Google Cloud Storage lets data owners quickly create and manage Access Control Lists (ACLs) to their data, which is especially helpful if the data has a dynamic user base. 
- **Analyze large amounts of data** Google Cloud Storage supports Google's analytic tools, including the Google Prediction API and Google BigQuery Service, which let data owners swiftly analyze terabytes of data for powerful business insights.
- **Serve static data for websites** High availability and performance make Google Cloud Storage a great choice for storing and serving static data (including user-generated content) for websites.

Easy-to-use interface
Google Cloud Storage requires no specialized hardware or software. You just log into the Google APIs Console, enable Google Cloud Storage and you’re ready to begin uploading data on a RESTful, HTTP interface. Use the Google Cloud Storage API to develop applications that use simple HTTP methods to store, share, and manage data from anywhere on the Internet.

Google Cloud Storage is also designed to share data with authorized colleagues and partners through ACLs. Access is fast and reliable because Google Cloud Storage houses your data in multiple, redundant, high-availability data centers.
Other product highlights
Google engineers spent the past decade developing one of the world’s most advanced cloud-based systems for scaling, securing, and serving data. Now, developers, businesses, and individuals can access this same system to store their own data. A robust set of features includes:

• **High reliability** Google Cloud Storage delivers 99.9 percent or better uptime through its highly available, geo-redundant data-replication system.

• **Nearly unlimited scalability** Businesses and developers can store almost unlimited amounts of data and easily scale up or down, without ever paying for unused capacity.

• **Fast data access** Google Cloud Storage taps Google’s global network of servers, providing near-instantaneous access to data via a simple web-based connection.

• **Cost-efficient storage model** Google Cloud Storage dramatically reduces the capital and operating expenses normally associated with self-hosted storage solutions. You pay only for the storage you use. You can access it as often as you want, with no hidden fees.

• **Enhanced security** Google Cloud Storage benefits from the same proprietary security technology and procedures that protect Google data during billions of transactions daily. The system also supports OAuth 2.0 authentication This emerging security standard, developed by the Internet Engineering Task Force, enables data sharing without sharing passwords.

• **Easy sharing** Google Cloud Storage supports group-based access control and the OAuth 2.0 authentication standard. This lets you easily share your data with small or large groups of customers and partners.

• **Storage-location options** Whether you store your data in the United States or Europe, you receive the same robust, high-performance service. Your data will be replicated to multiple, geographically diverse Google data centers within your region to provide high levels of availability and reliability.

**Pricing**
Google Cloud Storage is available for a low monthly fee based on the amount of data you store. Storage and bandwidth usage are calculated in gigabytes (GB), where 1 GB = 2^{30} bytes. For more information on pricing and special offers, visit [http://code.google.com/apis/storage/docs/pricingandterms.html](http://code.google.com/apis/storage/docs/pricingandterms.html).

**Service Level Agreement (SLA)**
During the term of the applicable license agreement for Google Cloud Storage, the service will be operational and available to the customer, as set forth in the current SLA. If Google does not meet the Google Cloud Storage SLA, and if the customer meets its obligations under this Google Cloud Storage SLA, the customer will be eligible to receive a service credit. Read more about the SLA at [http://code.google.com/apis/storage/docs/sla.html](http://code.google.com/apis/storage/docs/sla.html).