**Cloud Computing Paper**

Name

Date

Institution

**Company Overview**

General Electric Company is an imperative organization in the power sector, and it is a multinational company with the presentation of services from the last 129 years. It is founded in 1892, and it is dealing with the customers effectively to ensure their sustainability in the market (Ocasio, & Joseph, 2008). It is offering its services in the power, health care, energy, and aviation sector with the assurance of credibility and quality in the market. The company started to offer computer services in 1950, as it was the age of using computer technologies in business operations. The headquarters of General Electric Company is in Boston, USA; and it is offering its services globally. With $253.452 billion assets, General Electric Company is considered a successful organization to capture the attention of investors and stakeholders for business operations. The organizational structure of the company is very strong, and it has 205,000 employees according to the report of the fiscal year 2020 (Corman, et al., 2016).

**Challenges**

In viewing the challenges for General Electric Company, it has to utilize the technological resources for the business operations. Therefore, downsizing of the employees is an essential element to survive in a challenging environment. However, the implementation of such decisions is a challenging task, and the company has to fulfill it with a sense of economic stability.

Moreover, the company has faced an instant fall in shares, which has disturbed the performance of the organization in the market. This fall was reported from $2.62 billion to $107 billion for the company`s shares in 2017 (Corman, et al., 2016). Meanwhile, variation of the services is the cause of trouble to manage the production, distribution, and delivery of the services in the global market. For this purpose, the cloud computing facilities are entertained, and their utilization is based on the professional training of the employees as well. The management of the training plan according to the needs of business in the market is an imperative project in the present age.

The market competition is also increasing day by day, and the latest business operational tools are available for the organizations to improve their profitability ratio. This scenario is also critical for General Electric Company to perform in the market specifically.

**Solutions**

General Electric Company has to update its system for the achievement of specific objectives, and it is possible with the adoption of innovative styles in business operations (Ocasio, & Joseph, 2008). This practice is providing two main advantages to the company. First is relevant to the decrease in the burden of employees, and it is a profitable strategy to increase the efficient performance of the workers. The second advantage is the familiarity of the staff with the technological tools, as these are highly recommended in the business operations of the present age.

Moreover, the cloud computing system is the latest strategy for the organization, and it is helping the company to monitor the human resources as well as commercial activities of the company in the market. This service is the availability of computing services with the concern of technologies, and it is a beneficial condition for the General Electric Company to survive in the market. Cloud computing is relevant to the presentation of the database, software, networking, storage, internet, and web server services (Wang, et al., 2010). These are imperative solutions for the company, and they can meet the organizational challenges with the concern of technological resources in the market. These practices are helpful for the company to solve organizational problems effectively.

**Conclusion**

General Electric Company has to perform with the use of the latest technologies for performing according to the demands of the customers in the present age. Therefore, the following recommendations are beneficial for the company to increase the profit and revenue ratio in the market.

General Electric Company should implement cloud computing technology in the business operations of the organization (Armbrust, et al., 2010). This practice is offering storage, web server, and networking facilities to the company`s management, and it can perform in the market practically.

The company should adopt a digital operational system to downsize the employees. This strategy is decreasing the financial burden of the employees, and it is eliminating the troubles of inefficiencies of the workers in the market. Therefore, General Electric Company should implement innovative strategies in the market to increase the attention of consumers globally.

The company should provide training plans for the employees, and these should be maintained with cloud computing technological resources. This practice is easily possible with cloud computing technologies, and it is beneficial for the best relations among the company, workers, and customers (Armbrust, et al., 2010). These resources are available for the General Electric Company, and it should monitor the professional, commercial, and social matters for procuring outstanding results.

**References**

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