Review of Contemporary Philosophy
ISSN: 1841-5261, e-ISSN: 2471-089X
Vol 22 (1), 2023
pp. 6409–6418

The Evolution of Cloud Infrastructure Automation: A Deep Dive into Its Impacts on the Retail Industry

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Abstract

Cloud infrastructure has seen explosive growth in the last two decades. Initially limited to providing compute resources, cloud infrastructure now offers an ecosystem of products that can be customized to user requirements. Retail has been quick to adopt these cloud technologies to leverage on-demand resource allocation to cater for daily, monthly, and annual spikes in user traffic.

Due to rapidly increasing complexity and scale of cloud deployments, intelligent automation approaches have now emerged as a requirement rather than an option. This work looks into the evolution of cloud infrastructure; delving deeper into the ongoing shift from cloud management to cloud automation; analyzing the current landscape; and understanding the impacts it has on various sectors by focusing on the retail use-case.

An inference of the future trends and research directions for researchers, practitioners, and businesses aiming to maximize supreme intelligent automation in cloud deployments is also provided.

The cloud computing infrastructure has seen unparalleled growth over the past two decades. With the advent of cloud technologies, applications have aimed to leverage cloud infrastructure, making use of heterogeneous resources (compute, storage, network) from multiple cloud providers. Cloud computing was once thought of as a service solely for hosting VMs. However, the cloud resources, instead of offering monolithic VMs, now offer a wide range of infrastructure requirements (disks, memory, vCPUs, GPUs, TPUs, and whatnot). Since their inception, cloud providers have been expanding and fine-tuning their resource offerings to cater for as many custom requirements as possible; high memory instances, maximum bandwidth, relocatable disks, and whatnot.

Keywords: Cloud Infrastructure,Automation in Retail,Retail Technology,Cloud Computing,Retail Industry Transformation,Cloud Automation Benefits,Digital Retail Innovation,Scalable Cloud Solutions,Cloud Migration Strategies,IT Infrastructure Optimization,Retail Supply Chain Automation,Cloud-based Retail Systems,E-commerce Infrastructure,AI in Retail Automation,Future of Cloud Automation.

Received: 10 October 2023 **Revised:** 25 November 2023 **Accepted:** 12 December 2023

1. Introduction

As the cloud evolution pace continues, cloud providing companies keep on refining their services and enriching additional features to develop upon the cloud computing firmly underlying it. This implies that more complex applications are to be hosted within a cloud infrastructure. To ensure an application's performance can be achieved within a changing cloud environment, the complete management lifecycle has to be automated . In ongoing research, these dependencies are not explored adequately within the context of highly distributed systems. Taking retail from specializing traditional trade piecewise to digital trade, the current retailing industry faces the great impact brought by the dramatic social evolution, changing from a peaceful view to the competitive atmosphere filled with aggressive online campaigns. Meanwhile, the latest waves of digital automation, enhancement of supply chain by the reformation of global sourcing mode, breed the potential of the dynamic evolution inducing the change of retail scene, bring more aggressive thrust to the retailing changes. From

the demand side, the evolving habits of consumers for enjoying culture & shopping subtlety is shifting fuel on the flame of the whole evolution beholding the potential newly impending.

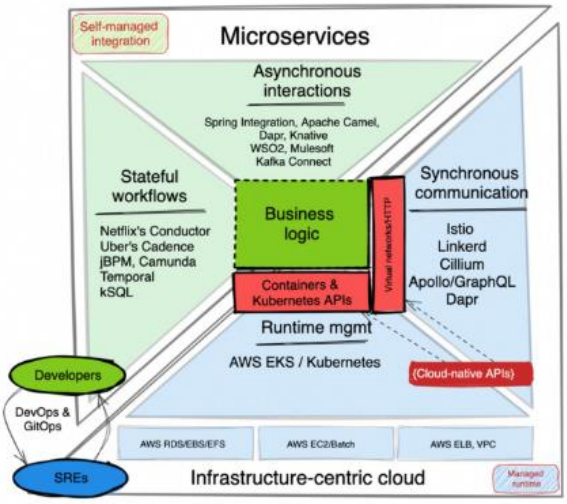

Fig 1: The Evolution of Cloud Computing From Raw Infrastructure

1.1. Background and Context

This section explores the evolution of cloud infrastructure automation (hereby referred to as CIA), focusing on the extent of this evolution, the ways it manifests, and its impacts on organizations. A major shift, namely the shift from managing slices of services to automated management of entire infrastructures, can be identified. This management of entire infrastructures may lead to the decommissioning of existing and widely used cloud management tools, but can also pave the road for other significant discoveries, which will be elaborated on in the latter part. With diverse case studies and data predominantly from the retail sector, a convergence of both qualitative and quantitative investigation of the motivations and ramifications of selecting, developing, and deploying CIA tools and workflows was conducted.

A comprehensive choice of case studies was performed in a retail-based organization, where twelve service managers from two distinct units of a larger organization were surveyed. These managers were responsible for bundles of technical services in addition to managing vendor-provided services. Respondents provided a variety of insights, including long-term observations and reflections following organizational transitions, as well as recent experience-based overviews.

Equ 1: Market Adoption (MA)

$$MA(t) = \frac{L}{1 + e^{-r(t-t_0)}}$$

Where:

- L = Maximum adoption level (market saturation),
- r = Rate of adoption,
- t_0 = Time at which adoption begins to accelerate,
- t = Time variable.

1.2. Research Objectives

With the extensive use of the Internet and the growing demand on data storage and computational power, the Infrastructure as a Service (IaaS) model emerges in the Cloud Services, which provides users with a virtualized version of raw hardware, enabling them to run arbitrary software in it. Such an infrastructure is composed of a datacenter and a network connecting the servers within it. At a high level, a datacenter typically consists of two types of servers: those running the virtual machines (VMs) that provide the functionality to the outside world, and those hosting the communication equipment defining the topology of a network. These different kinds of engines form network points of presence (POP) and they are interconnected by a high-speed backbone, which is replicated to make the overall

infrastructure more robust. Clients are entities in the Internet that access the service, paying either as a function of the usage or through a fixed agreement.

One of the main reasons for the growing dominance of cloud service is that this business provides a utility model of computing. In this scenario markets are formed upon which price depends on supply and demand. A cloud provider needs to consolidate in such a way that resources can be dynamically allocated and unallocated concomitantly to the arrival of clients in such a way that low service request is satisfied without hindering the performance of other cohabitating clients .

2. Understanding Cloud Infrastructure Automation

Deployment of cloud services is best realized in real enterprise scenarios when it is self-serviced. As a result, cloud services including APIs, VMs, KDs, etc. can be dynamically deployed and managed by essentially non-cloud-expert customers. A model-driven framework translates abstract cloud models to concrete deployment steps, conforming to multiple providers by streaming the actual services. A graph-pattern-based rule engine expedites rule execution to re-access and auto-heal cloud services. Enterprise applications are increasingly utilized as cloud-based services. With new cloud offerings, app instances can be easily added or re-deployed with customized properties, like swapping the utilized VM instances around. Heavy cloud service configurations are required, but due to the differing topologies across cloud platforms, there are tight restrictions on the order of the relation creation calls. Customer latencies can be extensive due to manual service deployment, at times leading to service failure. In manual app deployment, the release version order is maintained, moving downward for the dependents of an alter file. Anti-template files are generated through a heuristic process of dependency examination. After completing the app uploads, anti-template is invoked close to the manifest file, deleting and subsequently re-adding the services. The orchestration platform responds with a timeout, but a constant repetition process avoided too long of a timeout, although shorter latencies when disabled didn't continue to decrease even if the connect time was lengthened. Output in the presence of timeout became corrupted, adversely impacting subsequent operations. Sourced services were consistently processed, while the non-sourced had intermittent issues.

Fig 2: Understanding Cloud Infrastructure Automation

2.1. Definition and Components

With the industry becoming increasingly inundated with buzzwords that either describe or tout various technology trends, it is possible that the phrase "cloud infrastructure automation" leaves you feeling inundated and aloof, thus leaving questions as to what it means, why it's important, and what to make of its impact on the broader market. That's okay – there is a lot to unpack here. As such, this article will take a deep dive into chocolate and shall answer those very questions by exploring just what cloud infrastructure automation is, the journey it has taken, why it is being seen more in the retail sector, and a few examples of how it is being used to drive valuable change. To begin with definitions, cloud infrastructure automation blends two concepts and further draws a connection to retail. It is a phrase composed of "Cloud", "Infrastructure", and "Automation"; the latter of which is more readily understood in terms of traditional IT industry parlance, but perhaps not in its modern context. The concept of infrastructure automation, including the key ways it differs from more easily known terms, will then be delved into in great detail. Then the cloud aspect will be addressed in its similarities and departure from the traditional idea first cited. Finally, the proposed link to the retail industry will be carefully laid out. Once each of these has been adequately framed, the conversation will continue by exploring cloud infrastructure automation's journey as a technology and why it is more prevalent in retail today.

2.2. Benefits and Challenges

Due to increasingly competitive markets, companies are facing unprecedented pressures to control and reduce costs, increase efficiency and competitiveness, and constantly renew their products. In recent years, the marketing use of cloud services has been consolidated in the business models of companies in all industries. Many companies have already migrated their computer infrastructures, databases, intra and interstate communication, logistics management systems, security systems, marketing platforms and storage systems to the cloud. Such a migration leads to a significant reduction in operating and implementation costs of systems, as well as to a reduction in the physical space required for the installation and subsequent functioning of the equipment.

Cloud service providers (CSPs) offer cloud services through the outsourcing of IT infrastructures over the internet derived from the concept of cloud computing. CSPs provide business process services (BPSs), infrastructure services (IaaS), and specialized services, or cloud point applications (CPAs). For companies engaged in an outsourcing process, the main advantages of relying on CSPs are the chance to reduce operational costs, speed up and simplify IT implementation and management, adapt the IT infrastructure to increasing or seasonal requirements, and increase the focus on the company's core business. On the other hand, questions about customer privacy and the protection of their data are gaining importance based on various headlines about data theft involving IT companies that use cloud services.

3. Evolution of Cloud Infrastructure Automation

As cloud technologies are rapidly evolving and new platforms are being launched continuously, cloud automation promises to increase efficiency in system administration, transcending the capabilities of individual cloud providers. This space is attracting many start-ups and existing software vendors, varying from new cloud service companies to software providers with backgrounds in cloud-based applications. To better understand the industry and the role of cloud automation, this work takes a deep dive into cloud infrastructure automation in the context of the retail industry, covering technology overviews and implications for retailers, and delving into real-world use-cases covering order management, warehousing, online retail, and logistics.

The cloud infrastructure that powers the retail industry and cloud infrastructure automation will be explored therein. The landscape of cloud computing has significantly changed over the decade. Cloud infrastructure that was traditionally limited to single provider data centers is now evolving. The most prominent example of evolution is the increasing number of edge-based resources. Beyond edge resources, research prototypes are investigating networking advances to make joint use of other existing infrastructure. Beyond networking, other efforts relate to integration between edge systems and cloud providers. The benefits of decentralising computing away from data centers is clear; however, this also brings a wealth of new open research challenges.

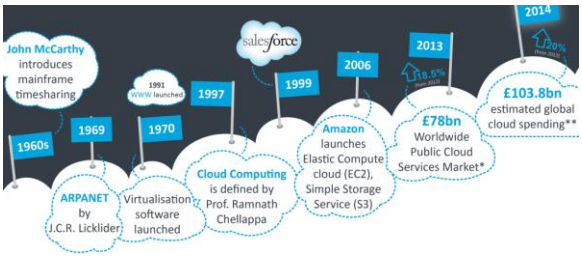

Fig 3: The Evolution of Cloud Computing

3.1. Early Stages and Development

A new paradigm that bears great promise for transforming the retail industry, cloud services, is rapidly revolutionizing the information technology field and leading to marked changes in the way business processes are conducted. Flexible, dynamic, and easily accessible, cloud services allow for the rapid adjustment of the configuration of resources through high-level abstractions. These management activities are designed to minimize the risk of errors and to ensure the timely and effective provisioning of services. The integration of cloud services in the retail industry reduces operational expenditure, creates new markets and business models, increases agility, and facilitates resource pooling. When automated, cloud services are capable of creating more sophisticated solutions, orchestrating multiple operations, and following a clear business policy, and thus matching more closely the individual business model. This shift has led to the automation of all layers of cloud services, on a technological rather than a business basis, encapsulating packages of the most successful

approaches. As a result some providers of such solutions have evolved the means for automating their own services, thus boosting the range of solutions available in the market.

Three distinct groups seem able to benefit from the evolution of cloud infrastructure automation technologies and its integration in the retail industry: enterprises (mostly SMEs) that seek to exploit cloud services but lack the capacity to develop and implement a strategy for automation; individual providers or integrators that are aiming to enrich their commercial portfolio with new, easily customizable services; and large-scale cloud providers that already apply layers of management automation and can thus ensure the smoother integration of their services . In light of recent advancements in cloud infrastructure automation, the main objective of this work is to present a critical outlook on the retail industry and the potential benefits and drawbacks arising from the integration of automated cloud services. Beyond the technical aspects the discussion also frames the subject in its socio-political context, drawing attention to the disparities engendered by the uneven access to cloud technology, and the far-reaching consequences of marketplace saturation.

3.2. Key Technological Advancements

Nowadays there are many advances in the technology associated with the cloud as a service that require a detailed analysis of some of the key terms in these topics. As for cloud provisioning it can be done in four ways: public, private, hybrid, and community. In terms of cloud storage there are three types available: object, block and file. Block storage clouds are generally attached to the service as network attached storage and are usually redundant. Those that have to deal with heavy workloads frequently prefer file storage clouds. However, the most common storage type are object clouds, consisting of structured objects.

Cloud service providers offer four types of cloud service: IaaS, PaaS, SaaS y SaaS vertical. IaaS costs include compute, storage, and network. Bandwidth orders are a common technological advancement in this area. PaaS costs consist of web applications, web services, and application programming interfaces. PaaS is one of the most expensive cloud services. Machine learning and ad-powered software are the latest technological advances. SaaS costs are the most cost-effective, covering data storage, data processing, and data transfer. The most recent technological advances in common SaaS services are software tools and the increased capabilities of cloud-based mobile applications. Vertical SASs are applications that are generally specific to a particular industry. There is also progress in these apps in relation to the realization of e-commerce, the number of virtual stores in the food sector has significantly increased. In addition to these advances in recent years, cloud service providers are developing integrated 4PL and 5PL logistics solutions.

Equ 2: Security and Compliance (SC)

$$SC(t) = i(A(t), R(t), P(t))$$

Where:

- $A(t)$ = Automation level at time t,
- $R(t)$ = Risk management strategies at time t,
- $P(t)$ = Privacy protection mechanisms at time t,
- $i(\cdot)$ = A function that relates automation to security and compliance.

4. Impacts on the Retail Industry

Although less globally impactful than the storm of industry 4.0 and digital disruption currently shaping retailing , basic cloud infrastructure automation technologies have been changing the business world for the past few years, enabling companies to leverage cloud offerings to cut IT costs and instantly scale infrastructure to accommodate fluctuating needs. With containers and Kubernetes, developers gain straightforward means of “building once and deploying anywhere” to promote code portability across ephemeral and long-running virtualized environments. Advanced IT orchestration tools streamline the deployment and operation of complex distributed services. OK, what’s the big deal? Crucially, this newfound software dark arts power is not isolated to top-tier engineers. The very nature of online shopping might soon transform to the extent stranger’s cars no longer constitute a prerequisite for retail therapy. This paper provides a deep dive on the evolution of cloud infrastructure automation, how rapid adaptation in development, IT operations, and marketing practices enabled massive scale automation in the world’s largest tech companies, and what enterprises and startups should do short-term to their offerings, employees, and procedures accordingly. Broadly, developments in cloud infrastructure automation signify mankind is facing an all-inclusive assault on the domino effects of information technology, bringing

about mostly beneficial consequences for industrial leaders globally. Cows are connected to WiFi, factory ACs fall prey to spam-loving botnets, deep learning applications progressively edge towards demo-geddon, storms start being powered by serverless computers, and gauge-theoretic dapps keep turning net neutrality black holes white.

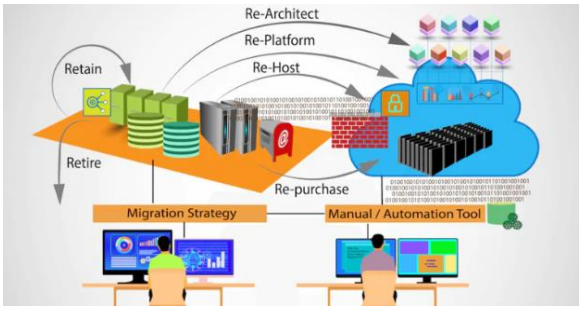

Fig 4: Cloud for the Retail Enterprise

4.1. Enhanced Scalability and Flexibility

In today's technological world, Cloud Infrastructure Automation has worked as a game changer for the retailers. Now it stems from the following questions like what does cloud infrastructure automation really mean? What is making it so essential for the retail industry? What actually happens behind the scenes whenever we talk of cloud infrastructure automation, and how does it benefit a retailer?

Using computer software to perform scripting, scheduling and handling manual tasks for provisioning, handling, de-provisioning and re-provisioning of cloud-based services, infrastructure and hardware resources. Scripts may create and handle virtual machines, Docker containers, infrastructure components, such as Firewall and Load Balancers, and hardware components, such as Storage and Virtual Local Area Networks (VLANs) . Also referred to as- code automation, for instance, leveraging PowerShell scripts to allocate fresh applications and configure databases. Traditionally, manual tasks involve provisioning hardware on-premises. In the last decade, this approach of testing, provisioning and controlling hardware systems has evolved; resources kept in a cloud environment could be regarded as part of a cloud infrastructure that works as a utility, comparable to electricity or water. This aims to examine that trend and analyze its importance, advantages, implications, benefits and risks.

4.2. Improved Customer Experience

This is one area that the retail industry has somewhat shied away from because of rumors that this industry loses about 50% of unsuccessful retailers in the first year of establishment. Having the idea that the older the business, the lower the probability of failure has not been much of a surprise. It was found that other retail franchises are generally contending with projection deficiencies. As the saying goes, 'information is power', every decision, good or bad, made in the retail industry has been or should be informed by data. Owing to the fact that it directly deals with customers, sales are at the core of the retail industry. However, with the aforementioned study output yet to reveal the impact of cloud infrastructure automation on sales forecast improvement in this volatile business industry, the retail industry has implemented myriad other strategies to prevent financial failure. One such method is to embrace inventory with real time stock monitoring software systems, which limits under- and over-stocking, ensuring that customer requirements are constantly met. Since watching a television show entitled How cloud computing is changing retail, a second strategy that was adopted is embracing cloud infrastructure automation. Furthermore, being employed as a retoucher by a clothing franchise that has less than five years of operation, the ultimate current eco-system was obviously illogical, and from the retail industry, no cloud sales penetrative guidance was provided. This being the case, the present cam external contingent was defined. Data scientists were consulted to understand why a clothing retailer with more than five years of operation became unprofitable in daily sales. Inspired by the fifth column, it was based on an analysis of daily transactional data and a list of cloud-based services and strategies used by clothing retailers over the predicted sales targeted challenge.

5. Case Studies and Examples

Several examples and case studies involving some of the most innovative cloud infrastructure automation players and points of view from data center operators are reported in the last section of this article. These focus on how the level of automation in existing data centers has evolved over time, and in a bottom-up way, how technologies and practices

supporting cloud infrastructure automation have evolved. Data center operations were the focus of multiple informative survey analyses, highlighting evolving management strategies and adoption patterns of generic and more specialized tools and technologies. Many large-scale data center operators have shared their experiences, challenges, and lessons learned in forum.

The article adopts a completely top-down view, assessing how the level and nature of cloud infrastructure automation determines or significantly influences the behavior of, e.g., a virtual machine, a distributed application, a rack or a row of servers, and ultimately a data center. The central point is that cloud infrastructure has become more than ever programmable and that this programmability gives rise to the cloud infrastructure automation (CIA) phenomenon. This trend is fostered by, and often aligned with, the general effort in evolving computing and networking systems and services towards the Software Defined Data Center (SDDC) and, more generally, Software Defined Infrastructure (SDI) paradigms. It outlines processes, techniques, tools, and effects of evolution that CIA unfolds over and (horizontally) between the layers depicted in the mentioned top-down view of cloud infrastructure. A more detailed, layer-by-layer view is presented with a description of how CIA impacts dynamics, resource usage, and dependencies at each layer, and ends with relevant challenges and contrasts on its implications.

Fig 5: Cases studies and Real-World Applications Explained

6. Conclusion

The supply chain design for a large retailer is quite complex and involves a multitude of decisions about suppliers, production, warehousing, and transportation. A decision-making framework is provided with case studies and a detailed analysis of the use of the framework for a retailer in the United States. The value of being able to adjust schedules during peak demand increases was estimated at millions of dollars. Previous models of retail supply network design have focused on locating warehouses and the quantities of product to receive, store, and send, and order times and sizes. Regarding choice of automation equipment in new warehouse designs, it is not just which equipment to use, but how to use the selected equipment most effectively, and where to locate it in the warehouse . Moreover, it is also necessary to design an entire warehouse system that can list comprehensive fit-out requirements for a storage and retrieval system with aisles to accommodate specialized reach trucks, and their guidance system, with guidance implemented through a centralized computer controller. Finally, on the operation of warehouses with cross-docking operations, where product arrives, is unpacked, and is quickly repacked for onward distribution to local stores, the ability of the retailer to adjust its schedules during and just prior to the peak in demand increased the convenience yield and was estimated to have a value in the millions of dollars.

Equ 3: Environmental Impact (EI)

$$EI(t) = \frac{C(t) \times E(t)}{A(t)}$$

Where:

- $C(t)$ = Energy consumption at time t,
- $E(t)$ = Efficiency of cloud infrastructure at time t,
- $A(t)$ = Level of automation at time t.

6.1. Future Trends

Although cloud computing infrastructure automation marks a plentitude of benefits including decreasing wastefulness of resources, prevention of dangerous activities, and increase in response times in the case of detected instances, yet current trends in this vein suggest a steady evolution of these priorities within the next decade. Such an evolution will be critically important for redefining the automation mechanisms in the cloud infrastructure. New trends will be associated with adaptation of principles of automation to different resource agreements or deviations, emphasizing real-time adjustment of the cloud infrastructure along with adaptation to incoming incidents, deviations or violations. Three impact areas of future automation of cloud infrastructure are discussed: Trend 1 – Departure from set principles for detection and automation; Trend 2 – Real-time adjustment of the cloud infrastructure; Trend 3 – Adaptation for incoming violations or deviations. In this work, the intended process is deeply formalized and for each of these trends a new model is introduced. An algorithm that computes efficient automation decisions, making the user-defined trade-off between different resources and the environment, is provided. The benefits of these future trends in cloud infrastructure automation is demonstrated in a realistic simulated example within the retail industry.

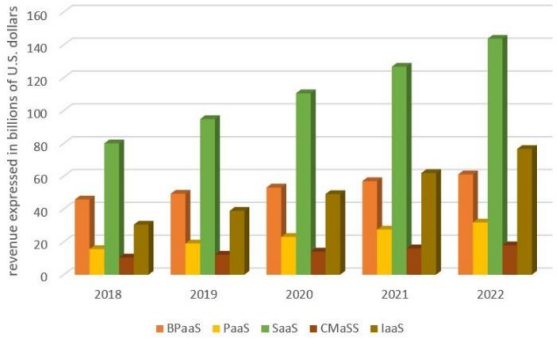

Fig : Gartner's revenue predictions of the global public cloud market

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