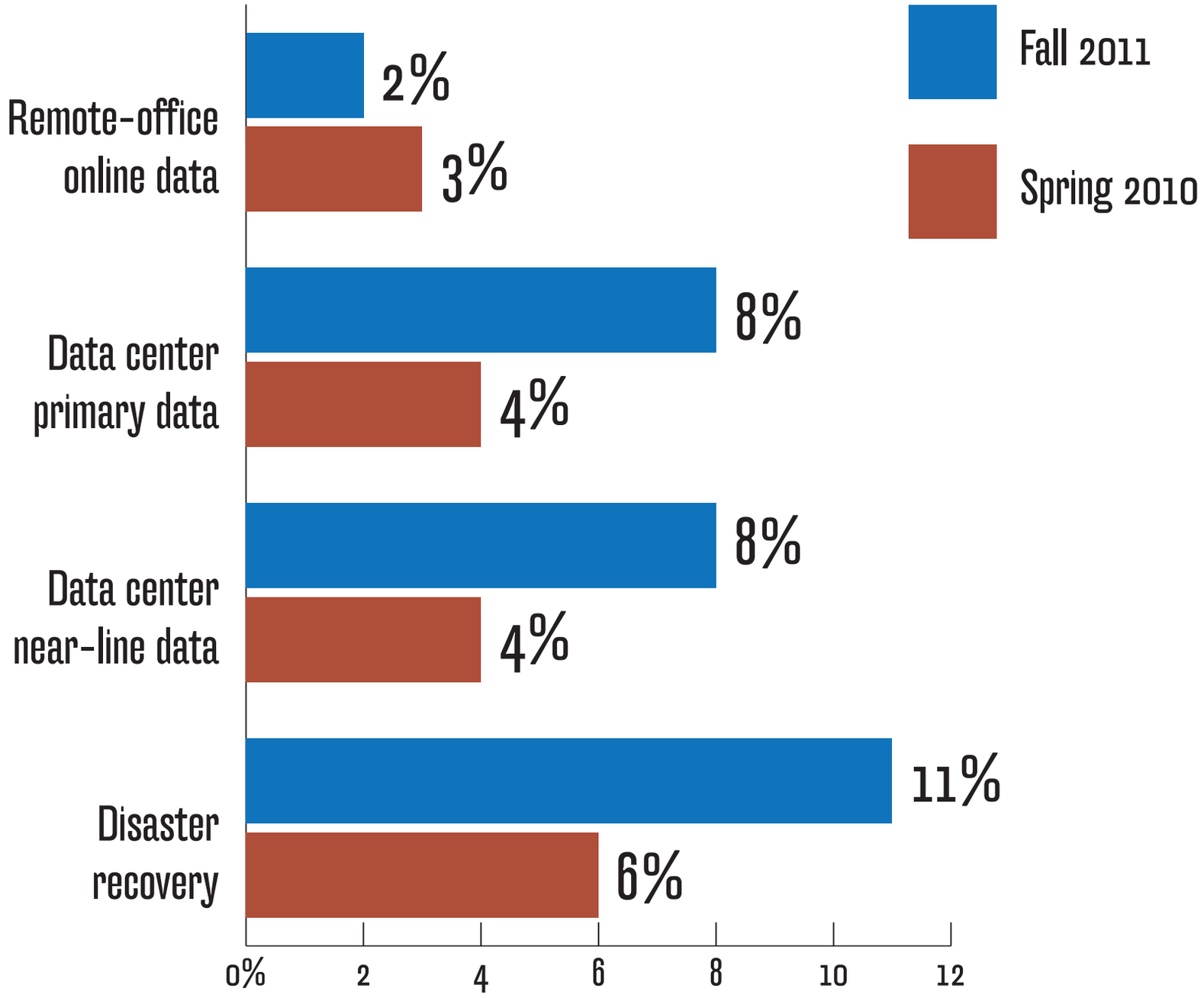Cloud storage services used for primary or near-line storage applications