

CLOUD COMPUTING

How It Helps Your Business





Understanding the cloud

Commonly used to describe the delivery of infrastructure, software, and data storage over the internet, cloud computing has revolutionized the way organizations operate and has leveled the playing field. Today, small businesses that adopt cloud technology can stand shoulder to shoulder with their larger competitors to deliver competitively priced products and services with high levels of customer satisfaction.

In fact, you're probably already using cloud computing in some way without realizing it. Almost every business application you use today is hosted in the cloud, including Gmail, Dropbox, Microsoft Office 365, and Salesforce. You don't have to purchase and install the software, just access them via a web browser.

Cloud adopters win on many fronts

Cloud computing offers numerous advantages to organizations of all sizes. If your business has yet to embrace the power of cloud technology, here are three of its key benefits:

Cloud adopters win on many fronts

Buying hardware such as desktops, servers, and routers is often very expensive. Upgrading software programs is also pricey, and you have to go through a refresh cycle every few years. And when you factor in the costs of electricity and IT staff who spend most of their time tending to your servers, you'll realize just how big the savings are when you move to the cloud.

For an affordable monthly fee, your cloud service provider will host and manage your infrastructure and applications, implement stringent cybersecurity protocols, automatically back up your data, and provide remote support on-demand.

Increased collaboration

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Advanced security

When the cloud was first introduced, there was some scrutiny about how secure it really was. After all, when files, applications, and other data aren't kept securely on-site, how can you know that they're being protected? Contrary to what you might believe, however, the cloud is usually *more secure* than using your own hardware to store files.

A cloud service provider's full-time job is to perform daily security checks and backups, as well as implement strong cybersecurity practices. They perform security operations significantly more efficiently and effectively than even a large internal IT department, which must divide its efforts between several IT concerns, with security being only one of them.

“Many businesses are moving to the cloud for many good reasons: ease of use, lower cost, enhanced security, and high degree of scalability.”

Evaluating your options

Choosing an IT partner with extensive cloud capabilities and business expertise will ensure your organization transitions smoothly to the cloud. Find a partner that specializes in cloud computing, and has a proven migration framework and a set of tools to help automate the transition. The right partner can play a crucial role in accelerating your journey and helping your employees leverage the cloud to its fullest potential.