CLOUD COMPUTING 101

Using the Cloud as a Business Solution
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Introduction

Owning and operating a successful business in the 21st century means coexisting with complex technologies, such as “the cloud.”

By grasping the fundamentals of the cloud, you can utilize its capabilities to the fullest extent. Utilizing the cloud will ensure that your company’s technology does not become stagnant; plus your company will maintain a competitive edge.

This ebook is designed to give you a strong, business-minded foundation for understanding the cloud. As you read through this text, you’ll uncover how this innovative technology is designed to collect, store, and protect your data; reduce your overall IT costs; give you the option to work remotely; and so much more.
What You Need To Know About Cloud Computing

The Cloud is Here to Stay

It may be tempting to shrug cloud computing off as a passing fad, but that would be a big mistake. In an increasingly connected world, consumer behavior now penetrates every level of business and consumers have cast their vote: cloud technology is here to stay.

Many businesses have already begun to take advantage of the cloud. In fact, in 2011, IBM found that two-thirds of companies surveyed used cloud computing or were in the planning stage. The research continued to highlight that more than 70% of companies were implementing campaigns to leverage cloud analytics for business purposes. These trends have progressed significantly further in the past few years.

The Cloud Can Be Trusted

Improved security is one of the main reasons that many companies turned to cloud computing in the first place. Mimecast conducted a survey in 2010 that revealed 57% of participating companies felt the move to business cloud computing made their data more secure.

Now, while it is true that the nature of the cloud creates significant security risks, the use of capable providers significantly increases protection.
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Utilizing Cloud Computing as a Business Solution

**Instant, Cost-Effective Scalability**
Cloud computing pools resources to create an economy of scale. A cloud computing system offers reduced costs associated with set up and maintenance, compared to the costs of on-site infrastructure. On top of that, maintenance costs can be extremely low when services are not in use.

Many online cloud storage services only charge a company on the amount of data and storage space that is actually used. This produces an opportunity to save even more money.

**Flexibility Through Working Remotely**
Due to decentralization of the server, you and your employees can engage with work from anywhere. This can aid business productivity because if a team member is sick or traveling, he or she can still access the server and the flow of business won’t be interrupted.

This is another great example of how you can cut costs: by having employees work from home, the need for an office is almost non-existent.

**Ease of Collaboration**
Another great advantage of “the cloud” is that collaboration between workers has become very simple. The ability to gather information can now be in a centralized location. This means that tools like screen-sharing, voice communication, and online conferences can become the norm. The value of these types of collaborative resources applies whether the individuals are in different locations or not.
No Lost Data

One of the biggest business advantages to having the cloud is that it is nearly impossible for data to be lost. The data being located on a decentralized server means that data is protected against on-site disasters such as fires or earthquakes. Your information will always be safe and accessible.

Storage Capacity of The Cloud

Cloud-based services are very scalable. Online storage providers, for instance, can quickly upgrade your account to provide 50GB more of storage, should you need it, and at a great value. Because the storage is all hosted virtually, you essentially have unlimited storage capacities!

Environmental Concerns

If you are looking to become a more sustainable business, the cloud is the way to go. Virtual computing means less energy being used on-site and fewer hard materials produced for your business, like plastic. This can significantly decrease your company’s carbon footprint.

The majority of servers are located in areas with clean energy. Not only is it a great idea to support the environment, but taking environmental issues seriously is also a great business strategy these days. In fact, many customers prefer to work with environmentally-conscious businesses. The cloud can help relieve the strain of your business activities on the world by reducing carbon emissions related to power consumption.
Conclusion

The unfortunate reality is that the intricacies of these innovations are often daunting to those who are unfamiliar with the technology. This fear of the unknown has caused many businesses to miss out on great opportunities that could take their business to the next level.

By gaining a basic understanding of cloud computing and what it can do, you have put you and your business in a great position to succeed.

LET’S TALK BUSINESS SOLUTIONS.

We'll chat about how the right technology can improve your business performance. Give us a call at 203.200.7727 or CONTACT US