

7. Is the Cloud Right for You?

An organization should first ask:

- Where is the business going?
- What are they trying to achieve?
- What are their business objectives?
- Where do they lack in development (strategic/financial/customer experience)?
- What are the key challenges the business faces?



Once they have these answers, they should ask, "**can we achieve these goals via Cloud computing?**"

This can be answered with reference to [5. Common Cloud Use Cases](#). Potential benefits of the Cloud include

- Innovation potential
- Swift go-to-market
- Carbon footprint reduction
- Remote access, with the possibility of sourcing staff worldwide
- Risk reduction
- Collaboration and agility