

Cloud computing has been around for approximately two decades and despite the data pointing to the business efficiencies, cost-benefits, and competitive advantages it holds, a large portion of the business community continues to operate without it. According to a study by the International Data Group, 69% of businesses are already using cloud technology in one capacity or another, and 18% say they plan to implement cloud-computing solutions at some point. At the same time, Dell reports that companies that invest in big data, cloud, mobility, and security enjoy up to 53% higher revenue growth than their competitors. This data shows, an increasing number of tech-savvy businesses and industry leaders are recognising the many benefits of the cloud-



solutions for their organisations. So to take a few minutes and share 12 advantages of cloud computing.

1. Cost Savings
2. Security
3. Flexibility
4. Mobility
5. Insight
6. Increased Collaboration
7. Quality Control
8. Disaster Recovery
9. Loss Prevention
10. Automatic Software Updates
11. Competitive Edge
12. Sustainability

1. Cost Savings

If you are worried about the price tag that would come with making the switch to cloud computing, you aren't alone [20% of organisations are concerned about the initial cost of implementing a cloud-based server.](#) But those who are attempting to weigh the advantages and disadvantages of using the cloud need to consider more factors than just initial price they need to consider ROI.

2. Security

Many organisations have security concerns when it comes to adopting a cloud-computing solution. After all, when files, programs, and other data aren't kept securely onsite, how can you know that they are being protected? If you can remotely access your data, then what's stopping a cybercriminal from doing the same thing? Well, quite a bit, actually.

3. Flexibility

Your business has only a finite amount of focus to divide between all of its responsibilities. If your current IT solutions are forcing you to commit too much of your attention to computer and data-storage issues, then you aren't going to be able to concentrate on reaching business goals and satisfying customers. On the other hand, by relying on an outside organisation to take care of all IT hosting and infrastructure, you'll have more time to devote toward the aspects of your business that directly affect your bottom line.



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The cloud offers businesses more flexibility overall versus hosting on a local server. And, if you need extra bandwidth, a cloud-based service can meet that demand instantly, rather than undergoing a complex (and expensive) update to your IT infrastructure. This improved freedom and flexibility can make a significant difference to the overall efficiency of your organisation. A 65% majority of respondents to an InformationWeek survey said “the ability to quickly meet business demands” [was one of](#)

4. Mobility

Cloud computing allows mobile access to corporate data via smartphones and devices, which, considering [over 2.6 billion smartphones are being used globally](#) today, is a great way to ensure that no one is ever left out of the loop. Staff with busy schedules, or who live a long way away from the corporate office, can use this feature to keep instantly up to date with clients and co-worker.

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5. Insight

As we move ever further into the digital age, it's becoming clearer and clearer that the old adage “knowledge is power” has taken on the more modern and accurate form: “Data is power.” Hidden within the millions of terabytes of data that surround your customer transactions and business process are nuggets of invaluable, actionable information just waiting



money.” Hidden within the millions of bits of data that surround your customer transactions and business process are nuggets of invaluable, actionable information just waiting to be identified and acted upon. Of course, sifting through that data to find these kernels can be very difficult, unless you have access to the right cloud-computing solution.

Many cloud-based storage solutions offer integrated cloud analytics for a bird's-eye view of your data. With your information stored in the cloud, you can easily implement tracking mechanisms and build customised reports to analyse information organisation wide. With those insights, you can increase efficiencies and build action plans to meet organisational goals. For example, the beverage company Sunny Delight was able to [increase profits by](#)




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If your business has two employees or more, then you should be making collaboration a top priority. After all, there isn't much point to having a team if it is unable to work like a team. Cloud computing makes collaboration a simple process. Team members can view and share information easily and securely across a cloud-based platform. Some cloud-based services even provide [collaborative social spaces](#) to connect employees across your organisation, therefore increasing interest and engagement. Collaboration may be possible without a cloud-computing solution,  will never be as easy, nor as effective.

7. Quality Control

There are few things as detrimental to the success of a business as poor quality and inconsistent reporting. In a cloud-based system, all documents are stored in one place and in a single format. With everyone accessing the same information, you can maintain consistency in data, avoid human error, and have a clear record of any revisions or updates. Conversely, managing information in silos can lead to employees accidentally saving different versions of documents, which leads to confusion and diluted data.



8. Disaster Recovery

One of the factors that contributes to the success of a business is control. Unfortunately, no matter how in control your organisation may be when it comes to its own processes, there will always be things that are completely out of your control, and in today's market, even a small amount of unproductive downtime can have a resoundingly negative effect. Downtime in your services leads to lost productivity, revenue, and brand reputation.

But while there may be no way for you to prevent or even anticipate the disaster, there is something you can do to help speed your recovery. Cloud-based services provide data recovery for all kinds of emergency



9. Loss Prevention

If your organisation isn't investing in a cloud-computing solution, then all of your valuable data is inseparably tied to the office computer it resides in. This may not seem like a problem but the reality is that if your local hardware experiences a problem, you might end up permanently losing your data. This is a more common problem than you might realise computers can malfunction for many reasons, from viral infections, to age-related hardware deterioration, to simple user error. Or, despite the best of intentions, they can be misplaced or stolen (over [10,000 laptops are reported lost every week at major airports](#)).

If you aren't on the cloud, you're at risk



10. Automatic Software Updates

For those who have a lot to get done, there isn't anything more irritating than having to wait for system updates to be installed. Cloud-based applications automatically refresh and update themselves, instead of forcing an IT department to perform a manual organisation wide update. This saves valuable IT staff time and money spent on outside IT consultation. PCWorld lists that [50% of cloud adopters cited requiring fewer internal IT resources](#) as a cloud benefit.

11. Competitive Edge

While cloud computing is increasing in popularity, there are still those who prefer to keep everything local. That's their choice, but doing so places them at a distinct disadvantage when competing with those who have the benefits of the cloud at their fingertips. If you implement a cloud-based solution before your competitors, you'll be further along the learning curve by the time they catch up. A recent Verizon study showed that 77% of businesses feel cloud technology gives them a competitive advantage, and 50% believe this advantage is significant.



12. Sustainability

Given the current state of the environment, it's no longer enough for organisations to place a recycling bin in the breakroom and claim that they're doing their part to help the planet. Real sustainability requires solutions that address wastefulness at every level of a business.

Hosting on the cloud is more environmentally friendly and results in less of a carbon footprint.

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Cloud infrastructures support environmental proactivity, powering virtual services rather than physical products and hardware, and cutting down on paper waste, improving energy efficiency, and (given that it allows employees access from anywhere with an internet connection) reducing commuter-related emissions. A Pike Research report predicted data centre energy consumption will drop by 31% from 2010 to 2020 based on the adoption of cloud computing and other virtual data options.