



# The Value of the Cloud

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by

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## **Why should your business adopt cloud technology?**

Customers have asked me, "Why should my business adopt cloud technology?" I believe you should identify the best possible method of running your applications to drive your specific business outcomes whether on-premise, in the cloud or a combination of the two. Here I provide a list of outcomes enabled by cloud technology.

### **Increase Your Flexibility**

The cloud offers tremendous flexibility for on-demand usage patterns and scalability. Data storage is one of the primary reasons that drives companies to move to the cloud. With your data storage in the cloud, you only have to pay for the amount of space you consume, and, if your business requires an increase or decrease in data storage space, your needs are easily accommodated by the cloud. Cloud technology proves to be an added benefit for companies that often experience rapid bursts of growth at times leading them to require more resources on demand.

Increase your flexibility and save yourself the hassle of updating software. Cloud providers do that for you. The task of upgrading is automatically done for you with backward compatibility and with minimal to zero downtime.

The cloud can expand your compute power exponentially, offering businesses of all sizes the opportunity to scale rapidly and efficiently.

### **Decrease Your Expenditures**

You need to store and aggregate your employee data, expenses, sales, vendor and customer information and more. You can leverage the cloud to do all this without having to setup any infrastructure and without having to hire people to maintain it. And when your business grows, you can increase your cloud's capacity easily for a fraction of the cost of setting up your own infrastructure and saving you the time it would take to set it all up.

### **Create a Mobile Workforce**

The cloud enables you and your employees to access your company data from anywhere via any device. Your employees can now work on the go. They can work from any location they choose. People want to work like they live.

What about security? Your workers can access the cloud with a username and password but to gain entry to the cloud they need to enter a code sent to their mobile device via multi-factor authentication. You can now support a mobile, secure and virtual workforce using the cloud.

### **Touchless Backups**

You can always recover your data quickly, thanks to the cloud's inherent backup capability. And if you don't need access to some of your data you can archive it and further reduce your storage costs.

### **Streamline Your Collaborations**

An organization that leverages cloud-based frameworks will see their collaborative productivity improve tremendously. The ability to work from anywhere and from multiple devices has resulted in new and innovative work cultures and organizations are finding

that to retain talent they need to provide such a work environment. People want to work like they live. So, with lowered costs and higher performance, companies can spend more on their people in terms of money and training. Yet another aspect that demonstrates the capabilities cloud computing is able to unleash in enterprises.

### **Be More Cost Effective**

As exemplified in the cloud data storage scenario above, flexibility in resource utilization leads to reduced operational costs as well as controlled financial spending on large scale upgrades due to cloud computing facilitating seamless scaling at reasonable costs.

### **Lower Your Risk**

In addition to the financial benefits, the ready-to-respond infrastructure of cloud computing means lower risks for organizations. Top cloud providers offer a 99.995% uptime guarantee and the risk of your critical data being unavailable is minimized greatly.

### **Data Integrity and Security**

When cloud computing was in its infancy stage, there were concerns about data loss and security breaches. However, these concerns have been slightly appeased over time. Despite some recent security concerns, moving to the cloud is not a risky security proposition as people think; cloud participants are trusting the cloud for its security and data integrity more and more.

### **The Cloud Enables Advanced Tools**

Today the cloud is no longer merely a way to access compute power and flexible storage, but a way to gain access to advanced, next-generation tools like data analytics, machine learning, artificial intelligence (AI), the Internet of Things (IoT), virtual reality (VR) and Blockchain. These emerging and advanced technologies are far too expensive and complex for most companies to develop in-house. You need to leverage these new technologies to remain competitive today and in the years ahead – making cloud computing that much more important.

Cloud computing clearly gives you a significant competitive advantage through these new and powerful tools. Small and large businesses can leverage pay-as-you-go capabilities and cloud business applications to better compete and disrupt.

Today, cloud computing has become a necessity for businesses that must leverage advanced tools to remain competitive and survive and if you're not leveraging a cloud strategy, you're likely falling behind your competitors.

### **Helps You Innovate**

Cloud computing provides you a fantastic environment for your agile development and testing and moving into production, whether querying big data or performing predictive analytics or starting a data science project using machine learning or automating tasks or developing new applications. With low cost of entry, pay-as-you-go, minimal time to setup your environment, containerization and serverless compute capabilities, why would you not begin your journey to the cloud?

While a few of the above benefits would be enough to convince you to migrate some of your business into the cloud, if you add them all up then you should feel compelled to move to the cloud.