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Cloudware Explained

Cloudware is changing the way companies, enterprises and organisations work, but what exactly is it, what are the advantages and why is it generating so much interest? This short guide will give you the answers and turn you into a cloudware expert.

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Find out how business are making huge savings using cloudware.

Take a look at the ten things you didn't know about cloudware.

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Cloudware is changing the way companies, enterprises and organisations work, but what exactly is it, what are the advantages and why is it generating so much interest? This short guide will give you the answers and turn you into a cloudware expert.

**What is cloudware?**

Cloudware is any application or service delivered through an internet browser to PCs, laptops or smartphones. Users don't need to buy and install software on their machines, and neither do they need high-end hardware. Because everything is accessed through the cloud, an internet connection is all that is required.

**Why 'cloud' and 'cloudware'?**

The term 'cloud' derives from the use of a cloud-shaped symbol in system diagrams that show the set of services and technologies required to deliver applications over the Internet in real-time. 'Cloudware' is a natural and logical extension to express how it differs from traditional hardware and software.

**How long has cloudware been around?**

Longer than you think. Hotmail, for example, has been providing its web-based email service since 1996. Salesforce.com, one of the world's most popular Customer Relationship Management solutions that is delivered online and paid for on a subscription basis, started up in 1999.

**Why the increased interest in cloudware?**

The spread of the internet, in particular broadband access on a range of devices, has moved cloudware from a niche position into the mainstream. Users now know that, wherever they are, they can access cloudware applications and services on their PC, laptop or smartphone.

**What are the operating benefits of cloudware?**

The three major operating benefits are time, simplicity and flexibility. With a traditional hardware/software-based setup, companies and organisations need to install, maintain and update applications on multiple machines. In addition, servers are often required to store and back up data. Because Cloudware is accessed online, all of the maintenance and storage is handled by the cloudware provider. Users can literally sit down and work without having to address any technical issues. Companies and organisations, meanwhile, can make moves, adds and changes in seconds.

**What are the cost advantages of cloudware?**

The first major cost advantage of cloudware is that it moves the cost of using applications and services from capital expenditure to operating expenditure. Rather than paying a large up-front sum for software, it is paid for on a subscription basis, so businesses only pay for what they actually need. The second cost advantage is that cloudware can be accessed on any PC, laptop or smartphone with an internet browser, reducing the need to invest in the latest hardware. The third advantage is that cloudware applications and services can be turned on or off as required, so seasonal fluctuations in business can be accommodated without penalties.

**What types of organisations use cloudware?**

Every type of organisation, business, enterprise and public sector body is now turning to cloudware as a viable, cost-effective solution. For enterprises, it simplifies complicated IT infrastructures. For growing businesses, it allows them to access applications and services that, until now, have been prohibitively expensive.

**What is available as cloudware?**

Think of e-mail or project management, CRM or web conferencing, storage and backup or finance, security or office applications, and there will be a cloudware solution that can help your business. You can check the full listing of categories here but check back soon. The cloudware market is growing quickly.

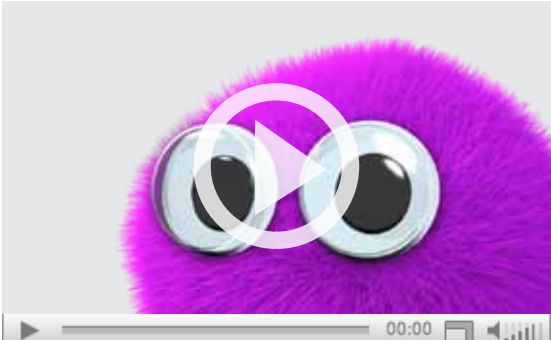
**What does my company need to run cloudware?**

A broadband internet connection and a PC or laptop. That's it. Because cloudware is delivered through the cloud, and because the data it generates is stored in the cloud, all you need to run cloudware is access to the internet and a web browser like Internet Explorer.


**Can I integrate cloudware with other applications?**

It depends on the cloudware itself. Some cloudware applications and services can be integrated with standard business applications, others are independent. The best way to find out is to use our online comparison tool which will show you where integration is a key feature.

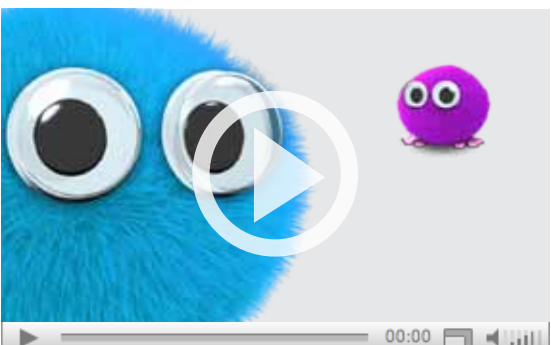
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