

# Cloud Computing Benefits & Key Advantages for Your Business

The Cloud is a great way to run a Business, since it offers many advantages and only a few disadvantages.

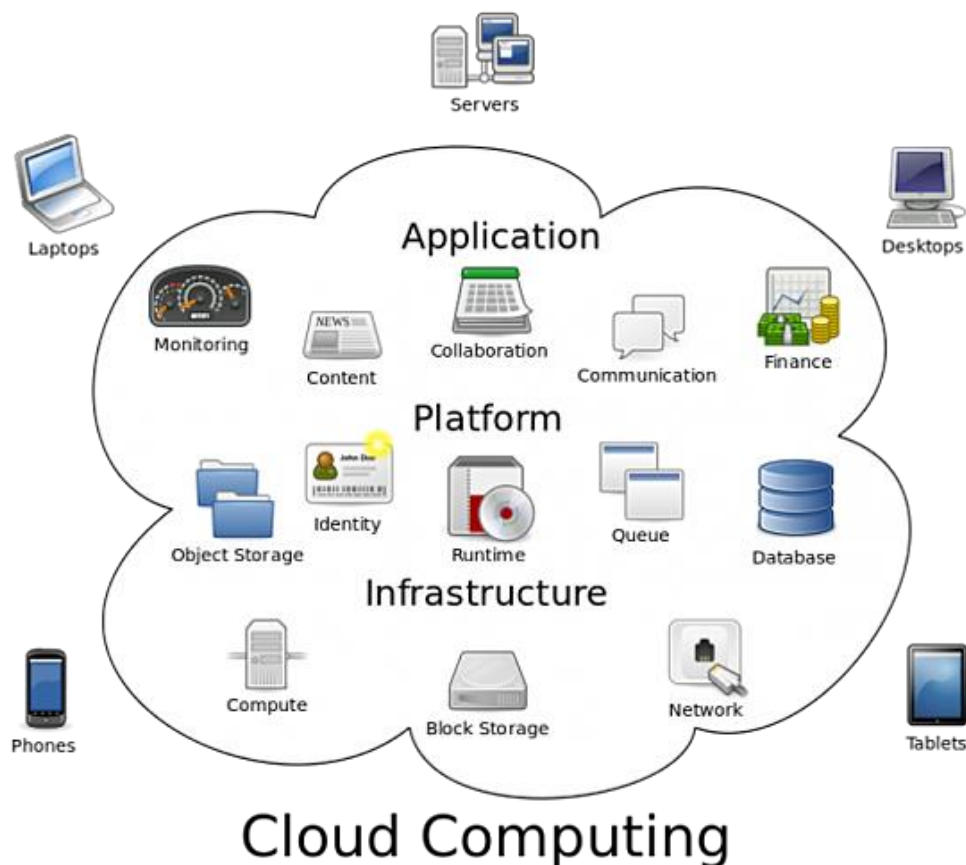
Before we dive in the benefits a Company can achieve by adopting cloud infrastructure, let's take a quick a look at what exactly cloud computing is, and how can companies migrate to the cloud.

## What is Cloud Computing?

Cloud computing is a term used to describe the use of Hardware and Software delivered via Network (usually the Internet). The term comes from the use of cloud shaped symbol that represents abstraction of rather complex infrastructure that enables the work of Software, Hardware, Computation and Remote services.

Simply put, cloud computing is computing based on the Internet. Data collected during this process is stored and processed by remote Servers (also called Cloud Servers). This means the device accessing the Cloud doesn't need to work as hard.

By hosting Software, platforms, and Databases remotely, the Cloud Servers free up the memory and computing power of individual Computers. Users can securely access Cloud services using credentials received from the Cloud computing provider.



# Benefits of Cloud Computing

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Cloud computing offers your business many benefits. It allows you to set up what is essentially a virtual office to give you the flexibility of connecting to your Business anywhere, any time. With the growing number of web-enabled devices used in today's business environment (e.g. Smartphones, Tablets), access to your data is even easier.

There are many benefits to moving your business to the cloud:

## Reduced IT costs

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Moving to cloud computing may reduce the cost of managing and maintaining your IT systems. Rather than purchasing expensive systems and equipment for your business, you can reduce your costs by using the resources of your Cloud computing service provider. You may be able to reduce your operating costs because:

- The cost of system upgrades, new Hardware and Software may be included in your contract
- You no longer need to pay wages for expert staff
- Your energy consumption costs may be reduced
- There are fewer time delays.

## Scalability

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Different companies have different IT needs -- a large enterprise of 1000+ employees won't have the same IT requirements as a start-up. Using Cloud is a great solution because it enables Enterprise to efficiently -- and quickly -- scale up/down their IT departments, according to Business demands.

Your business can scale up or scale down your operation and storage needs quickly to suit your situation, allowing flexibility as your needs change. Rather than purchasing and installing expensive upgrades yourself, your Cloud Computer service provider can handle this for you. Using the Cloud frees up your time so you can get on with running your Business.

## Business continuity

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Protecting your data and systems is an important part of Business continuity planning. Whether you experience a natural disaster, power failure or other crisis, having your data stored in the Cloud ensures it is backed up and protected in a secure and safe location. Being able to access your data again quickly allows you to conduct business as usual, minimising any downtime and loss of productivity.

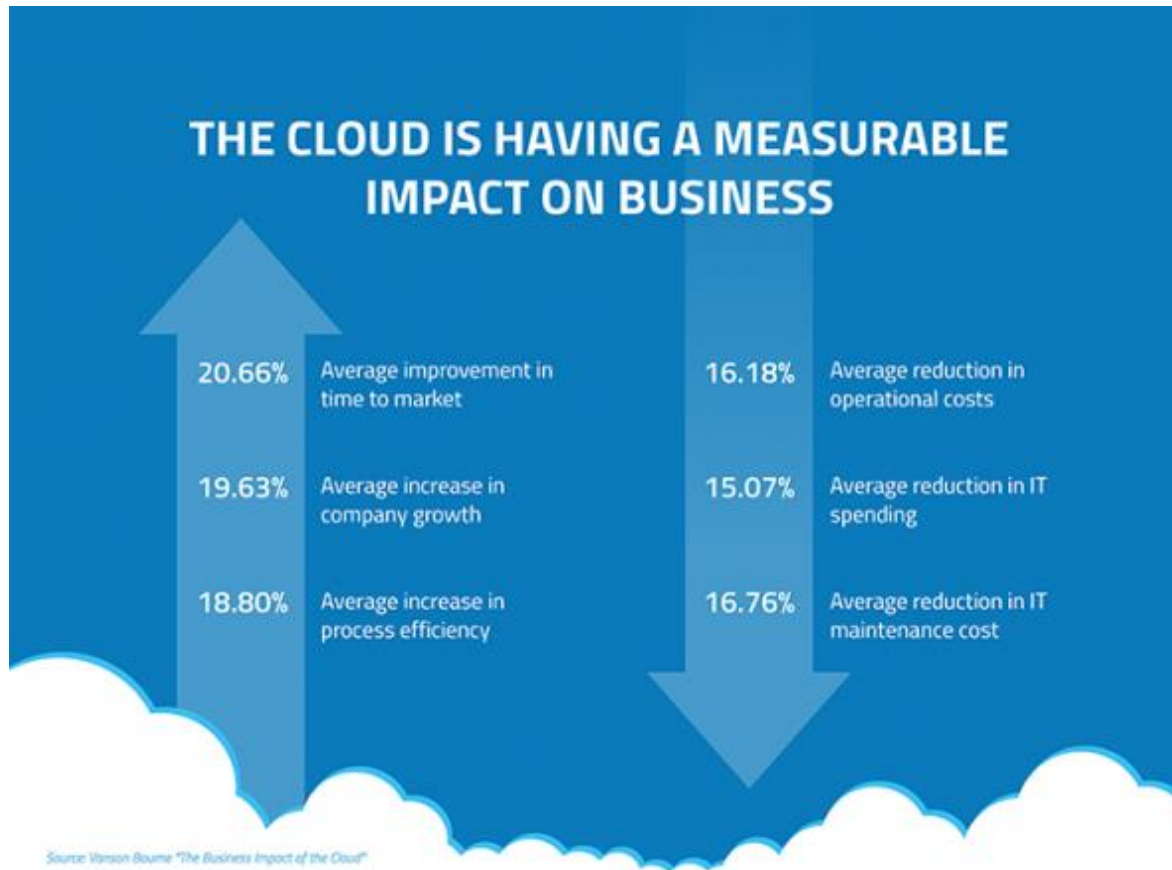
## Data security

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One of the major concerns of every Business, regardless of size and Industry, is the security of its data. Data breaches and other Cybercrimes can devastate a Company's revenue, Customer loyalty and Brand positioning.

Cloud offers many advanced security features that guarantee that data is securely stored and handled.

Cloud storage providers implement baseline protections for their platforms and the data they process, such **Authentication, Access control, and Encryption**. From there, most Enterprises supplement these protections with added security measures of their own to bolster cloud data protection and tighten access to sensitive information in the cloud.



## Collaboration efficiency

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Collaboration in a cloud environment gives your business the ability to communicate and share more easily outside of the traditional methods. If you are working on a project across different locations, you could use cloud computing to give employees, contractors and third parties access to the same files. You could also choose a cloud computing model that makes it easy for you to share your records with your advisers (e.g. a quick and secure way to share accounting records with your accountant or financial adviser).

## Flexibility of work practices

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Cloud computing allows employees to be more flexible in their work practices. For example, you have the ability to access data from home, on holiday, or via the commute to and from work (providing you have an internet connection). If you need access to your data while you are off-site, you can connect to your virtual office, quickly and easily.

## Access to automatic updates

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Access to automatic updates for your IT requirements may be included in your service fee. Depending on your cloud computing service provider, your system will regularly be updated with the latest technology. This could include up-to-date versions of software, as well as upgrades to servers and computer processing power.



## Control

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Having control over sensitive data is vital to any company. You never know what can happen if a document gets into the wrong hands, even if it's just the hands of an untrained employee.

Cloud enables you complete visibility and control over your data. You can easily decide which users have what level of access to what data. This gives you control, but it also streamlines work since staff will easily know what documents are assigned to them. It will also increase and ease collaboration. Since one version of the document can be worked on by different people, and there's no need to have copies of the same document in circulation.

## Disaster recovery

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Data loss is a major concern for all organizations, along with data security. Storing your data in the cloud guarantees that data is always available, even if your equipment like Laptops or PCs, is damaged. Cloud-based services provide quick data recovery for all kinds of emergency scenarios -- from natural disasters to power outages.

Cloud infrastructure can also help you with loss prevention.

If you upload your data to the cloud, it remains accessible for any computer with an internet connection, even if something happens to your work computer.

# Conclusion

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Cloud computing adoption is on the rise every year, and it doesn't take long to see why. Enterprises recognize Cloud computing benefits and see how they impact their Production, Collaboration, Security and Revenue.

By using a Cloud-based solution, an enterprise can prevent a lot of problems that plague organizations that rely on on-premises infrastructure.

If you have any questions about [How to effectively adopt the Cloud for your Business?](#)

[Contact us today to help you out with your performance and security needs.](#)