What Cloud Computing Can Do For Your Business
Imagine a solution that provides a way for your organization to manage all of your computing resources online. That means being able to manage contacts, edit documents, gather data, collaborate on projects – all without having to be physically present in the office.

The power of the internet is changing up the way we conduct and carry out business. It’s also changing how we interact as a society. In the past, hardware and software was fully owned and contained on a user’s computer. That meant you only had access to the data, apps and programs exclusively within your own computer.

Cloud computing, on the other hand, allows businesses to access their information virtually, using a secure Internet connection. This creates a more flexible and universal way of accessing data – anytime, anyplace. When you store information “in the cloud” – you’re simply doing so online.

This e-book will help you to understand the power that cloud computing has to offer your business as well as the different ways you can use it to empower your workforce.
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Experience Greater Flexibility in the Cloud

The Cloud allows you to access and store data beyond your own computing environment, helping you work with greater ease and flexibility. Rather than storing data and software on your personal computer or on-premise server, you can simply store everything and anything “in the Cloud” – aka online. This includes applications, email/file services, databases, personal contacts, calendars and more.

The cloud is making a transformative shift in technology and business. There are some key metrics pertaining to cloud use in the enterprise that you should be aware of:

- 82% of companies reportedly saved money by migrating their business to the cloud
- More than half of respondents say their organization currently transfers sensitive or confidential data to the cloud
- The average company uses 738 cloud services (that’s 10x more than what IT experts expect)
- 80% of cloud adopters saw improvements within 6 months of their cloud migration
Types of Cloud Computing

When it comes to the cloud, there are four basic models that provide you different accessibility and security options. Before you migrate your business to the cloud, you will need to consider which model works best with your data needs.

**Private Cloud**
In a private cloud, your services and infrastructure are maintained and managed by your team or a third-party cloud provider. This option ensures that you remain in complete control of your data and applications, reducing potential security risks. If your organization requires a higher degree of security, or if you deal with sensitive data requirements on a daily basis, this solution may be best for you.

**Public Cloud**
A public cloud is one that hosts services off-site and makes them accessible over the internet. Examples of public Clouds include Amazon Web Services, IBM’s Blue Cloud, Sun cloud, Windows Azure, and Google Cloud Platform. While this service provides the greatest level of flexibility and cost savings, it is more susceptible to security risks than private clouds.

**Hybrid Cloud**
A hybrid cloud model allows you to take advantage of both the public and private cloud. Using a mix of on-premise private cloud and third-party public cloud services, the hybrid Cloud offers you the benefits of each model.

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Easy Management with the Best Cloud Service

A common analogy used to describe the cloud is renting vs. buying. Instead of buying your own servers and server space to manage your IT requirements, you simply rent the capacity you need to operate your business from a cloud service provider. To access software or applications, you connect using the internet. Ultimately, the best cloud service allows you to pay only for the resources you use and have all of the management taken care of on your behalf.

Enjoy the Many Benefits of the Best Cloud Service

Another advantage of the cloud is that it allows anytime, anywhere access to critical apps and information on any device with an Internet connection. That means you can make edits in Google Docs from your home computer, and then pick up right where you left off as soon as you head into the office. You and your colleagues can even collaborate as a team on the same document at the same time – which means less time wasted going back and forth.

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With unlimited access to a virtual office giving you the freedom to connect to your business from any place in the world, cloud computing introduces a new era of modern-day working. With the ever-increasing number of web-enabled devices used in today’s business world (i.e. smartphones, tablets, laptops, etc.), accessing data has never been easier.

According to Gartner, Inc., the worldwide public cloud services market was projected to grow 16.5% in 2016 to total $204 billion – an increase from $175 billion in 2015.

Cloud buyers’ sentiments are high, and those who have adopted the cloud ranked reduced time for provisioning apps and flexible infrastructure as their top cloud adoption drivers:

- 82% of cloud buyers met their flexible infrastructure objectives
- 71% of cloud buyers met their quicker time-to-market objectives
- 64% were satisfied with the current results from their cloud initiatives
- 88% expect to achieve greater benefits from cloud solutions in the future

The cloud is here and here to stay. If your business hasn’t considered migrating to the cloud, then now is the time to do your research and determine whether or not this solution is right for you.
Running your business remotely in the cloud can help you increase worker productivity while lowering stress and boosting morale. How is that possible, you ask?

Because your infrastructure is based in the cloud, you don’t have to confine employees to their desks. Instead, you can enable working remotely and make the most of all the benefits it has to offer.

Stats About Working Remotely
A wealth of studies, news articles, and corporate white papers offer an array of amazing stats about remote work and the many benefits telecommuting offers to employers and workers alike.

Stay Focused and Boost Productivity
While in-office collaboration and communication can help get your creative juices flowing, distractions like water cooler small talk, loud colleagues, and impromptu meetings are hard to avoid. According to an infographic based on data drawn from SurePayroll, a web-based payroll provider,
86% of survey respondents say they preferred to work alone to “hit maximum productivity.” On top of that, an additional two-thirds of managers say employees who work remotely increase their overall productivity.

**Do More in Less Time**
A report from ConnectSolutions concludes that fewer distractions can lead to higher efficiency. The results show that 30% of workers said that working remotely helped them accomplish more in less time, while 24% of those said they were able to accomplish more in the same amount of time.

**Lower Stress Levels While Boosting Morale**
A 2014 study by PGI reveals new trends in remote work. According to the study, 82% of telecommuters reported lower stress levels. This not only benefits remote workers, it also helps your company as a whole. The study also found that 80% of remote workers reported higher morale when working remotely, while 69% reported lower absences from their work duties.
Growing your business is no easy feat. There are lots of challenges to overcome, such as hiring the right people, perfecting your processes, and making sure you have the right technology to scale with your growth. Luckily, the cloud can ease your fears and leave a positive impact on your business.

**Cost Savings**

By moving your business to the cloud, you can reduce the cost of managing and maintaining your own IT systems. Rather than purchasing costly servers and storage space for your business, you can cut down on expenses by leveraging your cloud service provider. Not only will you save on hardware costs, but you can also reduce operating expenses:

- System upgrades along with hardware/software add-ons may be included in your contract
- Less overhead and no need to pay additional staff wages
- Lower energy and power consumption costs
- Fewer delays for higher productivity
Scalability
The cloud scales easily with your business – allowing for flexibility as your needs evolve overtime. Rather than designing, purchasing and installing expensive hardware and upgrades on your own, your cloud service provider handles all of this for you. By helping you free up time, the cloud allows you to get on with running your business.

Protect Data and Maintain Continuity
Keeping your systems safe and your data protected from malicious hackers and cyber crimes is a critical aspect of business continuity planning. Whether your business encounters a natural disaster, a power outage, a human error, or any other type of crisis, the cloud ensures your data is backed up and secure at all times. By allowing you to access your data quickly in times of disaster, you can minimize downtime and productivity losses.

Enhanced Collaboration
According to Salesforce, 96% of executives cite lack of collaboration or ineffective communications as the main source of workplace failures.

A cloud environment facilitates easy collaboration both in and out of the office. By giving your business teams the means to communicate and work on projects across the world, you can leverage the cloud to inspire greater collaborative efforts among employees, partners, third parties, contractors and more.

Flexible Working Practices
Everyone craves more freedom and flexibility in their work practices. For example, if you have access to corporate data and documents from home, on holiday, or any other place off-site, you can get more done despite not being physically present in the office. With the cloud, you can connect to your office virtually – quickly and seamlessly.
IT Direct
Has Your Back

Don’t let the fear of the unknown keep you from reaping the benefits of a flexible, collaborative, and productive work environment for your business. We hope this eBook sheds some light on the cloud and all it has to offer for businesses of all sizes. If you’re ready to transform your business and achieve your goals move quickly – without increasing your staff or your budget – reach out to us today.