

# WHY BEGIN YOUR JOURNEY TO THE CLOUD?

## THOUGHT LEADERSHIP SERIES

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There are many reasons why businesses have started their cloud transformation journey. For example, it could be to manage big data needs, or to support the need to boost innovation, or to reduce infrastructure maintenance time and costs or it could be driven by a specific technology requirement. All these reasons are valid, but the one most significant factor is cloud technology gives business the agility, flexibility, and robust infrastructure to ultimately give businesses a competitive advantage. In this guide we share our expertise on why your business should harness the cloud.

Before you embark on your journey to the cloud it is important you clearly understand your current infrastructure. This will cover the basics including; what data centers are you in? What servers do you have on premise? Then you will need to consider the more analytical elements and ask questions such as; what is your infrastructure delivering to your business? How do your teams interact with it? What systems do you need to support? Having this clear understanding will help guide you to the right partner, but also help ascertain ROI and ROO.

### **Capturing the true value of cloud for your business**

#### **ENTERPRISE SCALABILITY**

Businesses have a variety of solutions and applications in place and with technological innovations there is always more solutions and systems available for businesses to exploit. Having cloud-based systems enables businesses to add to their solution landscape quickly and easily as they can scale up space, accessibility and security as required.

This level of scalability is available to meet company growth or demand. For instant businesses during peak demand may need more users to access solutions and services returning to normal volumes afterwards. Using cloud services this is easy and cost effective as you literally pay for what you need

and use. Another scenario may be company growth. Harnessing cloud technology safeguards you as your business flexes and grows. You can simply scale up your business needs as demand occurs along with providing flexibility to access up-to-date data from different devices and locations. In a business world where demand fluctuates and needs change this flexibility is an invaluable advantage giving immediate agility.

#### **SECURITY**

Cloud technology enables your business data to be stored in a secure cloud environment that is shielded from events such as cyberattacks, natural disasters. For many businesses a locked door is the

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main defense to protect IT equipment and therefore business critical data. OK, so there is usually further considerations to the security of the door, the cabinet the equipment resides in, perhaps even cameras to monitor the server room. Also you will have probably considered the best place to site servers to mitigate potential natural disasters, for example not on the ground floor to avoid damage if your building was flooded. Even with all these considerations there is no comparison to the defenses available at a top cloud provider. With multi-layered physical defenses that not only prevent people from entering the server room, but prevent them from entering the site and the building. Then there is the actual measures taken to secure the servers in the building. This is their whole focus on ensuring the safety of the equipment, therefore it will always surpass what you can do with an on site server room.

From a security perspective cloud technology is monitored at all times against cyber-security risks. If you consider the skill set in a single organisation versus that of a specialist provider you can see why a specialist provider would provide higher levels of expertise. Basically you get access to the best security measures from highly skilled experts whose core focus is just that—security.

### **COSTS**

As a business there are vast cost savings on hardware installation and maintenance by using cloud-based applications. This coupled with having the flexibility to pay for what they use frees up capital. You will also find that without the requirement to maintain expensive infrastructure, hardware, software maintenance you will save time.

This saving will enable time and resources to be redirected to strategise and develop your own business.

### **BUSINESS CONTINUITY**

Having your business solutions and data in the cloud gives you confidence of business continuity. Whatever the situation cloud technology enables you to access your data and business critical solutions from anywhere. This coupled with robust disaster recovery against unexpected events protects your business against unforeseeable events / incidents.

### **IMPROVE CONNECTIVITY AND COLLABORATION**

We live in an 'on demand' world with people on the go everywhere. Cloud-based integration enables collaboration with other team members, customers, suppliers, prospects regardless of their location, keeping operations running smoothly. Businesses of all sizes are taking advantage of cloud technology to allow remote work and keep their staff motivated and increase productivity.

### **THE GREEN FACTOR**

With cloud technology there are environmental benefits too. When your needs fluctuate, your demand on the hardware and services scales up and down to suit. Therefore you only use the energy you need and you don't leave oversized carbon footprints. Cloud technology can support your business efforts to create a sustainable business model minimising your environmental impact.

***As we've discussed the decision to move to cloud technology can be driven by a number of factors, however when you review the business benefits it is clear that this is not simply an IT decision, but a decision to enable business transformation.***