

SECTION 1

The Benefits of Cloud Computing

THE BENEFITS OF CLOUD COMPUTING

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The Benefits of Cloud Computing

Cloud computing has been around for approximately two decades and despite the data pointing to the business efficiencies, cost-benefits, and competitive advantages it holds, a large portion of the business community continues to operate without it.

According to a study by the International Data Group, 69% of businesses are already using cloud technology in one capacity or another, and 18% say they plan to implement cloud-computing solutions at some point. At the same time, Dell reports that companies that invest in big data, cloud, mobility, and security enjoy up to 53% faster revenue growth than their competitors. As this data shows, an increasing number of tech-savvy businesses and industry leaders are recognizing the many benefits of the cloud-computing trend. But more than that, they are using this technology to more efficiently run their organizations, better serve their customers, and dramatically increase their overall profit margins.

**Cost Savings**

If you are worried about the price tag that would come with making the switch to cloud computing, you aren't alone; 20% of organizations are concerned about the initial cost of implementing a cloud-based server. But those who are attempting to weigh the advantages and disadvantages of using the cloud need to consider more factors than just initial price; they need to consider ROI between a myriad of IT concerns, with security being only one of them.

**Security**

Many organizations have security concerns when it comes to adopting a cloud-computing solution. It's important to note that a cloud host's full-time job is to carefully monitor security, which is significantly more efficient than a conventional in-house system, where an organization must divide its efforts between a myriad of IT concerns, with security being only one of them.

**Flexibility**

The cloud offers businesses more flexibility overall versus hosting on a local server. And, if you need extra bandwidth, a cloud-based service can meet that demand instantly, rather than undergoing a complex (and expensive) update to your IT infrastructure. This improved freedom and flexibility can make a significant difference to the overall efficiency of your organization.

**Mobility**

Through the cloud, you can offer conveniently accessible information to sales staff who travel, freelance employees, or remote employees, for better work-life balance. Therefore, it's not surprising to see that organizations with employee satisfaction listed as a priority are up to 24% more likely to expand cloud usage.

**Insight**

Many cloud-based storage solutions offer integrated cloud analytics for a bird's-eye view of your data. With your information stored in the cloud, you can easily implement tracking mechanisms and build customized reports to analyze information organization wide. From those insights, you can increase efficiencies and build action plans to meet organizational goals.

**Increased Collaboration**

Team members can view and share information easily and securely across a cloud-based platform. Some cloud-based services even provide collaborative social spaces to connect employees across your organization, therefore increasing interest and engagement. Collaboration may be possible without a cloud-computing solution, but it will never be as easy, nor as effective.

**Quality Control**

In a cloud-based system, all documents are stored in one place and in a single format. With everyone accessing the same information, you can maintain consistency in data, avoid human error, and have a clear record of any revisions or updates. Conversely, managing information in silos can lead to employees accidentally saving different versions of documents, which leads to confusion and diluted data.

**Disaster Recovery**

While there may be no way for you to prevent or even anticipate the disasters that could potentially harm your organization, there is something you can do to help speed your recovery. Cloud-based services provide quick data recovery for all kinds of emergency scenarios, from natural disasters to power outages.

**Loss Prevention**

If you aren't on the cloud, you're at risk of losing all the information you had saved locally. With a cloud-based server, however, all the information you've uploaded to the cloud remains safe and easily accessible from any computer with an internet connection, even if the computer you regularly use isn't working.

**Competitive Edge**

If you implement a cloud-based solution before your competitors, you'll be further along the learning curve by the time they catch up. A recent Verizon study showed that 77% of businesses feel cloud technology gives them a competitive advantage, and 16% believe this advantage is significant.



2-3000 Langstaff Rd
Concord, Ontario
L4K 4R7

1.866.960.9409
info@synchronworks.net
www.synchronworks.net



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