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How Small Medium Business competes with the Enterprise using Cloud technologies

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According to Gartner, more than \$1 trillion in IT spending will be directly or indirectly affected by the shift to Cloud Computing (Cloud) over the next five years.

But what are the real-world benefits of the Cloud today, and how does it form the foundations upon which Small Medium Business (SMB) can compete much more evenly in the previously exclusive domain of the Enterprise?

Firstly, let's look at a simple definition for what the Cloud actually is. Simply put, Cloud Computing is the delivery of on demand services (servers, software and applications etc) using a network of remote servers via the Internet.

Below we review six key benefits attributed to Cloud, and suggest how this technology helps business save time and money, releasing valuable cashflow and raising customer responsiveness and overall employee productivity.



## 1. Spontaneous Growth

The majority of SMB is driven by simple, packaged solutions since it often do not have the time or technical knowledge to piece together solutions. Most Cloud offerings deliver a balanced package of applications, Infrastructure and connectivity which are pre-designed and simplified by the Service Provider.

Another challenge SMB face, particularly in their early years, is figuring out what resources their business may need in order to accurately support future growth. Working with the right Cloud provider allows SMBs to react to their changing needs instantly (and without financial penalty) as they simply obtain what they need as they grow, allowing great flexibility.



## 2. Minimising Your Risk

When services, equipment and support are moved to Cloud, the overall responsibilities of managing service levels and infrastructure move as well. With the automation of many services and tasks within the cloud as well, these needs are eliminated on your end, you can free up your IT staff to focus on other areas of your business development. This is especially beneficial for small early stage startups, as workforces are kept light by using the Cloud.



### 3. Improved Business Collaboration

Using Cloud-based apps users can consume services from anywhere, anytime and on any device, with a suitable connection. This alone leads to better collaboration itself, but it also opens up new better possibilities for remote workers who require real-time communications, including Chat, Desktop Share, Audio, Video or Web Conferencing. Cloud Services enable companies of all sizes to react quickly, shortening reaction times and raising customer responsiveness and decision making.



### 4. True Business Agility

Collaboration creates new levels of improved business agility, with the ability to deliver results quicker giving SMB business a greater competitive edge. The Cloud stores your data and applications virtually (remotely off premise) rather than on physical devices sitting in an office, making it instantly accessible to users, and always from a secure location.

Clearly this allows your staff to be as productive with their time as possible, having the ability to work anytime from anywhere.



### 5. Capital Expense Reductions

We all know that shifting from a Capital Expense (Capex) model to an Operational Expense (Opex) model may release finances which can then be reallocated to support other areas of your day to day business planning. By eliminating the upfront costs for hardware by moving into a Cloud environment, organisations can remove the (often excessive) costs of constant maintenance support and upgrades on traditional technology.



### 6. Operational Excellence

Cloud Services help support the drive towards improved performance and operational excellence through opportunities to reduce running costs, improve brand and reputation, heightened customer response times, and productivity gains across a company's operating business model.

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Please feel free to contact us at [cloud@bettercloudservices.com](mailto:cloud@bettercloudservices.com) or +44 (0) 208 242 4993 to understand how our Business Value Assessment program can highlight the benefits a move to the Cloud can bring to your business today.