



# HOW THE CLOUD CAN BENEFIT YOUR BUSINESS



# THE SKY IS THE LIMIT WITH CLOUD SERVICES

**“The cloud” can seem like a complex concept to small businesses, but anyone who has used Gmail or Dropbox has used the technology. Documents can be stored in the cloud and access granted to employees wherever they are. Productivity tools like Office 365, Dynamics 365 and Microsoft 365 ensure employees have the latest software at all times. Applications and computing power can also be paid for on demand, allowing SMBs to scale up resources in busy periods – and scale down to more affordable options at other times. In essence, the cloud gives companies the flexibility to work smarter. Read on to discover 5 reasons to move to the cloud today.**

# ENSURE SECURITY & COMPLIANCE

One of the hottest topics in cloud computing; security and compliance. They come together to form the four-letter acronym that every business loves (but secretly hates), GDPR. Ninety days before the deadline, 90%<sup>2</sup> of small businesses were still unprepared for the new data protection regulations.

It may be that you still need help navigating through the security maze, but there is a simple solution to getting the required help you need. With cloud solutions, you can easily control, audit and add security policies across the entirety of your data.

1

Select an email backup, archiving and security solution that works with your current setup

2

Choose a cloud backup solution for all your business data

3

If you have an anti-virus solution, consider a cyber security solution to ensure you're fully protected

## CLOUD SOLUTIONS

Microsoft 365



Enterprise Mobility  
+ Security

Acronis



Bitdefender

 DeliverySlip

<sup>2</sup> Federation of Small business survey, February 2018

# BOOST PRODUCTIVITY & COMMUNICATIONS

**If you invest in cloud collaboration tools you can increase your business productivity by as much as 400%<sup>3</sup>.**

A modern workforce needs flexible ways to communicate and collaborate with each other when working on the same project, files or meeting agendas. Storing files in the cloud and being able to access them from any location and any device means you can boost your productivity levels from anywhere. Plus, communicating through instant messenger, via a conference call, or over VoIP connections when on the move keeps your workforce connected.

**1**

**Consider a productivity app that can be used from any device, online or offline**

**2**

**Find a VoIP solution that enables you to connect to your colleagues when away from the office**

**3**

**Ask your provider for a way to access your files from any location without the need to email documents**

## CLOUD SOLUTIONS



Microsoft 365



Acronis



<sup>3</sup> Frost & Sullivan Report, 2017

# MOBILITY, FLEXIBILITY & SCALABILITY

**On-premise solutions are difficult to scale on demand, replacing hardware and technical expertise can be costly, and workers are often restricted to offices or company-owned devices.**

The cloud eliminates all those pain points. E.g small independent stores can increase the demand on cloud resources during busy periods, then decrease them during consumer down-time. IT resources are no longer wasted with a pay-as-you-go subscription service. If you are a remote worker, you also have increased flexibility with the ability to bring your own device, saving money that would otherwise be spent on additional devices.

1

**Sign up to a cloud server where you can host your e-commerce website to increase or decrease demand on resources**

2

**Make it easy for you and your colleagues with single sign-on and assign security policies for employee devices**

3

**Ask your provider for a communication platform that's best for mobile workers**

## CLOUD SOLUTIONS

Microsoft 365



# REDUCE COSTS

A study by Exact and Pb7 Research reported that 26% of SMBs want to move to the cloud to reduce IT costs.

Despite this, it's important to keep an eye on your consumption rates, specifically if you're using cloud servers. You can reduce your capital expenditure by moving your services to operational costs within the cloud.

1

Sign up to a PAYG monthly subscription model to allow yourself more flexibility

2

Ask your provider for a mixture of on-premises and cloud solutions, to save you migrating everything together

3

Review and understand how cloud services can reduce your business costs

## CLOUD SOLUTIONS



Microsoft 365



# A FUTURE-PROOF BUSINESS

**According to the Harvard Business Review, 74% of businesses feel like cloud computing has given them a competitive advantage.**

The cloud has enabled small start-ups and existing businesses to thrive, allowing them to benefit from solutions that were previously only available for the enterprise market. Cloud services are specifically designed to work for you rather than against you, easily saving you time and money. If your competitors are excelling in the cloud, you should be too.

1

**Create a modern workplace with Microsoft 365 or Office 365**

2

**Boost your productivity with solutions that integrate with Office 365**

3

**Protect your employees and data to ensure the best defense against internal and external attackers.**



Microsoft 365



Acronis



Bitdefender®



Bitdefender®



**To take advantage of, or to discuss migrating  
to the cloud, contact us today.**

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