

7 benefits of cloud technology

In 2012 a National Survey found that **51%** of **1,000** people thought cloud computing was affected by stormy weather.

Since then a lot has changed and Scottish companies are saving **£250,000** by adopting cloud technology.

So what is cloud?

If you're accessing compute power through the internet, then you're using cloud technology.

With cloud technology people can access a collaborative platform for enabling people and teams to operate from anywhere, anytime with secure access to all the applications and files they need.

Here are 7 other significant benefits of adopting cloud technology:

1. Pick and mix your cloud approach

Pick and choose your platform approach depending on where the needs of the business and customers would be best served.

87% of organisations are using public cloud⁴

94% of organisations surveyed are running applications or experimenting with infrastructure-as-a-service⁴

74% of enterprises have a hybrid cloud strategy and more than half of those are already using both public and private cloud⁴



2. Save money today & in the long run

Instead of investing CAPEX upfront for hardware and software, you can pay a monthly subscription charge making costs more predictable, manageable, and aligned to OPEX.

More than **31%** of executives surveyed cited cloud's ability to reduce fixed IT costs and shift to a more variable "pay as you go" cost structure as a top benefit.

By 2017 it is estimated cloud computing will be worth over **£168bn**³



3. Peace of mind

A Cloud Security Alliance (CSA) survey showed that **65%** of respondents were confident that cloud had equal or greater security than internal IT systems.

Security/compliance features (**15%**) now top the list of priorities when selecting a cloud provider⁶

48% more security technologies are deployed in the cloud than on premises. On average, security services were deployed 1.5 times more often in the cloud than in the data centre.⁶



4. Grow and shrink with your business

Maximise peak trading times or longer term business fluctuations by easily scaling IT requirements up or down as and when demand dictates; only pay for what you need.

Microsoft Azure guarantees at least **99.95%** availability.



5. More applications, increased collaboration

The move to cloud computing as a platform for application and service delivery will significantly increase the capabilities and benefits available as there will be a much greater number and range to choose from.

By the end of 2016 over a quarter of all applications (around **48 million**) will be available on the cloud⁷

Microsoft allocated **90%** of its research and development budget for 2015 to projects used to improve cloud technology and security services.



6. Easy roll out with £0 upgrade fees

Operating in a rapidly evolving customer landscape is trickier when the applications you need to service meet demands take over 6 weeks to deploy on-premise. Cloud application deployments cut this down to under half that time.

Time to deployment

Cloud		3 weeks
Traditional on-premise		6 weeks

7. Building a brighter future for tomorrow

Cloud Computing can offer a more environmentally friendly way of fulfilling your IT needs, by helping reduce your hardware estate and energy consumption.

64% of companies have reduced waste and lowered energy consumptions after shifting to the cloud⁸

Cloud technology is more than just a buzzword; it is the future of computing. A recent study by AME Solutions showed that **95%** of people have used cloud computing but didn't know it⁹.



An estimated **85%** of new software being built is for the cloud²

Sources:

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