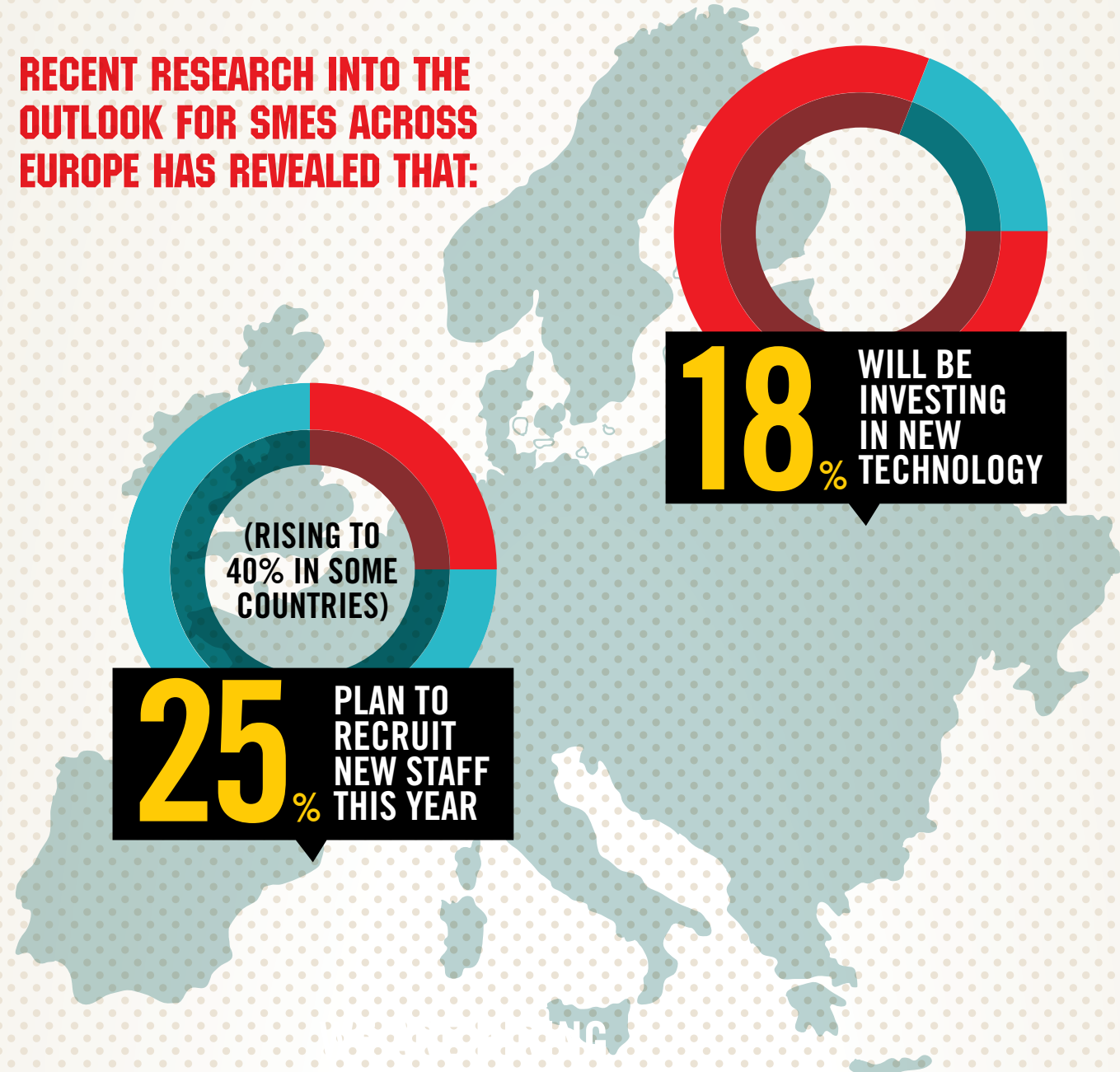


# BEAT THE ECONOMIC BLUES WITH THE CLOUD

## THE SME REVIVAL

After a rocky few years following the global financial crisis and then the Euro crisis, it appears that SMEs are well on the road to recovery. Industry analysts believe much of the optimism SMEs are feeling is driven by the benefits Cloud computing is delivering.

RECENT RESEARCH INTO THE OUTLOOK FOR SMES ACROSS EUROPE HAS REVEALED THAT:

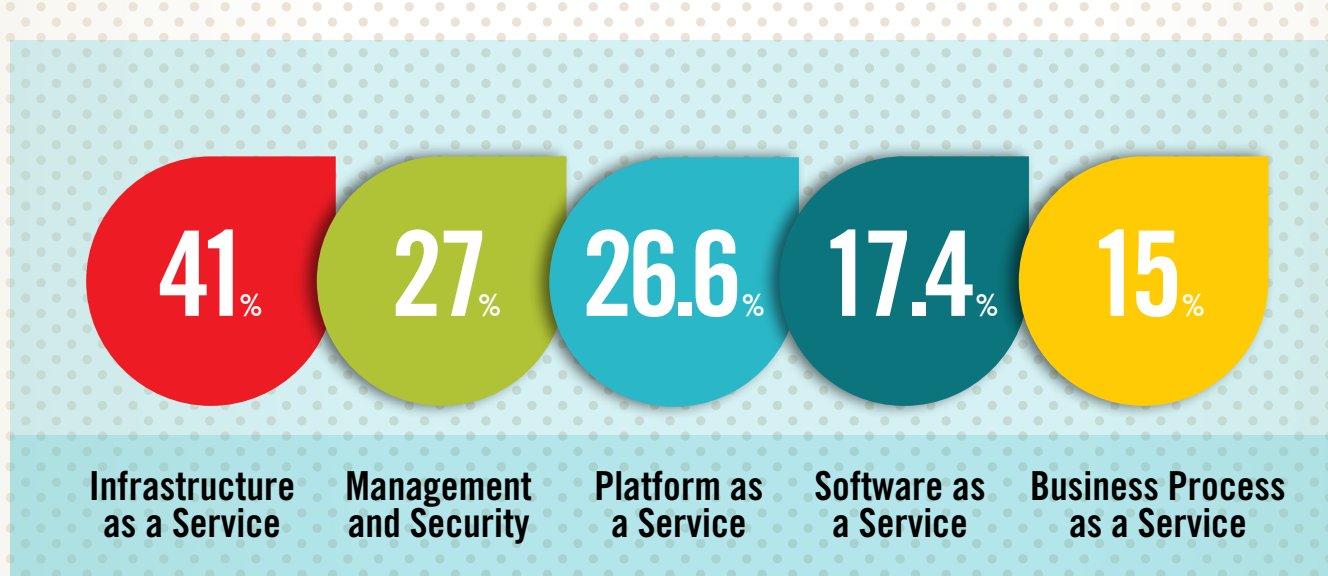


## THE GROWTH OF CLOUD COMPUTING



Although Europe has been slower than the US to adopt cloud, and the UK the slowest country in Europe, things are changing. Gartner predicted 19% growth in the global Cloud market in 2012 compared to just a 3% rise in IT spending.

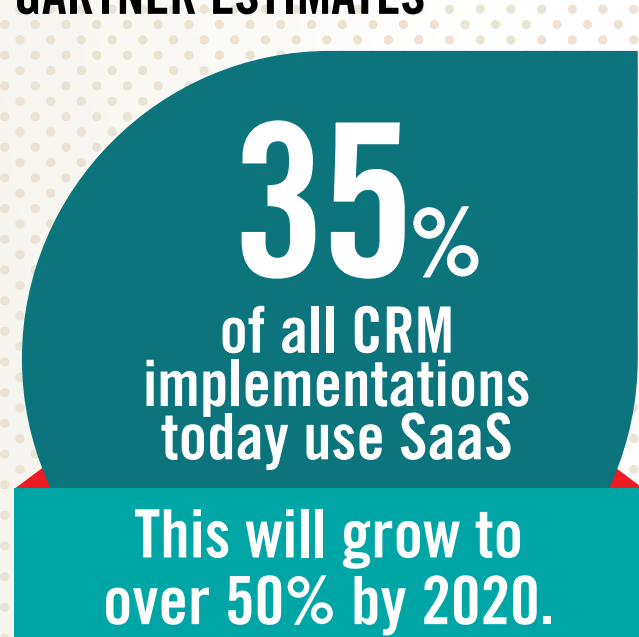
PREDICTIONS FOR TOP CLOUD GROWTH AREAS:



## CRM TAKES THE TOP SPOT



GARTNER ESTIMATES



FORRESTER RESEARCH PREDICTED



Commenters agree that CRM will top the charts in the SaaS space so if you are one of the many who will be investing in a new CRM, make sure that you choose the right one that delivers exactly what you need; **AS 18.7% OF BUSINESSES DON'T.**

To find out more, download our eGuide **TAKING THE PLUNGE: MAKING SURE YOU GET THE RIGHT CRM PARTNER.**

**DOWNLOAD NOW** ►

