

## 5 Reasons CEOs Love the Cloud

The benefits that Cloud solutions offer are nearly endless.  
DP Solutions examines why CEOs need to care about this technology.

*By Jefferson Eckles, Business Process Manager at DP Solutions*

“The cloud has provided me the opportunity to run my business and not worry about IT or servers. It used to be a daily item for me, and now it’s something I rarely think about. I don’t understand why more companies are not going to such a platform.”

Dave S.  
Accounting Firm President  
& DPS WorkSpace User



# DP Solutions

It is difficult to have a conversation about Information Technology (IT) these days without someone bringing up the Cloud. Everything from smartphones to applications to infrastructures leverage the Cloud. But many of us still don't quite understand what the Cloud is or how it relates to our business. It can seem intimidating and obscure, but it's really quite a simple concept. In fact, you are probably already using the Cloud.

The Cloud simply refers to IT as an Internet service, rather than a physical, tangible product that is purchased outright. If you've ever used Gmail or Hotmail, you've used the cloud. Online banking or file-sharing applications like Dropbox, iTunes or Spotify also represent Cloud technologies.



Putting your company's IT resources in the cloud can significantly reduce the costs and complexities of purchasing, configuring, and managing hardware and software. Cloud providers can offer services that safely store your company's critical data in secure data centers maintained by IT professionals.

These services are available over the Internet so all you and your employees need is a workstation or mobile device, an Internet connection and passwords to access data. Everything else is configured and maintained by the host provider, saving your enterprise time and money.

If your company is accumulating data by the day, and your current IT platform is running out of storage space to handle it all, you may want to consider the Cloud. Many businesses are turning to the Cloud and third-party providers to host their applications and store their data, set up private or public Cloud networks, or even access software-as-a-service (SaaS).

Consider this: According to a study conducted by SMB Group\* at the end of last year, 52% of small and mid-sized businesses (SMB's) were using Cloud solutions in their businesses. That number has definitely gone up since then.

What does this report mean to CEOs who are still on the fence about a move to the Cloud? They are way behind their peers, and playing catch-up could end up costing more in the long run than the upfront cloud costs may present. In turn, the CEOs who are already making the move to the Cloud are better positioned to see revenue gains and foster their company's growth.

Cloud solutions offer businesses many efficiencies and benefits for controlling costs, streamlining performance, and simplifying operations and management.

## BELOW ARE FIVE REASONS THAT CLOUD COMPUTING SHOULD BE VIEWED AS A REAL GAME-CHANGER FOR CEOS:

### 1 EXTEND YOUR IT RESOURCES TO YOUR WORKFORCE, NO MATTER WHERE THEY ARE.

In the 21st Century, business workforces have become less centered on the office and more focused on productivity. Whether they are work-from-home employees or working while they travel, your employees will benefit from having the same access to applications and data as traditional office employees. Cloud solutions play a large role in leveling that playing field by presenting these resources as a service on the Internet.

### 2 IMPROVED MANAGEMENT OF DATA GROWTH AND BACKUP.

SMB Now's\*\* survey revealed that 40% of companies are using the Cloud for either primary or secondary data backup. This should come as no surprise since traditional in-house IT requires a business to purchase infrastructure based on anticipated growth. This means that much of that infrastructure remains un-used until that growth is realized. And if the growth is greater or faster than predicted, more hardware and IT labor will be needed, putting the company above and beyond what was budgeted. Cloud solutions can be scaled simply and quickly, allowing a company to purchase more capacity only when they need it.

### 3 MITIGATING THE COST OF BACKUP SYSTEMS.

In addition to being scalable, Cloud storage is built on highly redundant and robust infrastructure, which potentially allows companies to cost-effectively store data on a more robust solution than they would have invested in for an in-house solution. Offsite Cloud storage can also be used as part of a Disaster Recovery solution to ensure that IT is available to run the business no matter what happens.

### 4 REDUCING THE COST OF HARDWARE AND INFRASTRUCTURE.

By relying on a solution provider to host and support IT applications and systems, businesses can minimize IT infrastructure expenditures including new hardware, equipment, and other components. Furthermore, they can leverage the support of a large IT team, without having them on the payroll.

### 5 INCREASED FLEXIBILITY.

For organizations that need flexibility, Cloud solutions simplify the process of making changes to their IT resources. Services and functionality can be added or removed without the need to provision hardware. Systems can run in parallel during these changes to minimize downtime and user impact. In effect, you are free to make appropriate changes for your business without being constrained by the overhead of in-house IT infrastructure.



## ABOUT DP SOLUTIONS

With more than 40 years of experience, DP Solutions serves its clients as their trusted technology partner. We provide innovative cloud services, managed IT services, and availability solutions for greater peace of mind, enabling businesses to run efficiently, effectively and securely. Learn more about DP Solutions at [www.dpsolutions.com](http://www.dpsolutions.com).



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### Sources:

\*SMB Group [http://www.smb-gr.com/wp-content/uploads/2012/pdfs/2013\\_SMB\\_Predictions.pdf](http://www.smb-gr.com/wp-content/uploads/2012/pdfs/2013_SMB_Predictions.pdf)

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