



The Cloud as a platform

As the cloud evolves from basic online software tools to a full platform for business, it can provide ways for small and midsize businesses to do more, grow faster, and leave IT complexity behind.

Learn more at: <http://www.redlevelnetworks.com/mi-cloud>

Cloud platforms help your business do more

Cloud Value
Get big-business IT scale and capabilities on a budget any business can afford.

Cloud Coherence
Connect all your data from different systems through the cloud for one view of your business.

Cloud Flexibility
Pay only for the capacity you use, but scale up any time demand for your services increases.

Cloud Power
Build apps in the cloud to reach new customers and take advantage of new innovations.

A cloud platform makes your business nimble to capitalize on new opportunities and resilient to react to unexpected challenges.

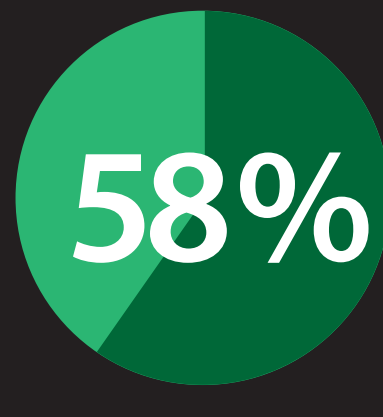
What Cloud as a platform means for your business



Cloud computing is a technological innovation, but how does it connect to the real needs and pains of small businesses?

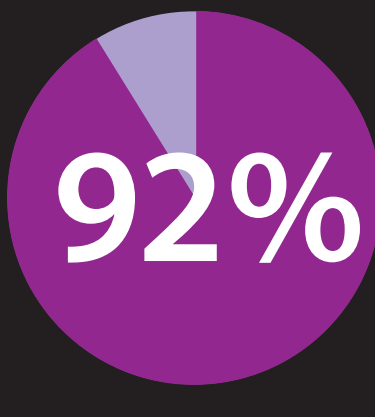
The biggest impact of the cloud is in how it transforms IT from a cost and a headache into a flexible, affordable driver of innovation. Small to midsize companies can get the benefits of big IT systems without the up-front capital investments and the ongoing costs of maintaining and expanding a datacenter.

Cloud platform by the numbers



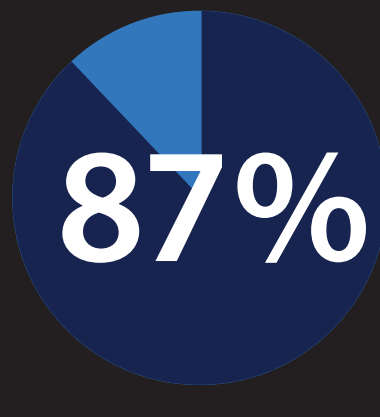
58% OF SMBS have a hybrid public/private cloud strategy.

—RightScale, 2014



92% OF SMBS are now using at least one cloud business solution.

—SMB Group, 2014



87% ALREADY USE at least one cloud infrastructure solution.

—SMB Group, 2014

Why businesses move to the cloud*

64%

Lets us experiment more easily and at a low cost

61%

Enables deeper collaboration with business partners

60%

Frees up IT resources to work on more strategic things

57%

Is a source of competitive advantage for early adopters

Cloud jargon translator

SaaS—software as a service. Specific applications delivered through the cloud, typically for scenarios such as email, office productivity, customer relationship management, marketing analytics, and so on.

IaaS—infrastructure as a service. IaaS enables businesses to move their entire datacenter, including storage, servers, and software, to the cloud, essentially outsourcing management, security, and maintenance to the cloud provider.

PaaS—platform as a service. PaaS provides a complete operating system environment in the cloud where customers can develop and deploy software, applications, and services. The advantage is that PaaS systems scale seamlessly to provide consistent quality of service.

Virtualization. Virtualization creates a layer of abstraction between hardware and software, enabling entire datacenters full of servers and microprocessors to operate as a shared pool of resources.

Public cloud. Public cloud refers to services offered to multiple users (or “tenants”) in a single datacenter.

Private cloud. Private cloud is a dedicated datacenter or server environment to deliver cloud services for a single customer or tenant.

Hybrid cloud. Hybrid cloud is an enterprise IT environment combining some private cloud services, some public cloud services, and some on-premises computing resources.

Key takeaways



- The cloud is more than just a bunch of apps and shared storage sites. Seen as a platform, it can be a springboard to better business performance in many different ways.
- Moving old systems to the cloud and developing new tools through the cloud gives your business the agility to scale up to meet rising demands without having to constantly invest in new IT equipment and support.
- Embracing a cloud platform for your IT means you can embrace new technologies and improve old processes faster to stay ahead of customer expectations and competitive pressure.

Take the next steps

- For more information on how the cloud and Office 365 can power your business, download our latest eBook:

<http://www.redlevelnetworks.com/six-reasons-for-o365>