

10 HIDDEN BENEFITS OF USING THE CLOUD

FIND OUT HOW TO MAKE THE CLOUD — OR EVEN THE HYBRID CLOUD — WORK FOR YOUR BUSINESS.

Salesforce **defines** the cloud as “computing based on the internet.”

The cloud is not unlike an iceberg. Some benefits, like speed and security, are more apparent. Others, while less obvious, pack quite a punch. It's these hidden benefits that make cloud computing the bedrock of doing business digitally. They're also why some experts **predict** cloud managed service providers will triple by the end of this year, unleashing a “cloud gold rush” that will boom into a **\$300 billion** business by 2021. Whether you're fully on the cloud or using a hybrid model, here are ten ways businesses large and small can capitalize on the expansion.

ENGAGES PRODUCTIVITY WITHOUT BARRIERS

The **2019 Technology in Preconstruction Report** states, “No employee will remain untouched by cloud software.” It might be as simple as using Slack to stay connected with coworkers while working remotely, or as complex as reducing the number of weekends needed for onsite application deployments. But no matter which angle you view it, the cloud helps keep employees satisfied and engaged.

REMOTE EMPLOYEES WHO USE CLOUD APPS ARE

13%

MORE PRODUCTIVE THAN THEIR PEERS.

85%

OF EMPLOYEES WHO USE 6+ CLOUD APPS FOR WORK FEEL THEY HAVE OPTIMAL WORK-LIFE BALANCE.

ENHANCES CUSTOMER EXPERIENCE

Good businesses understand that enhancing the customer experience is a direct route to improving their customer retention. Using the cloud or combining it with your existing server structure centers your customer by providing more features to help ease their pain points. **Gartner reports** that leading cloud providers consistently add anywhere from 40 to 50 features each month. That's thousands of feature sets to support every facet of the experience!

ORGANIZATIONS WITH CLOUD CONTACT CENTER TECHNOLOGY REPORT **18% HIGHER CUSTOMER SATISFACTION**

57% OF SURVEY RESPONDENTS INVEST IN CLOUD SOLUTIONS TO IMPROVE CUSTOMER SUPPORT

POWERS YOUR BUSINESS VIRTUALLY

2020 has made remote work paramount.

Cloud technology offers accessibility regardless of locale, allowing employees to stay responsive and tend to their work virtually. At this point, WFH life is more long-term solution than passing trend. Not only do employees who work from home report higher job satisfaction, having a remote workforce supported by the cloud gives employers the added assurance of business continuity, no matter what in-office disruptions they may face in the future.

87% of companies now rely on employees using their personal smartphones to access cloud-based apps and services.

66% of workers say offices will disappear by 2030.

CUTS UNNECESSARY COSTS

When you run a business, cash flow is king.

Committing to a large IT investment can be daunting, particularly if you're looking at an upfront cost rather than a subscription-based model. If you're not ready to take the plunge and migrate your whole business to the cloud, hybrid cloud offers you the opportunity to migrate incrementally at your own pace. This means you can spread associated costs over a longer period and test before committing. You may even choose to continue working with a hybrid in order to mobilize your most resource-intensive processes and data repositories.

94% of IT executives said the cloud would reduce setup and maintenance costs.

IT pros report an average of **20%** overall cost savings switching to the cloud.

MAKES YOUR BUSINESS MORE COMPETITIVE

Small businesses that adopt cloud technology or a hybrid system have a huge competitive advantage. Suddenly, instead of relying exclusively on a limited, specialized team to wow their customers, they have access to enterprise-class technology.

Most businesses recognize the benefits of agility but actually achieving it is challenging. A hybrid cloud model allows companies to leverage their legacy systems and scale them up to the cloud based on fluctuating demand.

74% of organizations say the cloud gives their team a competitive advantage.

Businesses that adopt cloud computing grow **19.6% faster** than those that don't.

IT'S MORE ENVIRONMENTALLY FRIENDLY

Your business isn't the only benefactor of cloud computing. The impressive environmental impacts of switching to the cloud make it an almost altruistic act. Whether you're fully on the cloud or using a hybrid model, the cloud allows for energy fluctuations based on your needs. This scalable server capacity shrinks your carbon footprint, even as you expand your brand.

The cloud is up to **98%** more eco-friendly than on-premises hosting alone.

Companies who switch to the cloud can reduce their energy consumption by up to **95%** and cut utility costs by up to **90%**.

REACHES BUSINESS INFLUENCERS ON SOCIAL MEDIA

Even the savviest social media marketers can increase their impact using the cloud. With the mind-bending amount of videos, comments and interactions shared on social, it'd take a small army to analyze each one. By leveraging the cloud, businesses can automate their social media management and identify business with a direct line to their target audiences.

1.7MB of data is created **every second** by every individual throughout 2020.

87% consumers surveyed stated that they were inspired to make a purchase based on a business influencer's recommendation.

GETS YOU FUTURE-READY

The relevance of your IT infrastructure can directly impact the relevance of your business.

A near-obsolete setup prevents you from effectively deploying the future-ready technologies that we're growing reliant upon. Be it different kinds of automation and analytics to Artificial Intelligence (AI) like chatbots, having access to advanced cloud computing resources helps you pivot toward long-term success.

The average person uses **36 cloud-based services** every single day.

74% of Tech CFOs believe that cloud computing will have the **maximum measurable impact** on their business.

Gartner predicted that by 2020, the average person would have more conversations with **chatbots** than with their spouse.

SUPPORTS INTERNATIONAL GROWTH

Have your sights set abroad?

Moving to the cloud helps businesses expand internationally. Whether you send an individual point person or an entire team overseas, cloud computing makes it possible for them to access essential files and company data in real-time, regardless of their new country code. It also gives businesses more say over where sensitive data is stored, avoiding any regulatory or compliance complications.

Global e-commerce will grow to reach **\$18.89 trillion** by 2027.

62% of tech businesses on both sides of the Atlantic say they primarily pursue **international expansion** to grow their customer base.

FREES UP TIME AND RESOURCES

Your IT staff can't do it all.

If you want their help creating and testing new products, you're going to have to free them up somehow. By working with the cloud, key members of your team have fewer server-related responsibilities. Many of those are now offloaded to a cloud services vendor responsible for updates, security, software and hardware upgrades, fixing bugs, etc.

36% OF RESPONDENTS SAY DECREASING IT STAFF WORKLOAD IS A PRIMARY REASON FOR USING THE CLOUD.

80% OF U.S. START-UPS DON'T HAVE AN IT DEPARTMENT OR IT DIRECTOR, BUT SOLELY USE THE CLOUD INSTEAD.

CONCLUSION

Single out any of the above benefits and you could easily make a case for utilizing the cloud. Come armed with all ten and it's likely to be smooth sailing for your business.