

5 Reasons Your Business Should Move to the Cloud



WHAT YOU SHOULD KNOW ABOUT MOVING YOUR BUSINESS TO THE CLOUD AND THE BENEFITS OF MAKING THE SWITCH

Read on to learn about the security advantages and migration techniques of cloud-based tools. You may have heard a lot about the benefits of the cloud, but do you know why—or how—it can help elevate your business?

From security advantages and organizational control of data to ease of use and increased agility, cloud-based tools can bring your business to the next level.

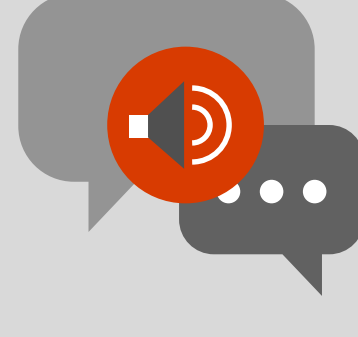
In fact, by transitioning to a cloud environment, your workplace can take advantage of:



File access anywhere online



Secure data backups



Real-time communication



Business intelligence

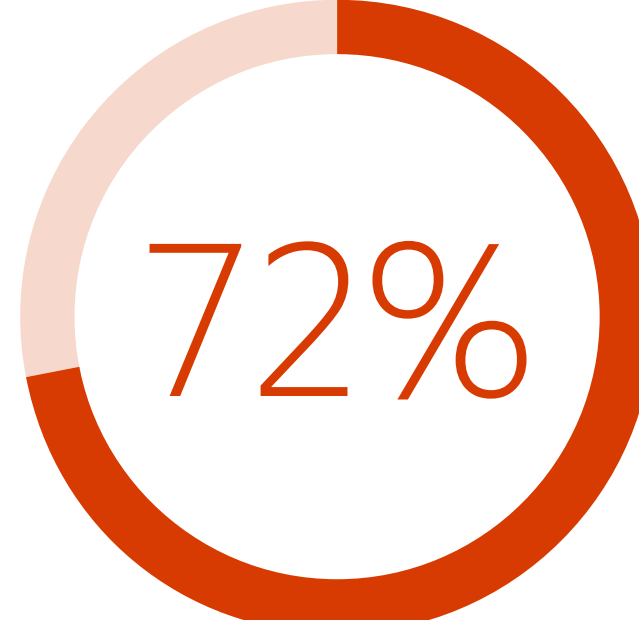
1 Cloud-based applications are here to stay.

THE VALUE OF THE CLOUD



The cloud market is expected to pass \$500 billion by 2020.¹

ADOPTION IS GROWING

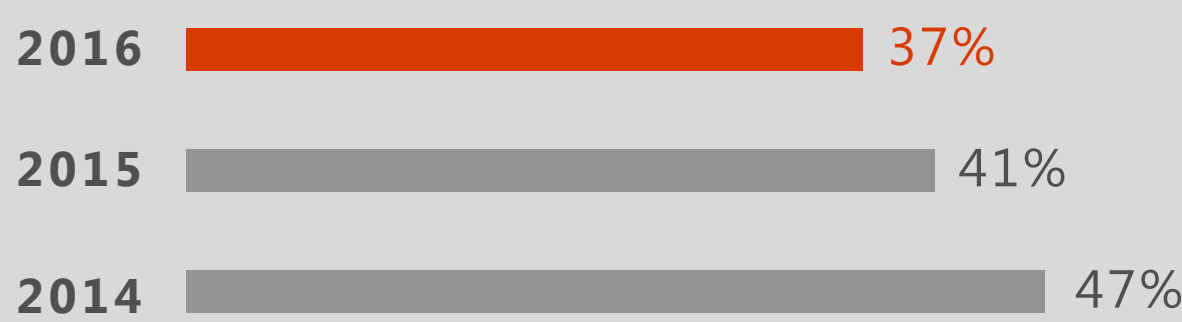


72% of businesses had at least one application in the cloud in 2015, a 15% increase from 2012.²

2 Security comes standard.

As cloud technology improves, security fears lessen. In a survey of enterprise IT managers, **security is no longer ranked as the #1 concern** when it comes to cloud computing.³

Enterprise IT managers who have rated cloud security as a significant challenge:



56% of organizations reported storing sensitive or confidential data in the cloud in 2016.⁴

One of the biggest advantages of moving to the public cloud is the security team that comes with it. By moving to an enterprise-level public cloud, you'll experience:



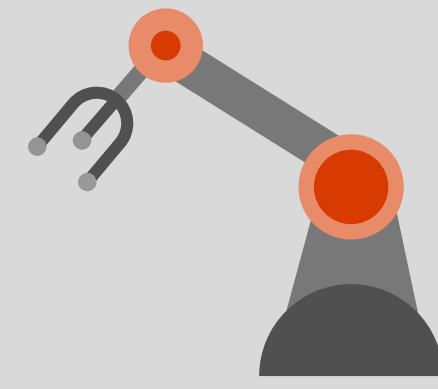
Scale

A public cloud will always be large enough to store and secure your data.



Intelligence

Public clouds monitor for millions of threats. As soon as one is detected on one customer tenant, the cloud provider can mitigate the attack across all other tenants.



Automation

Less human touch results in fewer mistakes and fewer opportunities for security breaches or insider threats.

“We're also saving money by moving to the cloud. We get a steady stream of new capabilities for a reasonable monthly subscription with no expensive upgrades.”

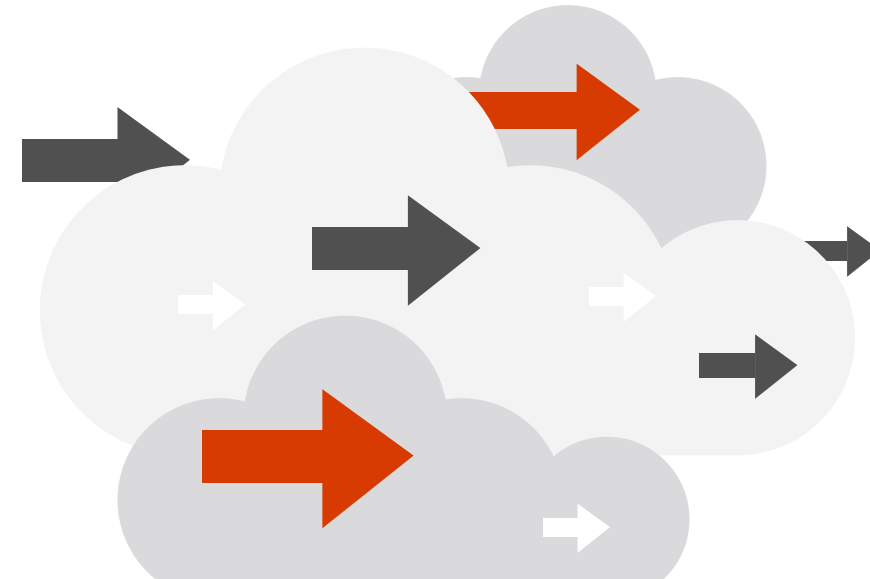
Lise Fournel

Sr. VP and CIO, Air Canada

3 Move at your own pace.

Cloud migration does not need to happen all at once, and it's recommended to migrate to the cloud over time with a hybrid approach—the combination of an on-premises, private cloud and third-party, public cloud services.

On average in 2015, businesses were simultaneously experimenting with and running data on **3 public clouds** and **3 private clouds**.³



4 Using the cloud doesn't mean new tools.

Moving to a cloud-based solution doesn't have to mean retraining employees. Many solutions allow you to use the same applications your employees are used to, with access to files anywhere online.

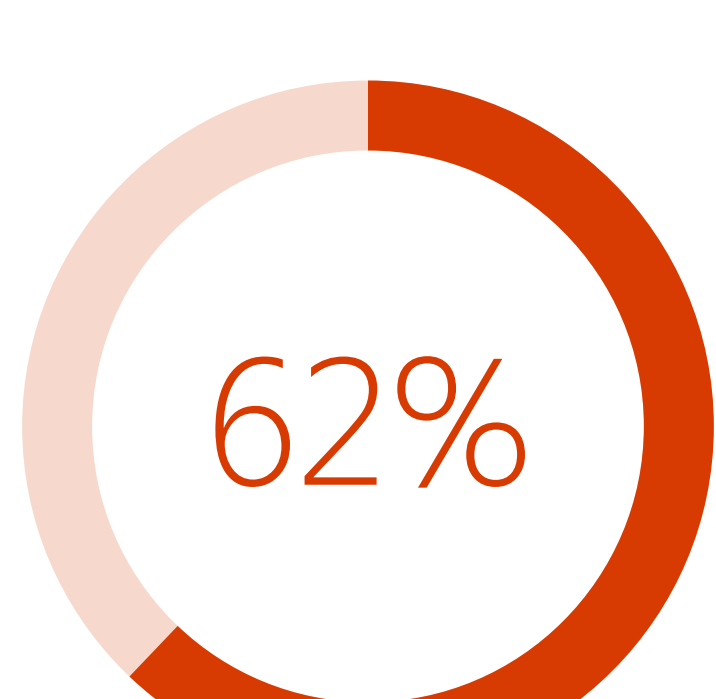
“Today, all our employees use the same cloud productivity services to erase the geographical barriers to effective teamwork across the company.”

Anders Munck

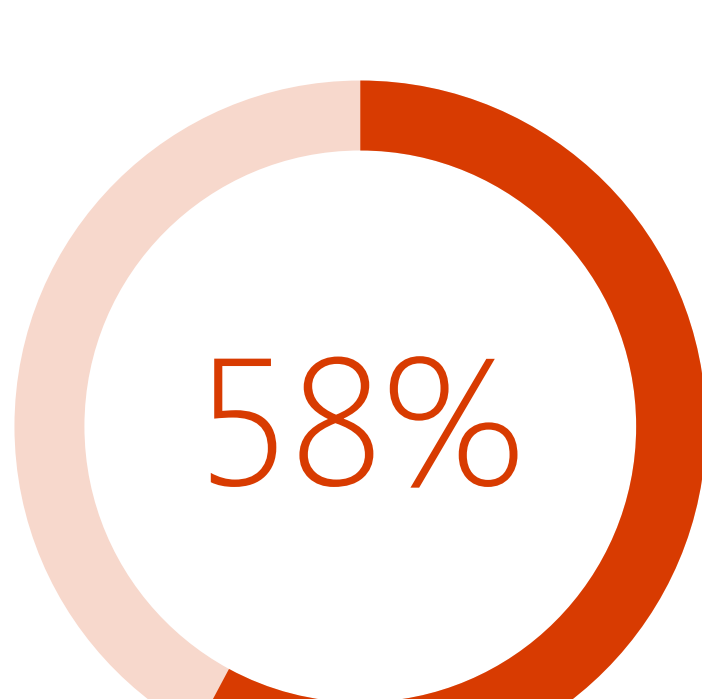
Enterprise Architect, Carlsberg Group

5 The sky's the limit.

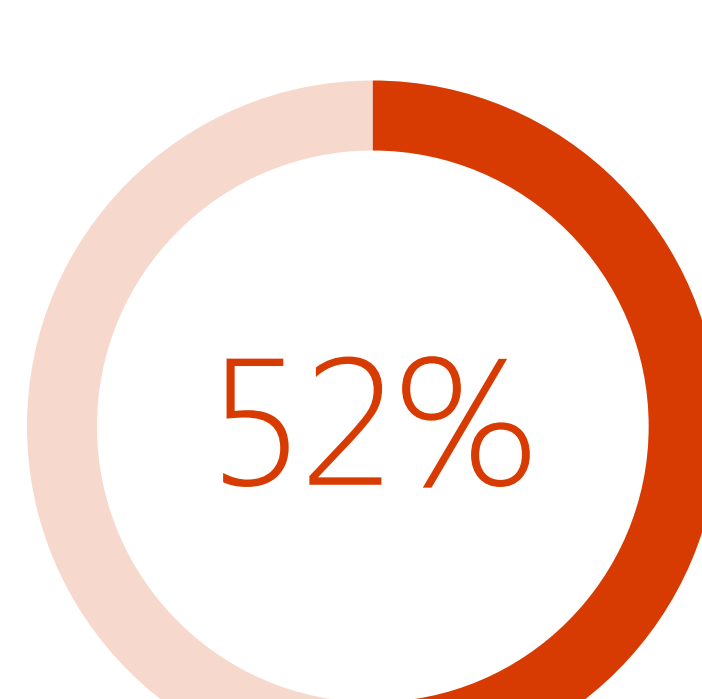
Cloud adopters see various benefits from their technology, although businesses' top-cited benefits in 2016 include:³



Faster access to infrastructure



Greater scalability



Increased availability

SOURCES:

¹ Report: Cloud Market Cap to Pass \$500 Billion by 2020, Forbes, Alex Konrad

² Cloud: The Technology Powerhouse, IDG Enterprise, 2015

³ State of the Cloud Report, RightScale, 2016

⁴ 2016 Global Encryption Trends Study, The Ponemon Institute and Thales e-Security, February 2016

⁵ Total Economic Impact of Microsoft Office 365, Forrester, August 2015



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email info@carrieraccessinc.com
phone 800-373-7548
web www.carrieraccessinc.com