

Moving Your Business onto the Cloud

Cloud applications, such as the Dropbox file-management system and Microsoft's Office 365, are becoming small-business mainstays. Also known as Software as a Service, these solutions are hosted on remote servers, which are collectively called "the cloud." Is the cloud in your business's future?

78% of small businesses will be fully migrated to the cloud by 2020.¹

Who's in the cloud?

The number of businesses adopting cloud-based solutions is growing.

96% of businesses are using cloud applications.²

50% The percentage of their IT budgets that businesses are spending on cloud-based infrastructures.³

Financial Services and Business Services are the top two cloud business categories.⁴

Websites and web apps are the most prevalent cloud-solution categories. Collaborative and communications solutions are second.⁴

There's a lot to like.

The cloud affords flexibility, reduced tech overhead and 24/7 data access.

70% of small and medium businesses have reinvested savings from cloud tools into other areas.⁵

57% of firms see cloud solutions as a customer-support improvement tool such as the Salesforce customer-relationship management system.⁶

55% of business owners aim to increase productivity and save time with cloud apps, such as videoconferencing, chat, and file-management tools.⁷

But be sure to do some homework.

Your move to the cloud calls for careful evaluation and consideration. Businesses considering cloud apps cite three chief areas of concern:

47% don't want to be "locked in" to a vendor.

Know your exit options before you commit your users to a cloud platform.

34% worry about the security risks of remote data storage.

Ask about your vendor's security precautions and for advice on in-house security measures.

29% say compatibility with existing applications and data formats is important.

Check that your new platform integrates seamlessly with existing applications.⁸

Need help funding your technology innovations?

Talk with a business banker at 1-800-724-6070.

Disclosures:

¹ *Intuit's Future of Small Business: Dispatches from the New Economy, with Emergent Research*, Slide 16, <https://www.slideshare.net/IntuitInc/future-of-smb-for-slide-sharev2/1>.

² *IT governance critical as cloud adoption soars to 96 percent in 2018*, CIO.com.

<https://www.cio.com/article/3267571/it-governance-critical-as-cloud-adoption-soars-to-96-percent-in-2018.html>.

³ *Cloud IT Infrastructure Revenues Continue to Expand Despite Slow Down in Spending in 2019*, According to IDC, IDC.com, <https://www.idc.com/getdoc.jsp?containerId=prUS45293719>.

⁴ *IDG Cloud Computing Survey, 2018*, Page 3

<https://cdn2.hubspot.net/hubfs/1624046/2018%20Cloud%20Computing%20Executive%20Summary.pdf>

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⁵ https://www.multisoftvirtualacademy.com/blog/wp-content/uploads/2018/06/Cloud-Computing_10-Amazing-Facts.png.

⁶ *IDG Cloud Computing Survey, 2018*, Page 6,

<https://cdn2.hubspot.net/hubfs/1624046/2018%20Cloud%20Computing%20Executive%20Summary.pdf>

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⁷ *IDG Cloud Computing Survey, 2018*, Page 6,

<https://cdn2.hubspot.net/hubfs/1624046/2018%20Cloud%20Computing%20Executive%20Summary.pdf>

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⁸ *IDG Cloud Computing Survey, 2018*, Page 7,

<https://cdn2.hubspot.net/hubfs/1624046/2018%20Cloud%20Computing%20Executive%20Summary.pdf>

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