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Three Ways Cloud Computing Can Help Your Company



“Cloud computing” is a popular catch phrase these days, but what is it? And, more importantly, how can it help your company?

There’s a good chance you’ve already used some form of cloud computing. If you have an e-mail account with a Web-based e-mail service like Gmail, then you’ve had experience with cloud computing. To access your account, you log in to a website remotely. The software and storage for your account exists on the service’s computer cloud rather than on your computer.

Now that you know what cloud computing is, let’s address how it might play out in your organization. If you are responsible for making sure that all of your employees have the right hardware and software they need to do their jobs, you understand the headaches involved. Simply equipping everyone with a computer isn’t enough – you also have to purchase software and licenses. When you have a new hire, you have to buy more software or make sure your current software license allows another user. And then there’s the maintenance – making sure all your servers are functioning, loading software updates, trouble-shooting. The list is endless.

With cloud computing, instead of installing software and applications on each computer, you only load the software and applications once into your virtual

cloud environment. Your employees log into a Web-based service which hosts all the programs the user would need for his or her job.

In a cloud computing system, local computers no longer have to do all the work of running applications. The network of computers that makes up the cloud handles them instead. Hardware and software demands on the user's side decrease. The only thing the user's computer needs to be able to run is the cloud computing system's interface software and the cloud's network takes care of the rest.

So, how can cloud computing help your company?

- **Portable Access.** You and your employees are able to access your applications and data from anywhere at any time. You access the cloud computing system using any computer linked to the Internet. Data isn't confined to a hard drive on one user's computer or even a company's internal network.
- **Cost Savings.** Cloud computing helps you reduce the costs of capital investment in servers and storage devices as well as reduce the need for advanced hardware. You don't need the fastest computer with the most memory, because the cloud system takes care of those needs for you. Additionally, you can save money on IT support.
- **Space and Power Savings.** Servers and digital storage devices take up space as well as power. Cloud computing gives you the option of storing data on someone else's hardware. This minimizes not only the need for server space in your office, it also helps to reduce your utility costs.

Find out more about Cloud Computing solutions available from Cincinnati Bell Technology Solutions (CBTS) [here](#).

