



White Paper

Cloud for the Enterprise



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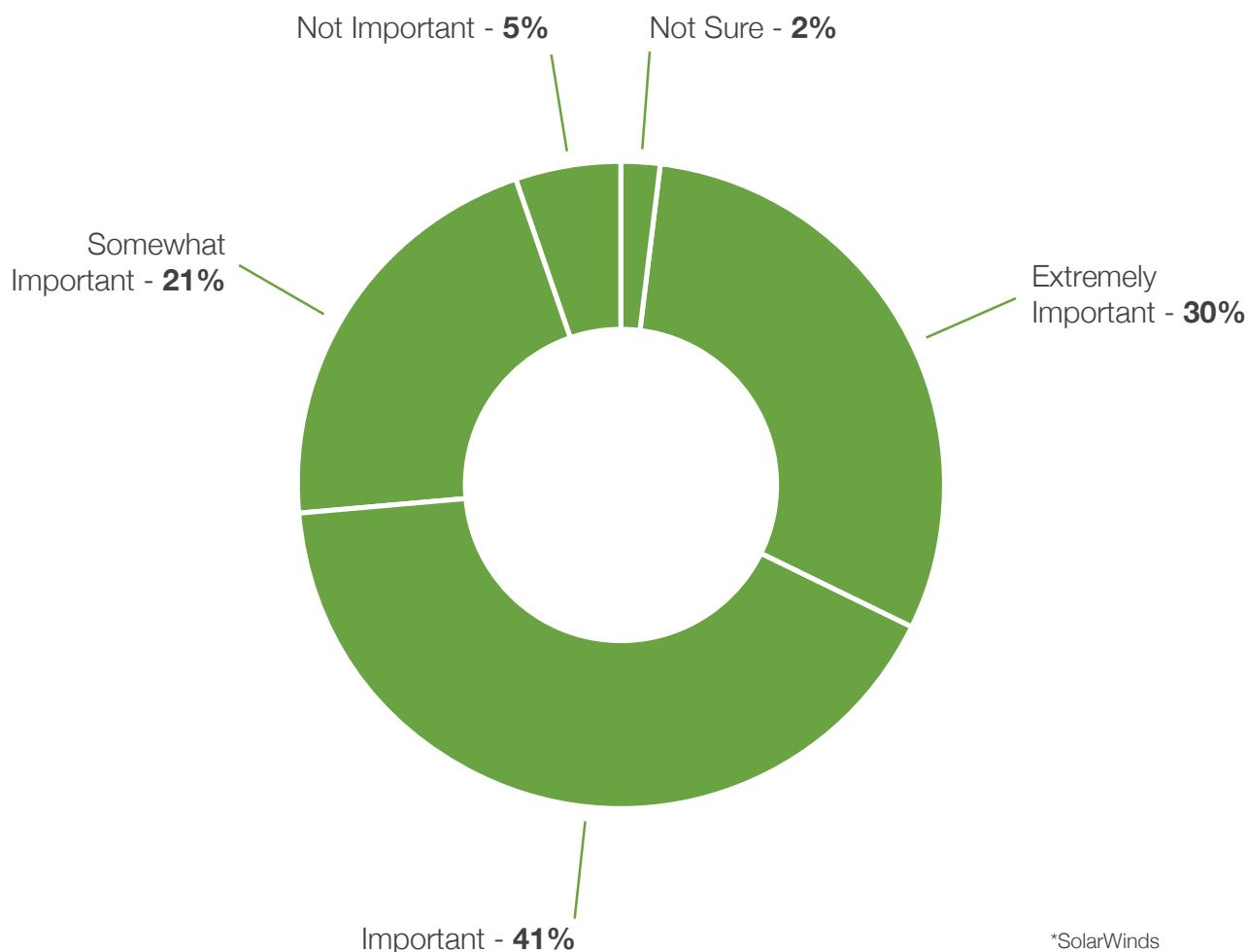
Individuals and small businesses have been quick to board the cloud computing train. Enterprises, on the other hand, have lagged a bit behind. This is due to many reasons, one major one being security concerns.

However, it seems that big businesses are finally finding their way to the cloud. A recent study by Washington, D.C. research firm, Clutch, showed

that 90% of enterprises are planning to increase their cloud spend in the coming year.

Implementing cloud computing doesn't have to mean conducting a complete overhaul. The point of cloud technology is that enterprises can apply it where it works best for them. Many start with small steps and then pick up speed as they gain greater confidence in the technology.

How important is adopting cloud technologies to your enterprise's long-term business success?

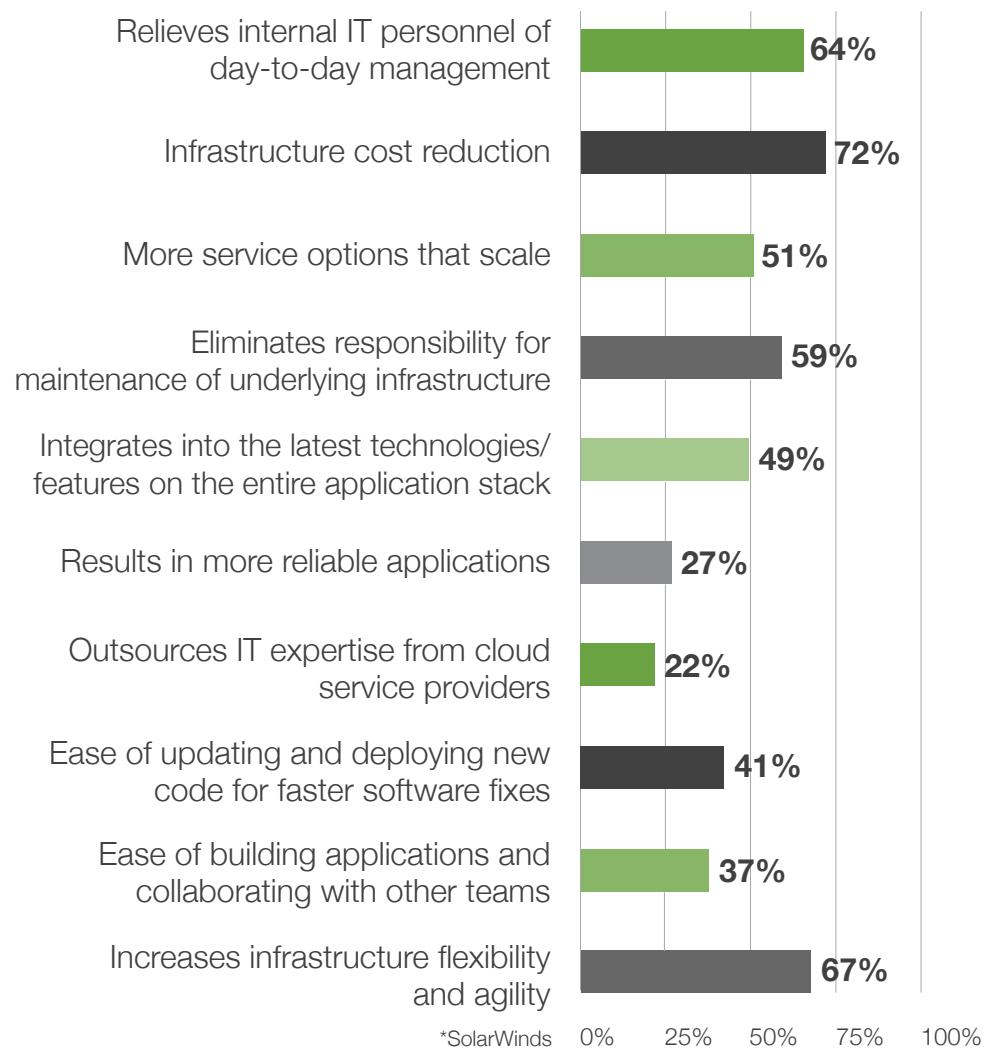


*SolarWinds



The majority of IT professionals agree that cost reduction is a top benefit of adopting cloud computing technologies - many enterprises list it as the biggest benefit, in fact. But that's not the only factor they consider. Enterprises are interested in cloud computing today for lots of reasons, as displayed in the graph below.

What do you feel are the biggest benefits of adopting cloud technologies?



Big Business Cloud Considerations



Cost Efficiency

Businesses of all sizes inevitably end up needing to centralize or upgrade their technology. This leads to major costs, including those of purchasing new hardware and software, installation, and maintenance. The switch to the cloud not only saves the IT team time and stress, but also a lot of money, as the cloud provider takes on the responsibilities of purchasing, installing, managing and maintaining the infrastructure powering your cloud solution.

Renting cloud applications will probably end up being cheaper than purchasing these programs outright – especially when you're regularly getting the latest updates along with your subscription. Energy costs also decrease because the enterprise won't be powering huge server rooms. And by having the flexibility to choose which features and services you want in the cloud, enterprises avoid costs that don't apply to their needs, because ultimately, it's up to them. They use the cloud's pay-as-you-go payment model to use and spend on the exact resources they need, only when they need them.

Valuable Scalability

Cloud offers enterprises the ability to handle limitless amounts of data quickly and efficiently. If your business needs to expand quickly, cloud allows you to add the resources you need then and there. Companies can meet the needs and expectations of clients and employees while adding competitive advantage and taking advantage of new business opportunities.

With the scalability of cloud computing, large businesses can meet demands during peak times. With traditional computing, there's always the risk of not having enough capacity to meet these demands, or purchasing too much and not fully utilizing it. With the cloud, it's much more flexible and accurate. You get the capacity you need, exactly when you need it. And when you want to scale back again, it's easy.

“When employees can be as productive away from the office as they are in it, efficiency will increase substantially.”

User Mobility and Collaboration

Employee mobility is a huge driver to cloud adoption. Cloud allows data and programs to be available on any device, in any location, as long as the employee has their authorized login information and Internet access. This is huge. When employees can be as productive away from the office as they are in it, efficiency will increase substantially. And for

large businesses that have multiple locations, possibly globally, this ability is key. It allows your users to remain collaborative and connected, no matter where they are. Better yet, cloud technology is easy for users to get a hang of, so they can get started right away.

Government-Grade Security

Yes, this has been a huge obstacle for enterprises, but many are finally beginning to see that cloud security is reliable. The concern is understandable, as enterprises have to worry about company and customer data, as well as compliance with industry regulations.

However, let's be clear: cloud security is not inherently less than the existing security of enterprises today. This is a common misconception. Cloud providers tend to have greater access to the necessary resources to provide great security, and they employ experts in the field. Client security is their top con-

cern, as their cloud business depends on providing reliable solutions. Providers conduct continuous monitoring and auditing, and are able to address irregular activity right away without interrupting your daily operations. It's on the enterprise to check that all criteria is met when it comes to security before moving to the cloud, and that relies on researching and choosing a reputable cloud vendor.

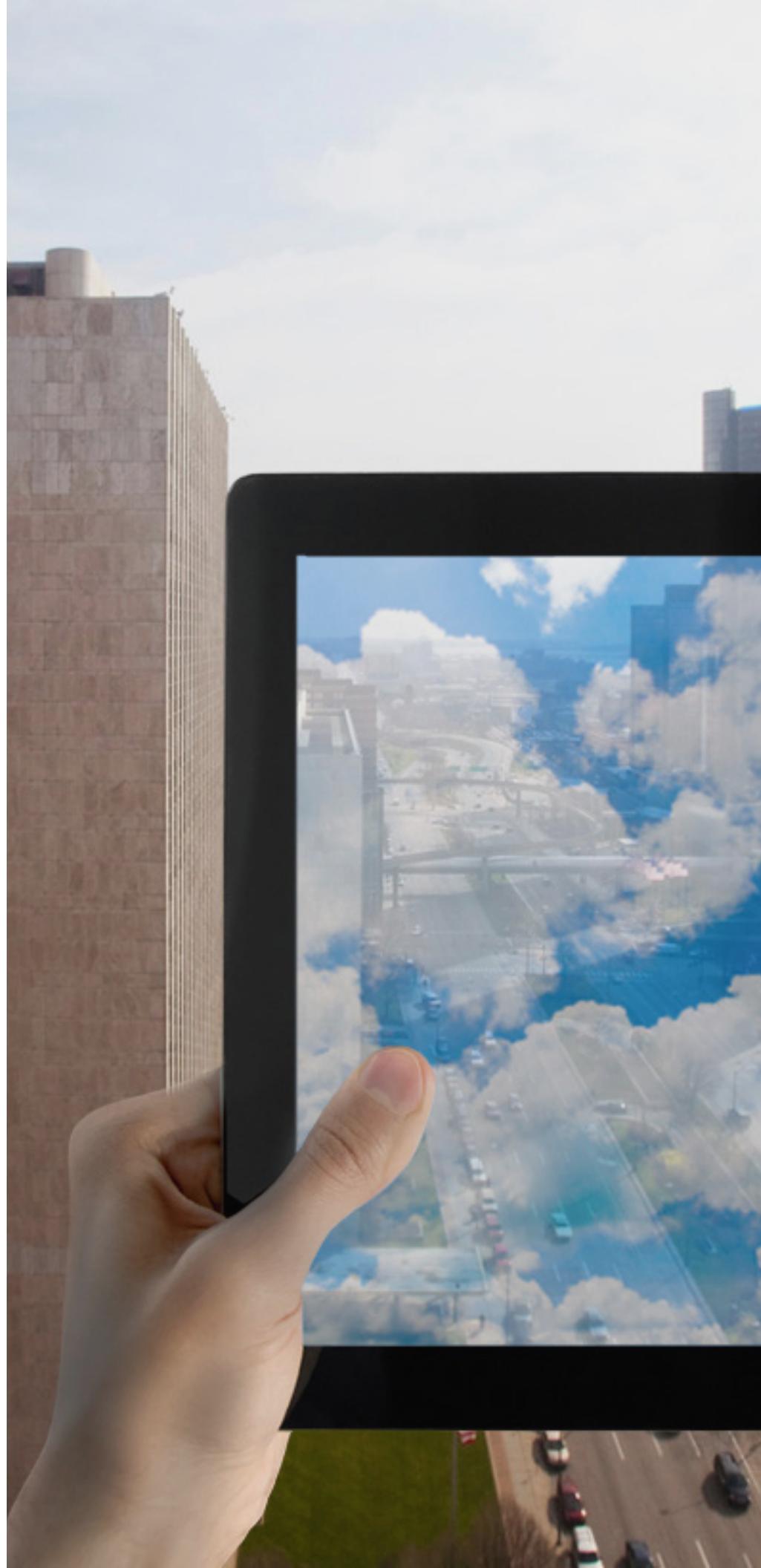
Cloud security has really transformed in recent years, and today 64% of enterprises believe that cloud infrastructure is more secure than legacy systems. (Clutch)

Big Data

Big data allows businesses to conduct advanced analysis on their databases. Cloud computing and big data offer businesses the opportunity to crunch large amounts of data, and therefore react faster to any changes in the market. This quick response is possible within a reliable and secure cloud environment.

Cloud computing allows businesses to store huge amounts of data, but it also provides the ability to sift through and analyze it all. This gives enterprises a competitive advantage and the chance to gain the intelligence needed to grow, innovate and create realistic business goals.

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Customer Service

Today's consumers are demanding. They want personalization and speed when it comes to the delivery of either products or services. They are also very well-informed, thanks to the Internet, and have really high expectations for businesses.

With cloud computing, enterprises can meet these demands and deliver their services and products efficiently. The flexibility of cloud computing makes it a lot easier to meet the unique needs of each consumer, too.

“All businesses today are facing increasingly demanding customers and are expected to meet these changing expectations. Cloud computing makes this happen.”

About RapidScale

RapidScale, a managed cloud services provider, delivers world-class, secure, and reliable cloud computing solutions to companies of all sizes across the globe. Its state-of-the-art managed CloudDesktop platform and market-leading cloud solutions are the reasons why RapidScale is the provider of choice for leading MSOs, VARs, MSPs, Carriers and Master Agents throughout the United States. RapidScale is not only delivering a service but also innovating advanced solutions and applications for the cloud computing space. RapidScale's innovative solutions include CloudServer, CloudDesktop, CloudOffice, CloudMail, CloudRecovery, CloudApps, and more.

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