



Benefits of Cloud Services

BENEFIT	DESCRIPTION
Cost Savings	Immediate cost saving opportunity up to 50% by simply shifting basic services into the cloud.
Productivity	Cloud services use subscription pricing models that outsource support and maintenance to providers that have greater resources and expertise. This allows business to free up resources and focus on core business.
Lower time to market, increased scalability	Smart adoption of cloud services reduces time to market for new products and services and allows almost limitless scalability for almost no marginal cost. In the face of global competition reducing time to market will be a key competitive edge for businesses.
Overcome barriers to capital and expertise	Cloud computing can help overcome the traditional barriers companies face through limited capital and expertise. In comparison to traditional Information Communications Technology (ICT), cloud services can allow businesses to acquire new capabilities at only a fraction of the cost.
Improved reliability and security	Cloud services offer a range of benefits including increased security, access to the latest upgrades, integrated management and backup that may not be available to organizations that are not ICT focused.
Mobility, flexibility and a platform for growth	Mobility supports faster decisions and agile business models with a greater potential for growth. Mobility has been identified as a key driver of cloud service adoption. Research in 2012 found businesses that had adopted the cloud were potentially: <ul style="list-style-type: none">• More likely to increase bottom line;• 2Xs likely to grow their range of products and services compared to those who had not adopted cloud; and• 3Xs as likely to increase staff numbers in the coming year.

