successware®

Benefits of Running Your Business in the Cloud
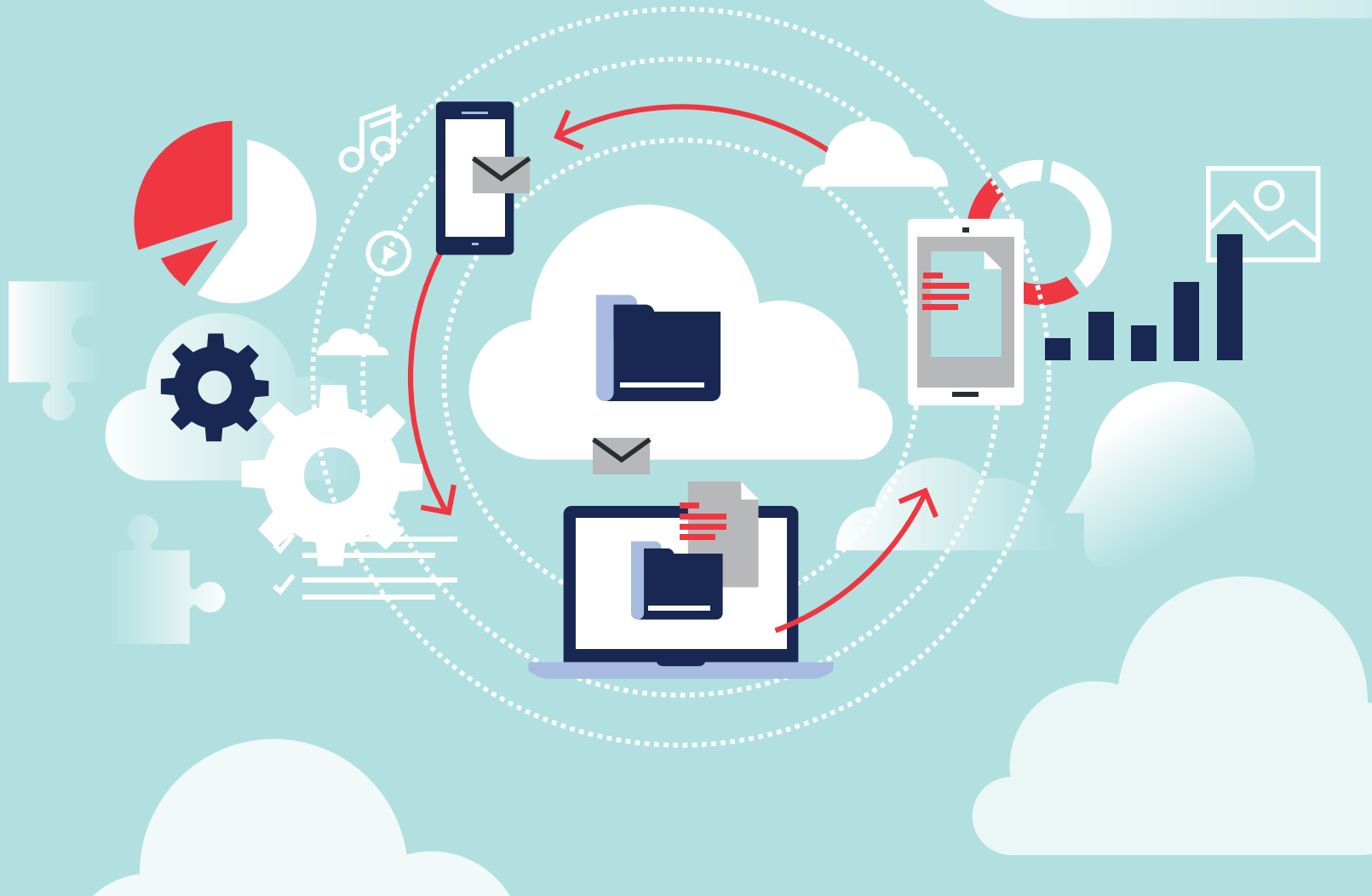
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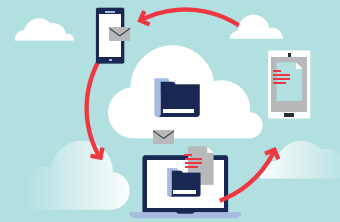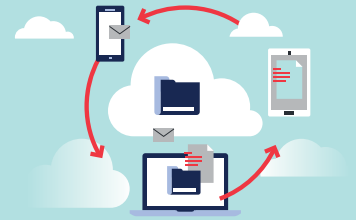
Why Consider the Cloud?

Making a choice between traditional and cloud-based hosting will impact every element of your business, so the question deserves your close consideration. No matter what kind of service your business provides, so much of a business comes down to data, and lots of it. How will you store it? How will you access it, protect it, and analyze it?
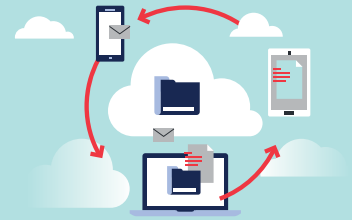
Traditional hosting has worked for a long time, and many businesses still get by with it. It's tempting to follow the old adage, "if it's not broken, don't fix it." But technology isn't always about fixing broken systems; it's about solving problems before they even arise. That's why cloud hosting is steadily taking over.

Whether your business goes back generations or is just getting started, it's important to make time to assess your current technology and compare it to the other solutions out there. That's a big job, and Successware® can help you start at the beginning with exploring cloud hosting.

Successware started as a family business, and we remain committed to supporting other small businesses. We are deeply familiar with all the priorities you must consider as part of your decision-making process. We know you want to do more with less staff, grow your business, increase revenue, and streamline all the everyday workflows at the heart of your company.

With the technology that's available now, that work can be done anywhere, anytime—if you have the right infrastructure.
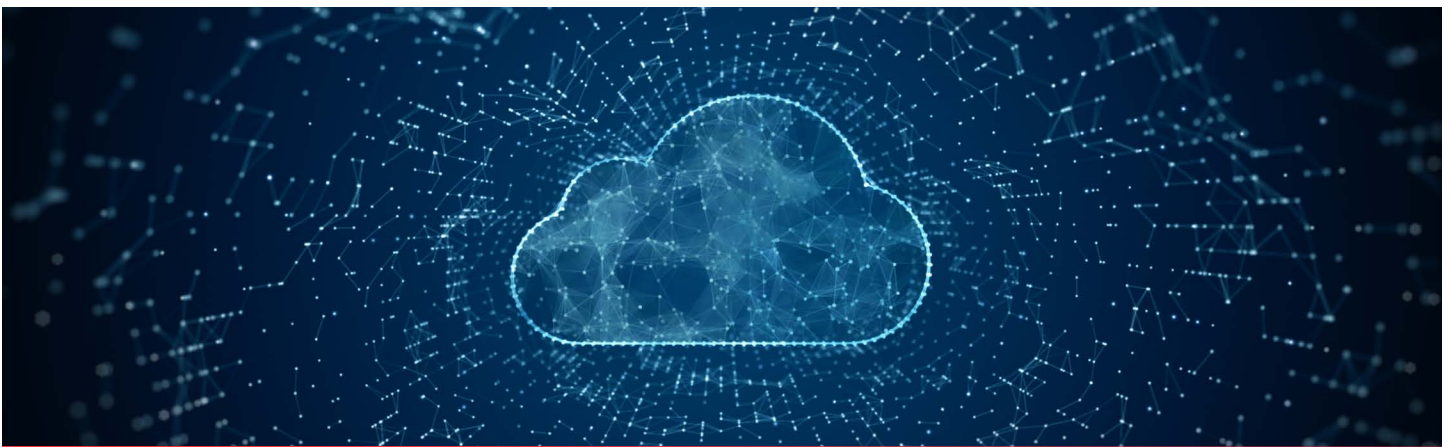
Benefits of the Cloud

Increased Uptime in the Cloud

Traditional servers are generally hard-wired and in a fixed location. What that means for you is that if the server goes down, is hacked, or is compromised, you will not have access to your business data, the ability to book jobs, or even dispatch technicians to current assignments, which can lead to lost revenue. You essentially lose access to all your business data until the server is fixed. Rest assured, you will not have that issue with the cloud!

| How the Cloud Leads to Increased Uptime		
Multiple Servers	**Increased IT Support**	**Files Accessible Anywhere, Anytime**
The cloud offers your business an extra layer of protection from outages because it has multiple servers. If there is an issue with a cloud server, another server will take over immediately, meaning minimal, if any, downtime for you and your business.	You also have access to more IT support when you are cloud-hosted. Cloud-hosting companies have a strong IT team and can efficiently address and fix any issues that come up with the cloud servers.	As long as you have a stable internet connection, you will always have access to your data anywhere, at any time. This also means you do not have to worry about losing data in the event of a power or internet outage because all data is backed up in the cloud.

Increased Revenue

With an increase in uptime, you will have happier employees and customers, which will ultimately lead to more revenue for your company since you will no longer have to deal with system downtime.
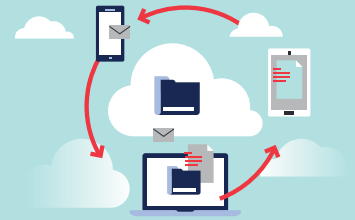
Scalability with the Cloud

One significant benefit of the cloud is scalability. Scalability means you can increase or decrease resources such as bandwidth, storage, RAM, and more based on your overall usage. Scaling can be done very quickly, with little to no downtime or disruption to your daily business.

Scaling with a physical server could take weeks or months and can be very expensive, but hosting companies already have the infrastructure in place with the cloud, meaning a simple change for your company. Scalability with the cloud is very convenient. Often with just a few clicks, you can easily add or remove whatever is needed for your business, unlike with traditional servers where your IT team would have spent hours or days increasing or decreasing what was required.

Cloud-hosting is also a very cost-effective option. You do not have to pay for a server or equipment, which can be pretty pricey and become outdated in a few years. With the cloud, you only pay for what you end up using or need and can scale that up or down based on your usage, leading to a more cost-effective option.
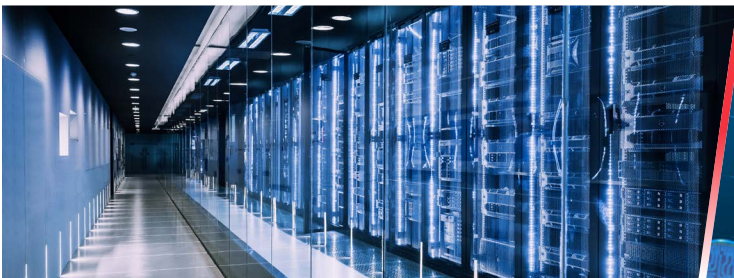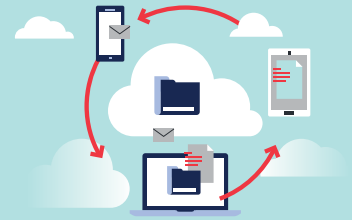
Physical Servers can take months to make changes and can be very expensive.

Cloud-Based Servers can make changes quickly and cost less to maintain.

Benefits of the Cloud

Increased Security Measures in Place for your Data

With cyber security threats becoming more and more common, your business needs to choose the right hosting platform that will keep your data secure. Cloud hosting typically offers more security to your data than traditional hosting and can be much more cost-effective. With cloud hosting, you have access to all of the below features and benefits, allowing your business to run smoother and be more secure.

Security Measures Constantly Updated: Cloud-hosting companies constantly update and invest money into innovating their security measures through design, testing, and implementation. They must generally adhere to strict regulatory and compliance laws and mandates. This also means they are running on the latest technology to support these security updates versus traditional hosting, which may be on older technology.

Fully Patched Network: A lot of security breaches happen because your network is unpatched, and hackers can get through to access your data. This is something you don't have to worry about as much in the cloud because cloud hosting companies are always patching the network. Patching is much harder on traditional hosting networks.

Custom Security Settings: You have the ability to tailor your security settings to the needs of your business. This is controlled in one location, eliminating the need for a member of your team to closely monitor your security on a routine basis.

Fewer Costs: With cloud hosting, your business no longer needs to invest and spend money on security software or hardware, which will also help reduce your overhead and administrative costs. Your IT team will no longer have to dedicate resources to reactively fighting off cyber threats and issues since that will now be managed by your cloud provider.
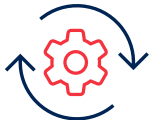
No Manual Updates: You do not have to worry about manually updating your security measures on your computers. Your cloud hosting company will automatically do this for you with no disruption to service.
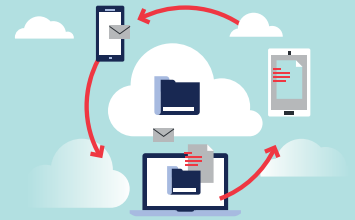
Benefits of the Cloud

Increased Security Measures in Place for your Data

Secure Server Locations: Most cloud servers are located in secure warehouses, and people do not have access to them meaning your data is incredibly safe. These servers are safer than locally hosting or keeping files on your computer's hard drive.

Files Encrypted: Hackers can use phishing emails and malware to retrieve data stored on your hard drive easily. Files stored in the cloud are typically encrypted or scrambled, making it difficult for cybercriminals to access or steal.
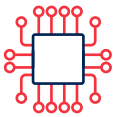
AI Measures: The cloud offers you artificial intelligence (AI) and firewalls to keep your data extra secure. Cloud companies have implemented AI measures as the first line of defense that monitors for any security threats. If any are found, the clouds IT team is notified and will immediately begin fixing the issue.

Firewalls: Firewalls also help to filter out any suspicious activity or traffic. The cloud keeps your data behind a "wall" that makes it hard for hackers to access with malware or viruses.

Data Backup & Disaster Recovery Through Redundancy

Another unparalleled benefit of hosting your data in the cloud is access to data backup and disaster recovery measures. The cloud operates with many servers and data centers spread throughout the country. Your data is copied and archived onto remote servers as a backup so you will not experience data loss in the event of an issue.
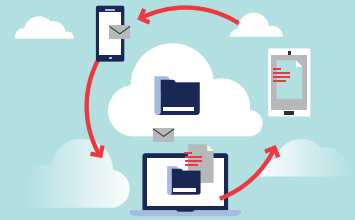
If something were to happen, such as a power outage, natural disaster, or system failure, your data would be safe and secure. You would be able to "recover" it quickly with little to no interruption to your work.

With traditional hosting, you only have access to one server. If that server has an issue, you will not be able to access your data and you may lose valuable information. Traditional hosting also requires that you figure out a process to back up your data in the event your server goes down. This requires more of a manual effort versus the automation of data backup in the cloud.

Access to the Latest Technology

One of the greatest benefits to having your business data hosted in the cloud is access to the latest technology. Cloud-hosting companies are constantly updating and replacing their servers due to normal wear and tear, which means you will have access to servers with the newest technology and be able to take advantage of their increased performance and efficiency.

With traditional servers, you do not get that. Updating them is a time-consuming project and can also be quite costly. It requires many hours and resources to perform the update and takes your IT team away from other jobs they could accomplish.

Having your business data and software hosted in the cloud means never worrying about updating them again. With the cloud, your software companies will push out automatic updates to their platforms without you having to lift a finger. This is quite the switch from traditional servers. Traditional servers require you to manually update any software you have since it lives independently from other servers.

The manual process associated with traditional servers means your business could be missing out on important updates to software. You could be missing out on key updates and enhancements to software that can help you run your business better and more efficiently.
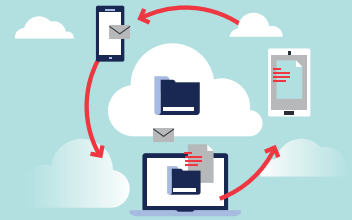
Benefits of the Cloud

Freedom to Work Anywhere

Another great feature of having all your business data hosted in the cloud is the freedom to work anywhere. Companies have realized more than ever how beneficial having everything hosted in the cloud is.

The cloud allows you to access your files and data anywhere in the world with just a Wi-Fi connection. Your employees can work from home in the event of inclement weather, or you can check in on how your business is performing if you are on vacation.

With traditional hosting, you can only access your business data from your physical office location. If there is a power outage at your office, you will be unable to access your business data from anywhere else. This means you would miss out on customers contacting your business to book appointments or with questions regarding their appointments or service, leading to lost revenue.

The cloud allows your employees to access your business data not only from anywhere that has a Wi-Fi connection but also from their personal devices, like laptops and phones. This is a great thing to have because if an employee leaves their computer in the office and needs to work from home, they have options for accessing your data.

The cloud also does not restrict the geography of hiring employees. Since all your data can be accessed from anywhere, you can hire employees who are hundreds of miles away from your physical office location. This will help to ensure you hire the best talent for the job at hand.
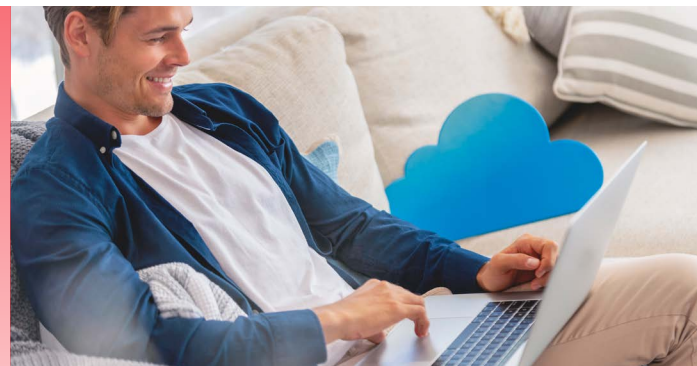
I like that we can handle so many parts of our business with this software, from invoicing to our customer database; a wide range of reports from equipment installed to job [cost]. I appreciate it being hosted in the cloud so that I can access all our files from anywhere as long as I have internet access.

- Amanda B.
Office Manager
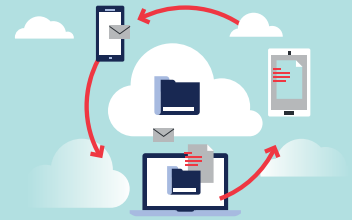
Cloud Hosting is Environmentally Friendly

Fewer Servers, Fewer Emissions

The energy required to power on-premise servers can be incredibly inefficient, especially if you have quite a few servers.
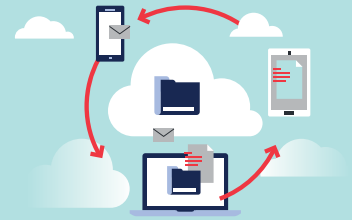
- Amazon found that their customers who use their cloud storage, instead of hosting their own data, reduce their carbon footprint by 88%.

- Many cloud-based platforms have committed to their cloud services going carbon neutral. For example, Google's cloud services should be completely carbon-free by 2030.

The Cloud Reduces Resource Usage

Energy-efficient business management software makes it possible to share, edit and sign documents all from the comfort of your computer screen, reducing the need for additional resources like fax machines and printers that use a lot of energy.

- Your accountants can maintain balance sheets from the cloud, and your dispatchers, technicians, and other employees can work simultaneously in cloud-based documents. No need to print off copies and track down the individuals you need to read them or sign off on them. Cloud storage saves time, headaches, and printing!

- Digital records saved in the cloud cut down on paper usage. Technicians no longer need to bring a physical piece of paper with the customer record to the job site. Instead, all customer information is stored in the cloud and can be accessed from their mobile app.

- The cloud also allows for digital forms, eliminating the need for paper forms and guaranteeing the forms are accessible quickly to the back office. With paper forms, you are not only using resources, but run the risk of losing the form or spilling something on it before you can get it to the back-office.

- Information you used to send clients by mail can now be sent electronically for customers to review and/or sign — saving you money on packing and shipping costs and being environmentally conscious at the same time.

Cloud Hosting is Environmentally Friendly

Better Infrastructure & Utilization Rates

Cloud companies typically have a more robust and thought-out infrastructure than traditional hosting, allowing them to be more efficient.

- They are typically located closer to their power sources, so electrical energy doesn't have to be transmitted over long distances. For traditional hosting, you generally don't have that luxury because the server is located wherever your office is.

- Data centers are built to be energy efficient by providing optimal utilization and temperature.

- Cloud companies have a better hardware setup that allows them to use less wattage when providing backup power or cooling for the data center.

- They have a higher utilization rate since they house so many different company's data that they are two to four times more efficient than traditional servers.

Updated Equipment & Reduced Electricity Usage

Cloud-hosting companies replace their servers much more often than traditional hosting due to overall usage, which leads to them having the latest and greatest technology. The newest technology typically means a more energy-efficient server than the one that is being replaced.

- Companies with traditional hosting that store servers at their office do not upgrade their servers as often because is time-consuming and expensive. This leads to older model servers that are much less energy efficient than the ones cloud-hosting companies are using.

- Traditional servers require a ton of power, cooling, and electricity to function. If companies start migrating their business management software, email, CRMs, and additional software programs over to the cloud, it could help lower the total energy consumption by a significant percentage.

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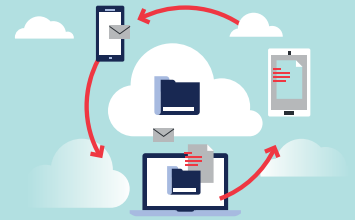
What's Next?

You can't anticipate everything your business will ever need, but you can invest in systems that will carry you through anything.

Embracing the technology of cloud hosting is making a choice to be proactive rather than reactive. Cloud hosting gives businesses the opportunity to build in adaptations and customizations that keep your technology moving and growing with you—no matter what changes and challenges the future has in store.

If you need security, reliability, instant analytics, and all the benefits we've covered here, cloud hosting is the natural answer for your business.

To learn more about how you can start taking advantage of everything cloud hosting has to offer, reach out to us anytime. Our platform is completely hosted in the cloud, giving you access to all the incredible benefits the cloud has to offer.

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Successware.com/Contact-Us
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