

TECHNOLOGY

## 4 Reasons Why Businesses Should Transition to the Cloud

by Jocelyn Shieh



*Cloud technology has become one of the most rapidly expanding sectors within the tech industry. Businesses have come to rely on the cloud for four key reasons.*

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In contrast to computing models that rely on licensed software running on individual computers, **cloud computing** enables ubiquitous, on-demand access to shared computing resources. A relatively new addition to the business technology field, cloud technology has become one of the most rapidly expanding sectors of the tech industry, with cloud companies routinely experiencing growth exceeding 50% annually. As more of world has

come online – and those already online have come to demand greater levels of integration, efficiency, and security – businesses have recognized four key benefits of migrating to the cloud.

## **1. Security**

With **data so integral to a business's competitive edge**, corporations prize security as a necessary aspect of any sort of business technology. Cloud-based data processes have become a strong choice in regards to data security, as innovative cloud offerings include around-the-clock monitoring, individually-linked passcodes, and dynamic lockdown and access across different levels of the cloud infrastructure, in order to closely manage what information any specific individual or group can view.

## **2. Mobile**

Cloud platforms allow ubiquitous mobile access. When coupled with strong built-in security features, the cloud allows personnel to access its infrastructure without needing IT-approved firewalls; in other words, analysts and managers alike can access reports and other information on-the-go. This represents a substantial increase in convenience and operational efficiency for those running check-ups before meetings, or for sales teams that are constantly on the move.

## **3. Sharing**

Cloud security allows users to grant others access to specific reports, data, etc., without fear of them gaining access to unauthorized information. Login credentials are created easily but are closely monitored, with strong measures built in to prevent information release to unauthorized users. Businesses that work with many clients can create specific dashboards personalized to customers and allow login for only that client project.

## **4. Integration**

Cloud licensing is usually much more affordable than IAAS or PAAS software implementation, with licensing available when needed and costs scalable with growth. The flexibility of pricing thus gives SMBs a way to transcend price-related obstacles of business

technology, and improve processes faster on a smaller scale without higher marginal costs.

Cloud computing is here to stay. Find out more about the cloud model by reading about **Docker**, a San Francisco company that has found success by making it easy for businesses to deploy cloud-based application.

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Jocelyn Shieh is a graduate of the University of California, Berkeley, and has a strong interest in emerging business technology, specifically cloud systems and data analysis tools, and their impact on business functions and strategy.