Cloud Computing - an Important Technology

Cloud computing is an important technology that is extremely likely to affect enterprises over the next eighteen months, that affects the whole business rather than just the IT department, and whose adoption is more about the benefits it brings to the business as a whole rather than minor efficiency benefits. One of the widely-circulated criticisms of cloud computing in the early days was that it is simply another name for outsourcing, offering little of additional value. Though cloud computing does mean that parts of the corporate IT infrastructure are outsourced, to simply label it as 'outsourcing' misses the key traits of scalable and flexible use - with cloud computing, you only pay for what you use at any given time, rather than having to pay a fixed sum for a fixed amount of capacity and usage.

Cloud computing is fast evolving from a future solution into a viable alternative for many small to medium-sized businesses. For a growing business, one of the most difficult things to do is keep capital expenditures under control. By leveraging virtualization technology with Desktop Virtualization, and economies of scale, Cloud Computing is a way to access enterprise-grade IT that would otherwise be too costly to purchase and maintain. Cloud computing allows the users of a network to access their data and applications from any device, anytime and basically anywhere. Because data is accessed over the internet on your Cloud provider's servers, management and employees have round the clock access wherever and whenever they need it.

Cloud Providers offer their services to a large number of businesses and companies, it is easier and more economical for them to make sure that their system is 100% secure from hackers, accidents, and bugs. They can easily afford all types of defensive measures like filtering, patch management, and cryptography techniques. Removing the need to buy and configure new hardware and software allows your employees, and your IT department, to concentrate on the tasks that will directly increase your profits and grow your company. Cloud-based analytics allows you to track the manufacturing process, follow sales numbers in a particular geographic region, or learn quickly how a marketing campaign performed in a particular city, state or country. But one of the big advantages of these Cloud analytics tools is that you don't need to have advanced technical skills in statistics to work with this information. Cloud Computing gives them more and affordable choices, greater functionality, larger capacity for growth, higher performance levels and much more mobility for their workforce.