

7 Reasons Business Leaders Love the Cloud

Human beings have had a complicated relationship with ‘change’ throughout several millennia while transcending one historical era to the next. The Information Age and its technological impact on business has brought an all too familiar resistance to embracing new innovations, even when they’re clearly beneficial. Often, C-suite leaders struggle because there is inevitably a substantial price tag in addition to the discomfort of training team members on new tools or systems. Fortunately, some of the most state-of-the-art advances in cloud technology bring a welcome reprieve from those concerns.

Prior to 2020 and the increased need to work from home, the slow migration to cloud-based infrastructure and applications mirrored similar big tech transitions of the past. Even though many business leaders long understood the value and operational benefits of this technology, only 20-30 percent of work was done through the cloud with plans to accelerate to 80 percent over an eight to ten year period. Now, after dealing with an unprecedented shift away from in-person productivity, those projections have been decreased to within the next three years. Even though this expedited time frame emerged from an unexpected source, business leaders are finding plenty of reasons to love the cloud beyond the collaboration perks.

We’ve narrowed the list down to our top seven:

1. **Choose Your Favorite Cloud Service** - There are multiple ways you can incorporate cloud-based services into your business or healthcare practice. The most widely used cloud application is software as a service (SaaS) because it offers a fast solution that can often be operational within hours rather than days. Infrastructure as a service (IaaS) is another popular choice because it allows your organization to upgrade your hardware without buying the equipment. Plus you get the benefit of installation from your provider so your IT team can focus on what they do best, serve your customers. Finally, platform as a service (PaaS) offers the opportunity for businesses to create their own applications without the giant price tag usually attached. Some or all of these options will boost your operations

quickly, within budget and allow you to focus your IT spend in more useful ways.

2. **Better Security** - This is something that is always a concern for every business and there have been misconceptions from the beginning about the security capabilities of the cloud. Maybe it seems counterintuitive for your data to live somewhere so ostensibly intangible but that is exactly why it's so much safer. Onsite infrastructure becomes vulnerable with out-of-date security measures mixed with user errors. Cloud providers, in contrast, are equipped with cutting-edge data security features such as access control, encryption, and consistent database monitoring. Even businesses or healthcare practices that are bound by compliance regulations such as HIPPA, PCI, or EU Data Protection can count on cloud-based technology to meet those standards. That said, if there is sensitive data that you just can't bring yourself to store in the cloud, you can choose a hybrid cloud and on-premise model that is best suited to your specific needs.
3. **Smooth Transitions** - One of the biggest worries for business leaders when making the leap to cloud-based services is the idea of downtime or technological mishaps that could curtail regular productivity. This is just another way transitioning to the cloud makes life easier than you'd expect. Your organization can quite literally "lift" the existing environments and "shift" them to the cloud. The "lift-and-shift" approach will ensure you can transition your systems at a convenient pace without disrupting your operations in any way. There is no downside when you can migrate your applications and data to secure new hosting sites in a way that suits your needs and cultivates complete flexibility.
4. **Real-Time Scalability** - When dealing with on premise infrastructure, it can be a nightmare trying to determine your storage needs, backups, and multiple other network requirements. Chances are you will either over or underestimate your hardware budget, both of which lead to major problems. Of course the former is a drain on your resources while the latter will leave you with network delays that can have a negative impact on your business. Cloud-based services allow you to only use what you need, when you need it and nothing more. That means you'll never overspend or underplan with IT services that can be adjusted in-the-moment.
5. **Reduced IT Costs with MSPs** - Beyond the money savings and scalability of cloud-based environments, SaaS, IaaS, and PaaS opens the doors wide for other more affordable IT solutions. Managed IT Service Providers (MSPs) can work with legacy infrastructures but migrating to the cloud

makes it much more simple and secure to either fully replace or supplement your internal IT team. The MSP option gives you 24/7/365 monitoring and a working partnership that often doesn't feel like an external team. At least that's true when you are able to find a reputable provider like LightPoint. With cloud-based services, MSPs can bring you an entire IT team to handle your service tickets, security, training, etc. in record time and at a fraction of the cost of hiring a team that size.

6. **Enhanced Business Continuity** - What is more important than making sure your business carries on no matter what disaster comes your way? Cloud-based services are built for business continuity in a variety of ways. No matter what massive disruption to your day-to-day operations befalls your company, the cloud can help you prepare. For example, when a busy office building became a hazardous environment in 2020 and millions of people nationwide went home to work, those organizations already equipped with cloud capabilities barely noticed the difference. Cloud environments also foster better backup for your sensitive data should it become compromised in any way. When your company or practice is facing the unthinkable, having a cloud enhanced business continuity plan can help you weather the storm.
7. **It's the Sustainable Choice** - Let's face it, it's 2021 and many companies want to reassure their customers they're doing their part to ensure a sustainable future. For those consumers who are concerned with this topic, going as "green" as your productivity goals will allow is the smart choice and for those who don't care, your sustainability efforts won't run them off. Cloud-based solutions are an easy and, as we've already discussed, simple way to decrease your company's carbon footprint. Plus, the cloud is at the forefront of building applications that are creating entire cities of the future with eco-friendly functions to help reduce waste, so enabling your organization to make small but impactful adjustments is no problem.

In Closing

When planning for the future of your business, you need look no further than cloud-based services like SaaS, IaaS, and PaaS. These innovative technologies put you on the path towards security, continuity, scalability, and sustainability at a reduced cost from any legacy environment you may be using now. The cloud brings convenience and a better way to service your consumers no matter what industry you represent. Once you've decided it is time for your business to glide into the next phase of rapid growth with cloud capabilities, what's next?

Let's go back to reason #5 on our list above. Even if you are not ready to go all in and supplement your internal IT team with a Managed IT Service Provider, they can be incredibly helpful with special projects like migrating to the cloud. Our LightPoint team can review your needs and source the right cloud services and the best provider to boost your business operations. We can eliminate even the slightest hassle from an already smooth process by taking care of all the introductory details as well as handling installation and when necessary, training your team on any new applications. For more information about how LightPoint can take your business to the next level with the cloud, contact us today!