



ammolite  
technology

# CLOUD COMPUTING

How Your Business Can  
Benefit from **IT**

A man with a beard and a woman with blonde hair are looking at a laptop screen in an office. The man is wearing a blue shirt and the woman is wearing a grey blazer over a yellow shirt. They are both looking intently at the screen. The background is a blurred office environment with a window.

# Smart Businesses are Taking Advantage of the Cloud

They say every cloud has a silver lining, and that's certainly true for today's businesses as they become increasingly reliant on IT to help grow revenues and profit.

As a business owner you're always looking to ensure you have the most effective technologies to communicate, collaborate and get work done. This is the one time when it's good to have your head in the clouds. Understanding what cloud-based computing infrastructure and software solutions can offer could help you save money, time and worry.

Read on to learn what cloud services are, and how they can benefit your business.



# What is Cloud Computing?

Before we had high-speed access to the internet from multiple devices, the business value of IT was measured by the power of the computers on your employees' desks, or in your company's data center.

But today, with laptops, tablets and cellphones providing us with multiple portals to all the information and services the web has to offer, effective business IT is much less about the software and hardware your work PC is running than it used to be.

These days we are less concerned about where the computing power we need is physically located, as long as it gets the job done. The technology to store the information and run the applications we rely on could be a bank of servers taking up a room at the office, or it could be somewhere in "the cloud" – a data center located at the other end of an internet connection.

**The cloud is essentially outsourced IT infrastructure, providing organizations with efficient, flexible, and powerful resources, but without the need to own and manage the technology themselves.**

# Examples of Cloud Computing

You are probably already experiencing the benefits of cloud computing whether you realize it or not. Everything from YouTube videos to web-based email and collaborative document sharing are all examples of cloud services.

When you subscribe to a “software as a service” (SaaS) offer you are signing up to a service that is delivered to you through a web browser (or an app on your phone) but the computer processing involved happens at a distant data center (in other words, in the cloud) rather than on our device.



## The Cloud at Work

Some common cloud computing applications or “software as a service” (SaaS) offerings you are probably familiar with using, either at work or at home:

- ❖ Email services such as **Gmail** or **Hotmail**
- ❖ **Google** productivity tools including Docs, Sheets and Slides
- ❖ Online storage solutions such as **Google Drive** and **Dropbox**
- ❖ Accounting software including **QuickBooks Online**, **FreshBooks** and **Xero**
- ❖ Email marketing tools like **Constant Contact**, **Exact Target** and **AWeber**
- ❖ Other business software such as **NetSuite** and **Salesforce**

# Types of Clouds

If an organization wants to take advantage of cloud technology, it can choose one of the three main types of cloud setups that hosting companies typically offer:

## Public Cloud

Using a public cloud means your business will be sharing data centre resources and IT infrastructure with multiple other users of the same facilities. Each party has its own servers and others are not able to access their specific network. Examples of public cloud services include [Microsoft's Azure](#) and [Amazon's AWS](#).

## Private Cloud

With a private cloud setup, organizations deploy their technology (servers, storage, and networking equipment) to a location outside of their business premises, typically a third-party data center. They effectively lease the space and equipment they require and manage their own network. Unlike public cloud offerings, private cloud technology is not shared between multiple users.

## Hybrid Cloud

A hybrid cloud combines elements of both public and private cloud offering and suits organizations who may have varying computing needs (for example, if they are expanding or their business is seasonal).

With a hybrid setup, private IT systems can be integrated with scalable public cloud resources so users can take advantage of the benefits of being able to quickly increase or reduce their cloud capacity as required.



# Business Advantages of Cloud Computing

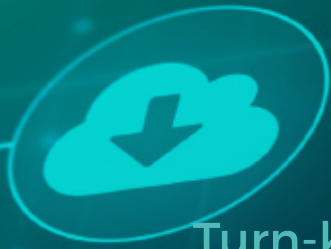
There are several potential benefits organizations can gain by migrating all or part of their IT system to the cloud.

## Cost saving

A move to the cloud can not only cut software licensing costs, but also hardware (servers and workstations) expenses and money spent on IT support and upgrades. With cloud computing, operational costs shift to the cloud provider who, through economies of scale, is able to keep them lower than if an organization incurred them at its own office.

## Access to systems anywhere at any time

As more organizations explore hybrid work arrangements, providing staff with remote access to business systems is paramount. Cloud computing facilitates that access from virtually any device, enabling the flexibility organizations need.



## Turn-key security and administration

Many cloud providers offer a turn-key solution to their cloud offerings that often includes security and network monitoring. Configuring a new physical out-of-the-box server that arrives at your office can consume a great deal of internal time. Instead of battling the complex and ever-changing security landscape, businesses can, with a click of a button, start up a new workload knowing that it is protected and proactively monitored immediately.



## Eliminates the need to maintain and replace expensive hardware

Migrating to a cloud environment means that a physical server and networking hardware aren't required. Organizations no longer have to worry about procuring servers, networking switches and additional hardware which are often very expensive. On top of this, no physical space is required for storage and resources no longer need to be allocated to server maintenance.

## Automated backup and disaster recovery

Office-based servers are vulnerable to numerous threats including viruses, human error, hardware failure, software corruption and physical damage in a disaster. Cloud service providers offer platforms that are far more robust and secure than most business networks because they can utilize economies of scale to invest heavily into security, redundancy, and failover systems, making them far less likely to go down.

## Staffing level flexibility

For businesses with a seasonal workforce or high staff turnover, cloud computing can help lower the costs of setting up new accounts and often makes the onboarding and offboarding process much faster.

# Questions to Consider

While cloud services and SaaS solutions can offer significant benefits, before committing, there are a range of questions you need to ask providers to ensure your business, and its priceless information, stays safe.


## What security measures are in place whenever a mobile device or laptop is lost or stolen?

Remote work and mobile devices mean your cloud-accessible data is potentially at risk if an employee's laptop or phone is lost or stolen. Make sure you understand the options you have to avoid data loss or theft if a device goes missing.

## Who outside of my company will have access to my data?

Your organization has a responsibility to the customers and clients who have entrusted you with their personal or business information. This responsibility extends to how that data is handled by any cloud provider you share it with, so make sure you have a clear understanding of who can access what.





## With what frequency is my data backed up (and where is it backed up)?

From power outages to cyberattacks and natural catastrophes – disaster can strike at any time, including to cloud service providers. Ensure you understand what provisions your providers have in place and that you have a plan for dealing with the unexpected, which does not simply include relying on your cloud provider.

## How are services priced and can I expect any surprise costs?

One of the challenges of cloud deployments is understanding what you are paying for. Ensure you are clear on all costs your cloud provider will be charging, including any additional fees which may not be obvious at the time of signup.

## Where is my data actually located?

Many businesses have industry regulations coupled with local and federal guidelines and regulations specifying where data can and can not be stored. It's therefore important to understand your cloud provider's practices ensuring all requirements are met.



# Plan Your Move to the Cloud

Now you are familiar with cloud computing, and the advantages it can offer, consider how your business could benefit from it. As with any business transformation or investment, it pays to talk to experts to gain a full picture, along with the specifics for your situation before making the decision on migrating to the cloud.

At Ammolite Technology we pride ourselves on being a full-service technology partner, offering consultant services, managed services and procurement. With access to over 700 vendors, our reach allows us to offer expert advice, present multiple quotes and offer competitive pricing on hardware, software and licensing.

## Make the Transition Even Easier

Ammolite Cloud is our custom solution for making cloud migration even easier. Ammolite Cloud is a cutting-edge cloud experience, backed by the capabilities of a state-of-the-art data center, that enables small and medium-sized businesses to scale rapidly. This environment allows our clients to access their computing resources from anywhere, any time, and gives them the capability to provision new resources in a matter of minutes.

We'd love to tell you more about Ammolite Cloud and discuss the other cloud services we can help you deploy.

Contact us today at [info@ammolitetech.com](mailto:info@ammolitetech.com) or [\(587\) 318-1635](tel:5873181635) for more help today!

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