



CLOUD COMPUTING EXPLAINED



So, what do we think is cloud computing? In its simplest form, it is IT-as-a-Service. Instead of building your own IT infrastructure to host databases or software, a third party hosts them in its large server farms. Your organisation has access to its data and software over the Internet which in most IT diagrams is shown as a cloud.

Five key benefits:

- **Cost Efficient** - your cloud provider will host services for multiple companies; sharing complex infrastructure is cost-efficient and you pay only for what you actually use
- **Quick** - for more complex software and database solutions, cloud computing allows you to skip the hardware procurement and capital expenditure phase
- **Up-to-date** - most providers constantly update their software offering, adding new features as they become available
- **Scalable** - if your organisation is growing fast or has seasonal spikes, you can go large quickly because cloud computing systems are built to cope with sharp increases in workload
- **Mobile** - Cloud computing services are designed to be used from a distance, so if you have a mobile workforce, your staff will have access to most of your systems on the go

In other words - information technology becomes a utility, consumed like electricity, water or gas. Plus, bear in mind, cloud computing is not new – many of us are using the cloud already, through services like Hotmail, Flickr, Blogger, Facebook and iTunes.

CLOUD COMPUTING SERVICES

Easy to use and simple to pay for, cloud computing services are available anytime and from anywhere. Moreover, they eliminate unnecessary investment and reinvestment in hardware, software and ongoing maintenance. These technologies can help you:

- Improve your service levels
- Increase your business agility
- Increase your financial predictability
- Reduce your costs without CapEx investments

One of our long-standing Preferred Suppliers, Phoenix Software, is able to deliver the following to enable you to understand the full benefits of cloud computing:

- Evaluation of your requirements
- Business case and justification for migration to the new infrastructure
- Migration plan for moving services
- Consultancy to deliver application deployment and migration of data
- Remote support and fully Managed Services

FIND OUT MORE

For further information on cloud computing and how it could be of benefit to your organisation, contact Phoenix Software on **0845 265 1265**, email info@phoenix-es.co.uk or visit www.phoenix-es.co.uk/cloud-computing



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