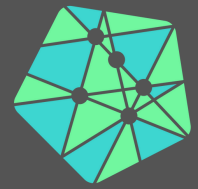


11 KEY BENEFITS OF CLOUD COMPUTING



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Benefit#1 Time saver. With cloud computing, time investments for getting the system up and running are minimal. There is no equipment to set up and there is no equipment to maintain. Cloud providers handle the maintenance of physical components, as well as security and software updates.

Benefit#2 Instant access to critical data. One of the most time-consuming bottlenecks in business today is getting data into the hands of team members who need it right now. With cloud computing, every person in your company has access from devices they already use, anywhere they need it. Your team is up to speed at all times, which ensures faster collaboration.

Benefit#3 Little to no upfront investment in tech. There's no hardware or equipment to buy, no software to install, and no licensing fees.

Benefit#4 Faster recovery. Cloud computing providers offer redundant storage (generally in multiple data centers), bolstered security, and faster recovery.

Benefit#5 Simplified scalability. You only pay for what you need. Add tools and resources for a growing team or scale back when you need to.

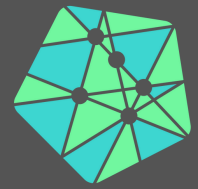
Benefit#6 Improved internal communication. Align company objectives using messaging resources across your various business platforms.

Benefit#7 Improve overall efficiency. While time savings boost productivity, and by extension your bottom line, cloud computing has financial benefits that are more direct.



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Benefit#8 Improved Data security. With cloud computing, security is handled by your provider both online and physically at their data centers. Customer security is the foundation of customer success, so the company continues to implement the best possible practices and technologies in this area.

Benefit#9 Redundant storage with ease. Cloud computing providers offer redundant storage options that greatly reduce your risk of loss. All data and services are stored on multiple servers. If one server has an issue, a redundant server immediately takes over so your website or IT infrastructure sees no downtime. The power of cloud computing is amplified when paired with mobile technology.

Benefit#10 Advanced analytics with ease. One of the aspects offered by leveraging cloud computing is the ability to use big data analytics to tap into vast quantities of both structured and unstructured data to harness the benefit of extracting business value.

Benefit#11 Sandbox with ease. One of the best scenarios for the use of a cloud is a test and development environment. With cloud computing, there are now readily available environments tailored for your needs at your fingertips. This often combines, but is not limited to, automated provisioning of physical and virtualized resources.



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