

The Cloud Computing Advantage

5 Reasons to Choose Cloud Computing



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Introduction

For most businesses today, technology is the game changer that can determine success or failure. As such, it is important to choose the right mix that fits existing needs and future requirements.

Best-in-class business applications and customer data solutions used to be 'nice-to-haves' but they are now critical tools necessary to achieve success in today's increasingly data-driven business landscape.

Choosing and implementing the right technology and platform to invest in, is a major decision that requires serious consideration.

To implement cutting-edge business applications and customer data solutions, businesses nowadays can choose between two technology platforms.



On-premises servers



Cloud-based services

And when choosing between the two, there are five criteria that businesses will need to carefully consider.

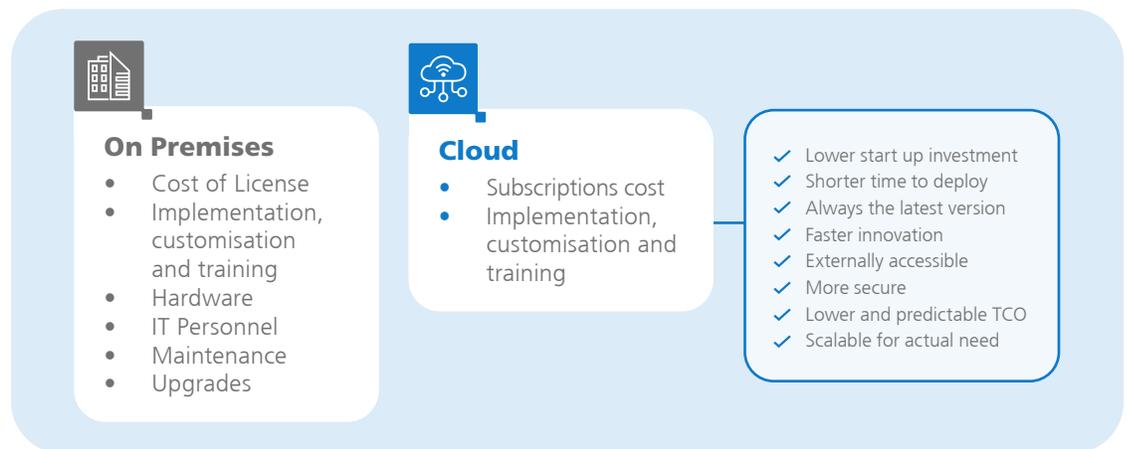
5 Questions to Ask When Choosing a Business Application and Customer Data Platform

- 1 Cost** – How much will it cost you?
- 2 Human Resource** – Will you require additional resources and skillsets?
- 3 Hardware** – What hardware will you need?
- 4 Productivity** – How will it increase your overall productivity?
- 5 Security** – Will it be able to keep your business and customer data secure?

Between Cloud and On-Premises

What should you consider when choosing between cloud and on-premises options for your business applications and customer data platforms? In this section, we compare what each option has to offer.

On-Premise vs. Cloud¹



Complexities of on-site servers

When you host business applications and customer data on your premises, you will need to physically house the actual servers, as well as other related IT equipment. You need to prepare the physical space and provide suitable conditions in which the equipment can function optimally. Since servers require cool temperatures, you can expect high energy bills as part of your operating costs.

In addition to that, you have to think about other considerations such as:

- Hardware maintenance
- Server and power redundancy
- Data backups
- Software upgrades
- Disaster recovery
- Security

All of the above require specialised hardware and skilled personnel, which translate into higher costs. Furthermore, the extra layers of complexity associated with hosting on-site servers may adversely impact productivity as team members are required to take on additional maintenance tasks.

Additionally, with all your applications and data in one central location, you may be exposed to greater security risks. Keeping all your eggs in one basket, so to speak is not necessarily a good thing in our increasingly competitive age where hacking and industrial espionage has become commonplace.

¹The Cloud: A Transition Worth Investing. (2020) Groupe AZUR.

Unlocking greater performance with the cloud

Running business applications and storing data in the cloud can free businesses from having to dedicate physical space and the required expenses to house on-premises servers. This can help businesses scale to adapt to changing conditions, offering agility and flexibility without having to worry about hardware, personnel, or maintenance.

Outsourcing hosting to a trusted managed service provider like Ricoh can help reduce the resources and diligence needed to ensure security for your operations. While using the cloud does not automatically ensure security, it will allow you to leverage the certified personnel and cybersecurity capabilities fielded by reputable providers.

And as an added benefit, your costs are conveniently consolidated into a single subscription fee, where you only pay for what you use. This will allow you to enjoy the benefits of secure, flexible, and agile operations, without substantial investments.

Using cloud resources can help you unlock business agility, improve security, and lower operating costs. All these can help resolve business challenges so you can focus on what is important—keeping your customers happy and running your business efficiently.



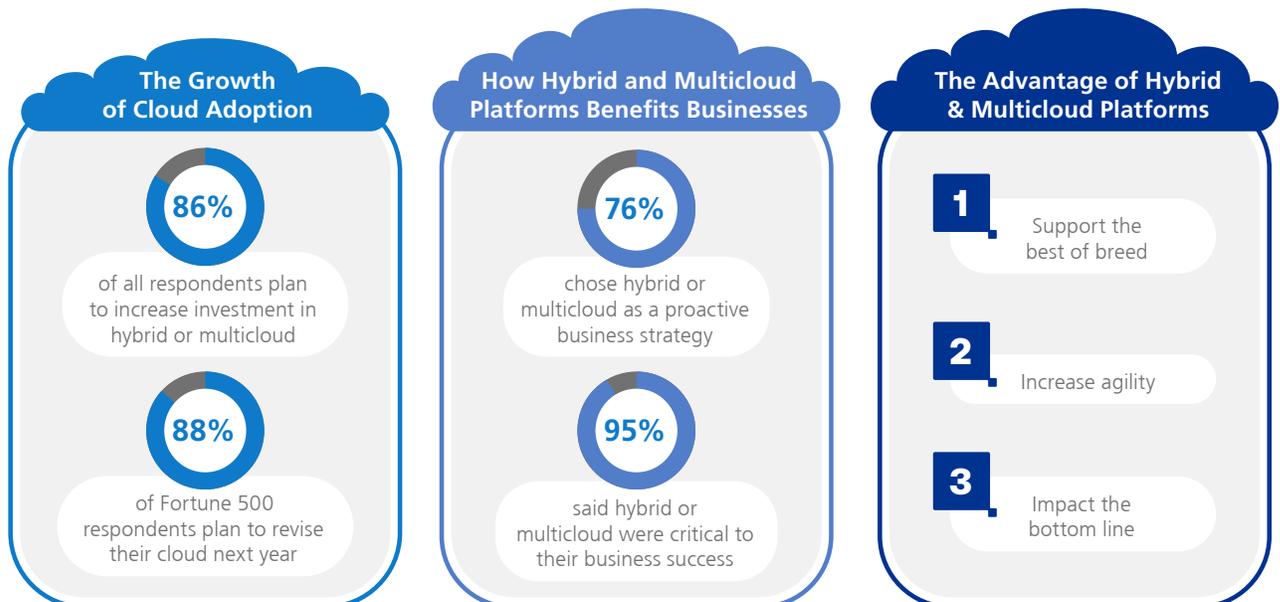
What the Data and Experts Say

In this section, let's take a look at the benefits of the cloud from the viewpoint of experts and business professionals, based on the results of recent studies and hard-earned real-world business experience.

In a recent poll among professionals familiar with cloud technology, most agreed that cloud computing best solves today's complex business needs and improves the bottom line. They also believe that cloud solutions are a proactive business strategy that supports best-in-class technologies and is critical to future business success.

Cloud adoption is projected to grow with more and more businesses planning to increase investments in the technology platform in the coming years. This follows an increasing number of businesses and experts who believe that cloud solutions can provide better agility and resiliency for businesses in the face of changing business landscapes.

Benefits of Cloud Technology*



*Based on survey responses from 510 professionals familiar with cloud technology²

²Chapple, E. (2022). Cloud trends show customers increasing investments in hybrid and multicloud. Microsoft.

5 Benefits of Cloud Computing

To dive deeper into the matter, here are five good reasons why choosing cloud computing is beneficial. Clear benefits that certainly make cloud migration worth considering, and very attractive to implement.

1

Promotes ESG and lowers costs

An advantage of managed cloud services for the ESG-conscious is a lower carbon footprint from its inherent energy savings. This is good for the planet and your bottom line.

The reason is that cloud providers can ensure environmentally friendly operations by consolidating the servers and resources needed for their operations, thereby being more energy efficient.

This results in lower carbon emissions and better resource management. What's more, with cloud solutions, you'll only pay for what you need with no upfront hardware costs. Whereas hosting your servers means that you will have to invest in hardware, which you may not be able to fully utilise, wasting both funds and energy.

Cloud computing is also scalable, so you can easily scale up if your business grows or scale back if there's less demand. This makes your business more agile and better able to adapt to changing conditions.

2

Reduces in-house IT needs

Housing your applications and data in the cloud reduces the need for full-time IT experts, as cloud computing services don't require you to conduct maintenance or upgrades. In one swoop, you can eliminate the need for in-house personnel expertise, and resources. The best part is that you still have access to IT professionals from your cloud provider for a fraction of the cost.

This reduces both your manpower costs as well as your human resource commitments, allowing you to recruit and retain talents that can be employed in other areas like marketing and sales that are more geared towards revenue generation.

**3****Reduces hardware footprint**

Setting up on the cloud is relatively easy, as it doesn't require investing valuable funds into specialised IT devices, equipment, or servers. All you will need is a secure internet connection and computers.

You can use the freed-up real estate for other business activities or cut back to save on rental, utility bills, and building maintenance.

Beyond just savings from the initial hardware investment and reducing your real estate commitments, any repairs and upkeep for the required equipment will be borne by your cloud service provider, which will save you more money as well.

4**Increases productivity**

Cloud platforms are inherently built to offer easy access to best-in-class technologies and connectivity.

Whether your team members are working from the office, from their homes, or even remotely from halfway across the world, they can be connected with their colleagues and stay productive.

The built-in protection and backups inherent to the cloud also help to minimise disruptions and downtimes, leaving more time for your team members to get work done.

All of this will help your employees use resources efficiently, collaborate better, and improve performance.

5

Enhances security

Statistics show that one in every four businesses surveyed fell victim to cyberattacks in 2021 alone.

This means businesses stand to benefit greatly from powerful cybersecurity solutions that safeguard their business operations and data. In fact, they are a necessity to avoid the potentially catastrophic results of malicious hacking and data theft.



43% of cyberattacks target SME businesses

1 attack every **10 minutes.**

Source: [Small Business Trends, 2021](#)³

Most businesses simply can't match the level of security offered by reputable cloud solutions providers, who operate at scale. This is because mounting a robust cybersecurity layer requires a substantial investment in expertise and equipment.

This is where cloud services come to the rescue, allowing businesses to enjoy the latest security features like network segmentation, virtual servers, secure encryption, and built-in firewalls, at a fraction of the actual cost.

They employ certified cybersecurity professionals to continuously monitor your systems as well as improve security measures to protect against malware, system intrusion, and other threats.

The cybersecurity resources and expertise offered by cloud providers can also help you implement the 8 essential cybersecurity measures that industry experts recommend for a secure operating environment.

³Sophy, J. (2021) 43 Percent of Cyber Attacks Target Small Businesses. Small Business Trends.



8 Cybersecurity Essentials⁴



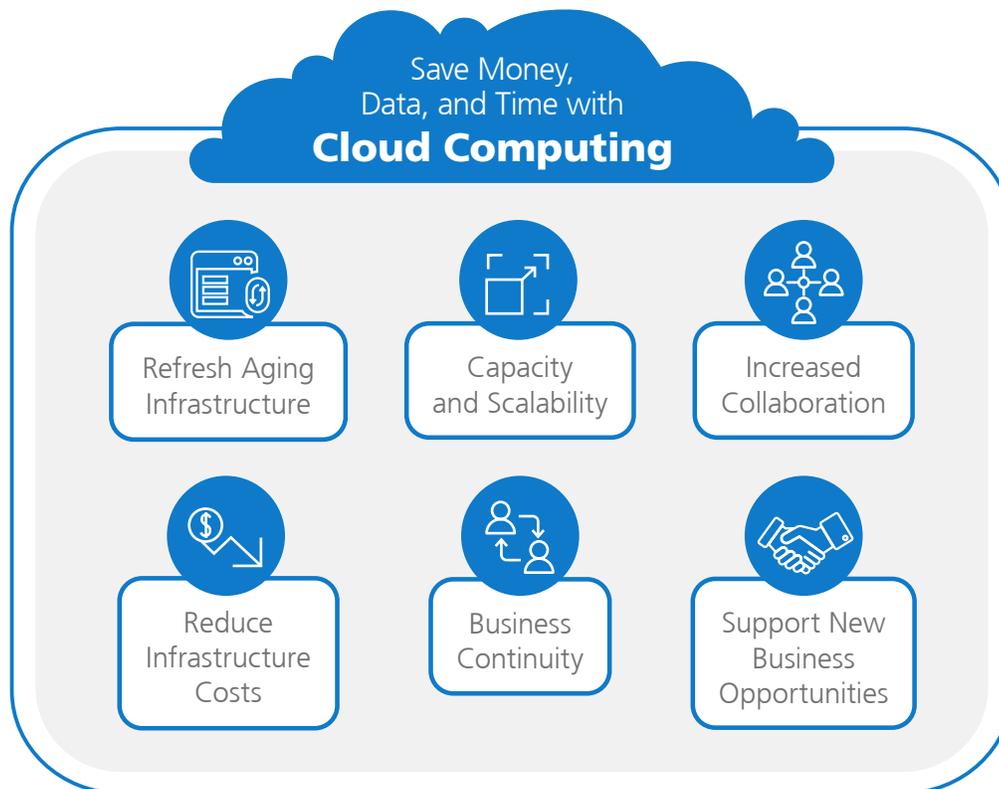
⁴Essential Eight Brief. (2023) IRIS IT.



Moving to the cloud

Hosting business applications and customer data on the cloud has been proven to deliver the best results for today's businesses. Moving to the cloud will give your business access to flexibility and advantages that will empower business success.

Advantages of Cloud Computing⁵



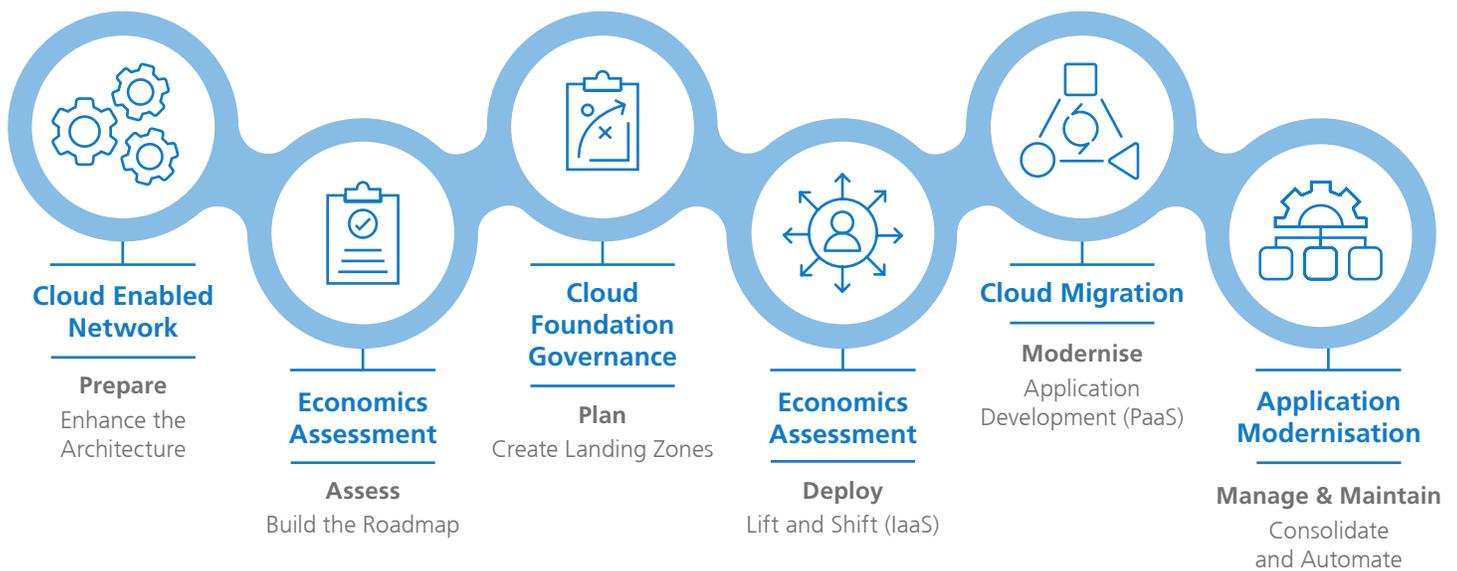
While the advantages and flexibility provided by the cloud make it attractive for businesses to consider, migrating to the cloud may appear complex and daunting to some. But that doesn't have to be the case.

⁵Garg, Aryan. (2022). Getting Started with the Microsoft Azure Web App. Analytics Vidya.

A smooth migration to cloud computing requires a proper and well-thought-out plan. At Ricoh, we have helped many businesses, large and small, to make the transition and have developed our experience into best practices for your benefit.

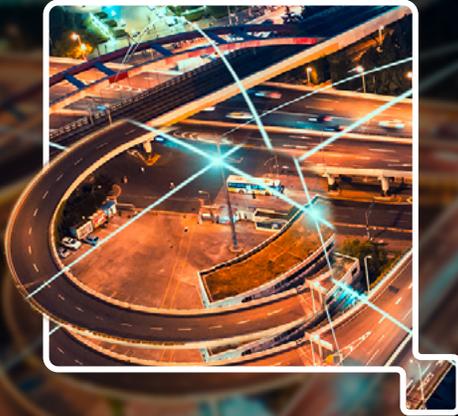
We have documented our experience over the years and used them to form a high-level cloud migration journey framework, which you can refer to below.

The Cloud Migration Journey⁶



⁶The 6 Major Stages of a Successful Cloud Migration. (2021) CORE BTS.





Why Ricoh?

You need a good plan when it comes to implementing cloud solutions but a plan is only as good as its execution. To ensure a seamless transition and success, it is best to seek a cloud solutions partner with proven capabilities.

Whether it's public cloud, hybrid cloud, and multicloud solutions, Ricoh can provide you with the knowledge and expertise from our years of cloud migration experience. Let's get you started on your journey to the cloud, so you too can enjoy the benefits and advantages that it brings.

Contact us now, so we can help you get on the cloud.

Learn how Ricoh can help you simplify your transition to the cloud—so you can Focus on Forward.

LEARN MORE



Learn more about our Cloud & IT Infrastructure and Cybersecurity solutions at [ricoh-ap.com](https://www.ricoh-ap.com)

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