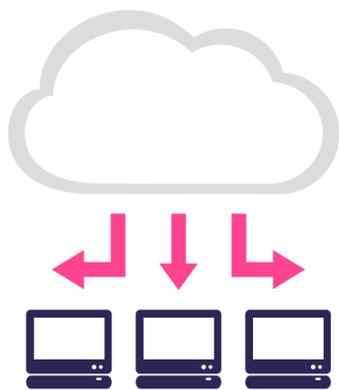


# Cloud computing FAQs

Cloud computing is changing the way businesses all over the world operate. So, what is it and how could it benefit your business?



## 1 What is cloud computing?

Basically it means using remote servers hosted online to store, manage and process data, as opposed to a local network server or your personal computer. Data is usually sent and received online via a secure, encrypted connection.

## 2 Why do businesses use cloud computing?

Some use it to manage their accounts, access customer relationship management software or to back up their data. Others use cloud-based email solutions or project collaboration tools. Sometimes it's used simply to share files.



 Download our **FREE guide to cloud computing**

### Did you know?

The term "cloud computing" was reportedly first used in 1996 by then US computer manufacturer Compaq

Source: **MIT Technology Review**



## 3 How do you use cloud computing?

You access software or services by logging in online via your browser, inputting your username and password. It's available any time, wherever you have reliable internet access, whether using a desktop computer, laptop, tablet or smart phone.

## 4 What key benefits does cloud computing offer?

Greater efficiency and productivity; possibly reduced costs and better security, too. It's ideal if those working remotely need to access data. You don't have to buy expensive hardware, you can buy more capacity when required and critical data won't be lost should your premises suffer a serious burglary, fire or flood.

 See our infographic – **10 ways the cloud can improve your business**



### Did you know?

The **Cloud Industry Forum** estimates that 63 per cent of UK businesses are planning to "move their entire IT estate to the cloud in the near future"



## 6 How much does it cost?

It varies. You're likely to be charged a monthly fee based on the cloud-based software or services you use. Sometimes annual subscription fees are payable.

## 7 What are the key risks?

If your data is not held safely, it could get lost. If it's not held securely, an unauthorised person could gain access. You need to pick an experienced, trustworthy and reliable cloud service provider.



 See our infographic – **Staying safe in the cloud**

### Did you know?

More than three quarters of businesses using the cloud use two or more services and store an average of 29 per cent of their data in the cloud

Source: **Cloud Industry Forum**

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