

Top 5 Reasons to Migrate to the Cloud

72%

of SMB decision makers say that **technology solutions can help them run the business better** ²

5

It's scalable

The sky is truly the limit! Add cloud capabilities at your own pace. Respond quickly to changing business requirements with the ability to add capacity during peak seasons and reduce it when you need less.

48%

of businesses say new technology will influence growth over the next 3 years – **the cloud can help achieve that** ¹

94%

of SMBs appreciate **the upgrade in security** that comes from adopting the cloud ³

4

It's secure

Built-in security features encrypt and protect your data. Always get the latest security updates and protect applications and data from threats and ransomware. Security health monitored across your entire environment.

43%

of companies question whether their organization can identify and report a breach within 72 hours ⁴

74%

of enterprises describe their strategy as **hybrid/multi-cloud** ⁶

3

It's flexible

Adapt to an ever-changing business environment. If your company is growing or has fluctuating capacity requirements, you need flexibility that can scale IT resources quickly and cost-effectively.

42%

of companies say **access to data anytime, anywhere**, is the main driver for cloud adoption ⁵

56%

say their digital improvements **have already enhanced profit** ⁸

2

It maximizes business value

Spend less time running servers and more time running your business! Operate the server and storage infrastructure so you can focus on the apps and data that add value to your customers & employees.

Top reasons to adopt the cloud:

- **Disaster recovery (38%)**
- **Flexibility (37%)**
- **Relieving IT staff's job (36%)** ⁷

47%

of enterprises surveyed cited **cost optimization as the primary reason to migrate** ⁷

1

It's cost effective

Pay less and get more! Run any part of your business in the cloud – on your terms and timeline. Pay only for what you use, when you need it. Pay a predictable rate for always-on critical services.

Average savings from cloud migration

15% on all IT spending ⁷

¹ <https://images.forbes.com/forbesinsights/cox-business/coxInsights.pdf> ² https://www.smb-gr.com/wp-content/uploads/2017/01/2017_top_10_final.pdf

³ <https://info.microsoft.com/rs/microsoftdemandcenter/images/driving-growth-together-small-businesses-and-cloud-infographic.pdf>

⁴ <https://econsultancy.com/companies-around-the-world-are-worried-about-the-gdpr-study/> ⁵ <https://www.sysgroup.com/resources/blog/10-cloud-computing-statistics-2018>

⁶ <https://medium.com/@jaychapel/multi-cloud-hybrid-cloud-and-cloud-spend-statistics-on-cloud-computing-ba4c194d2e10>

⁷ <https://hostingtribunal.com/blog/cloud-computing-statistics> ⁸ <https://enterpriseproject.com/what-is-digital-transformation>