

# THE BENEFITS OF LOCAL CLOUD

Find out how a local cloud service provider can help you.







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# INTRODUCTION

Migrating your company's systems to the cloud is a big decision; it isn't one that any company should make lightly.

However, just because your data is now "in the cloud", doesn't mean you don't have to worry about where it's located. Your data's physical location needs to be a crucial consideration, as it has the ability to impact business performance and your company's bottom line.

Before assuming that a big cloud solutions cloud service provider is the best option for your cloud storage, consider looking to a local cloud services provider.



# SO... WHERE IS THE CLOUD?

What is the cloud? Where is the cloud? These are all questions you've probably heard or even asked yourself at some point.

Cloud computing is shaping the future of the workplace, and yet for many businesses this is an area that still generates a fair amount of confusion.

It is important to understand how cloud software is different from traditional, on-premise solutions:

- Cloud-based software is hosted on a third-party's servers - usually that third party is the software cloud service provider - and accessed through a Web browser.
- On-premise software is installed locally on a company's own computers and servers, meaning the software can only be accessed on specific machines.

Whether your company is using an on-premise solution or a cloud-based solution, the data and application must be installed on a physical server somewhere. Cloud technology just means that physical location of the server won't be managed by your business.

“Cloud is about how you do computing, not where you do computing.”

*Paul Maritz*

2017 will see companies spending

# 28%

of their IT budgets on cloud computing.

*According to 425 Research.*

# 51%

of big & midsize companies are planning to increase their investment in cloud technology.

# By 2020

a corporate no-cloud policy will become as rare as a no-internet policy is today.

*According to Gartner Inc.*

# WHY BUSINESSES ARE MOVING TO THE CLOUD

The cloud is revolutionising the way we use technology. It has the power to deliver unparalleled business efficiencies, cost savings and enable your business to scale. Some of the key benefits to using cloud-based solutions are:

1. **Low cost of entry** - When compared to an on-premise software installation, cloud software often comes with a significantly shorter and low-cost install phase.
2. **Predictable ongoing software costs** - Generally cloud software is available on a monthly or annual subscription, allowing companies to plan for the short and long term.
3. **Improved Collaboration** - Teams are able to share and edit information instantly. This means employees can work on projects in real time, just as if they were in the same room.
4. **Work From Anywhere** - The only requirement for accessing cloud technology is a device and an Internet connection. Employees from across the globe can share data with their organisations and receive instant feedback.
5. **Scalability** - The servers used by cloud service providers use have near infinite storage and download capabilities. As companies grow, they won't be held back by their storage requirements, download speed or bandwidth caps.
6. **Stay Up To Date** - All cloud software updates are completed by the cloud service provider. As new applications, features and functions are released they will be made available to customers with minimal on their part.
7. **Security** - When you store your data in the cloud, your data gets backed up in multiple locations for maximum security. Cloud technology also uses data encryption and authentication measures to ensure only the correct respondents and users can receive and understand your data.
8. **Environmentally Friendly** - Because businesses only pay for the data storage they need, this efficient use of resources not only saves money, but reduces a firms carbon footprint by lowering their energy consumption.



In 2015 the worldwide cloud computing market grew **21%\***

*\*According to Synergy Research Group.*

# THE LOCAL DIFFERENCE

## Why your business needs to start caring about the physical location of your data.



With the game-changing benefits that come with moving to the cloud, it's not surprising that up to 85% of businesses now have a multi-cloud strategy in their organisation. However, many businesses are still wary of cloud technology, and often turn to big name cloud software cloud service providers who they believe will reduce the risks associated with this change.

The majority of these large organisations use data servers located and managed off-shore, and what many businesses don't know is that this distance can cause many issues when working in the cloud. Whilst it may seem more comforting to rely on the distant services of a larger organisation, there is a multitude of benefits that come with the services of a local cloud provider.



### 1. ENJOY LOCALISED SUPPORT

Companies often choose off-shore cloud hosting to save on cost. However, the low price-point is often also reflected in the services they provide. Not only can they lack knowledge of local systems and technology, but language and cultural barriers may come into play.

One of the key benefits of working with local Australian cloud providers is the level of hands-on support provided.

The level of support afforded by a local cloud provider will be far more locally relevant and useful than what can be provided by overseas cloud-providers.

Working with a smaller, local provider will put you in touch with experts who know your company, understand how you operate, and value you as a customer.



### 2. AVOID THE RUN-AROUND

Unfortunately, when working with larger cloud service providers, it's unlikely you will have a direct line to the relevant IT professionals when troubleshooting major issues.

Reaching out to offshore cloud service providers can be a slow and frustrating process; often their goal is to resolve your issue in the fastest way possible, though it may not be the most effective or appropriate. Customers often find themselves directed to customer service teams who lack knowledge on specific technical issues.

By offering phone or in-person support, a local cloud service provider can ensure your business is running with the most suitable information and software.





### 3. FASTER SERVICE & LOWER FAILURE RISK

While overseas servers may work perfectly in their country, there are no guarantees this service will work just as well in other countries.

Using the servers of an off-shore company means more connections and information interchanges are required. The further data has to travel, the more opportunities there are for failure.

When working through local servers, these points of failure are removed and the number of interchanges required is reduced. Information travels much faster on local networks, and therefore data is sent quicker, websites and applications load faster.



### 4. FASTER SERVER UPDATES

Timezone differences can make dealing with overseas cloud hosts extremely difficult.

Overseas hosts will update their servers and websites at a time tailored to their country. This means that the servers downtime may be your businesses trading hours, impacting your employees ability to do their jobs.

Different timezones can mean a miss-alignment of trading hours. Unfortunately this means fixes, support or answers may not be available until the next day.



### 5. SAFE DATA LOCATION

When applications are accessed and data is sent overseas, you can never be sure as to where your data is, where it is stored, and how secure it is.

Using a local server gives you the peace of mind to know that your data and information is always close by, and significantly reduces any chance of your data being intercepted or accessed by unwanted parties.



### 6. STAY LEGAL & ETHICAL

Working with local cloud service providers will ensure your business is working with systems that are compliant with the local ethical expectations and legal regulations.

Australian cloud providers will be more familiar with the way local businesses operate and will ensure local legal and ethical standards are met. Bandwidth, storage and processing speed will also all follow local compliance policies.

# OUR LOCAL CLOUD

For most of our customers here at Presence of IT, ensuring the security of their company's cloud systems and data is top of mind. In response to these concerns, we provide many of our customers local cloud hosting services.

## Presence of IT's local cloud customers enjoy:

- Services hosted and supported in Australia
- Access to a team of local cloud experts
- High performance cloud architecture
- Lower latency than international alternatives
- Locally compliant hosting and services

If you're interested in the benefits and peace of mind that comes from knowing your data remains here in Australia, ask us how we can help by calling **1300 66 55 03** or email us at [workforce@presenceofit.com.au](mailto:workforce@presenceofit.com.au)

“Digital transformation is not just a trend... It is at the core of business strategies spanning all industry segments and markets... Over the next five years, investment related to digital transformation will drive a sizeable portion of growth in technology markets.”

*Jen Seiger, Worldwide Partner Group*





### About Presence of IT

Presence of IT is a leading consultancy and provider of the world's foremost Human Capital Management and Workforce Management solutions. We provide thought leadership, strategy, process improvement, software selection advice, implementation, hosting and operational support services to many of the world's largest private and public sector organisations. Our strength is in the excellence of our people and our focus is on our clients. This focus has seen us evolve into a global organisation to better support our customers in their respective markets, the world over.

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