Newsletter

Why Small Business is Making the Massive Move to the Cloud

According to a report at Intuit, the company that brought us Turbo Tax, nearly 80% of small businesses will have fully adapted to cloud computing by 2020. For a small business operating with limited budgets, one of the most obvious benefits of driving the move to the cloud is reduced IT costs. Virtualization with the cloud means organizations can maximize existing hardware, allowing them to do more with less. IT savings are realized in several ways, including:

- Reduction in required rack space
- Decrease in power usage
- Lower IT requirements for maintenance and installation
- Reduced costs for upgrades and tech support
- Eliminate the recurring need to purchase new software

Reducing cost is a fundamental motivator for any savvy business owner. However, a recent report at Business.com might be the tipping point for those still on the fence about migrating their small business to the cloud.

Small Businesses Double Profits by Switching to the cloud

Business.com reported in 2017 the results of a study by software company Exact in collaboration with PB7 Research. Beyond savings in IT cost, the study showed surprising results for companies that adopted the cloud. Not only did they double profit margins, but these companies increased revenue growth by 25%. Bear in mind that these represent the overall average results. Many companies reaped an even larger return on an investment after moving to the cloud.

So how did the cloud work its magic to achieve these incredible numbers?

Increased Productivity with the Cloud

Accessibility

The days of one computer-one server are far behind for businesses who have adopted versatile cloud technology. Employees can access information and software anytime and anywhere, using their favorite devices. Adding mobility so employees can achieve productive results in or out of the office has a significant positive effect on the bottom line.

Versatility

In any successful business, growth happens. The cloud allows a business to expand application resources and data storage capabilities without heavy investment in on-premise hardware and the human resources needed to keep them online.

Upcoming Events

Webinar: Cyber Insurance to Protect Your Business
August 11, 2020

Webinar: Creating a Highly Productive Remote Environment
September 1, 2020

Webinar: Your IT as a Business Journey
September 22, 2020

Digital: Cybersecurity Panel Discussion
October 22, 2020

For more information on our upcoming events, please visit https://www.tcsusa.com/events.

Conversely, in the case of a downturn in the economic cycle, a business doesn't find itself covering the cost of idle resources.

Scalability in the cloud allows the increase (or reduction) of the virtual machine capacity created to handle business applications. When required, a "scale-up" (scaling vertically) can be achieved by increasing the virtual machine's size. Another option would be to "scale-out" (scaling horizontally), where additional virtual machines are created to divide the increased load between them.

This versatility gave rise to the term "computing on-demand". The cloud's virtual machine concept opened the doors to super-computing for machine learning and artificial intelligence development by independent tech companies who couldn't otherwise access the massive computer resources required for these endeavors.

Cloud Security

Skepticism concerning security on the cloud may have deterred some small businesses from moving in the past, but cloud providers have long since responded to the issue. "Secure Cloud is no Longer an Oxymoron" is the title of a 2017 Business.com article. The article points out that these days security does not need to be a primary concern as long as executives put effort into choosing appropriate architecture and security options, and vetting potential vendors.

Small Businesses Go Head-to-Head with Major Corporations

Cloud platforms and plug-in services can allow small businesses to reach markets once accessible to only major corporations, according to the Intuit study. The study cites AirBnB, which provides a community infrastructure that allows individuals to access a mass market.

With significant IT savings, doubled profits, increased revenue, enhanced security, and expanding strategic opportunities for small businesses, the question small business executives are asking now is, "How soon can we move to the cloud?"

At Total Computer Solutions, we know that a company's network infrastructure is only as strong as its support, and we provide trusted, timely service and support for any scenario. Still wanting advice on the benefits of the Cloud and how to protect data stored there? TCS can guide you in the right direction with no obligation, give us a call at (336) 804-8449.

If you would like to receive our newsletter digitally, please email alimbers@tcsusa.com.

What Data Management Service is Best for Your Hosted Needs

Whether you are a business owner or an IT professional, you are keenly aware of the critical importance of a reliable and cost-effective IT infrastructure. However, in today's fast-paced and competitive market, you may not have the time and resources needed to implement and maintain data hosting solutions 100% in-house effectively. If that is the case, what options are available to you? Hosted and Cloud services are two enterprise solutions that can provide significant benefits to your company.

What are the Differences?

Hosted and Cloud services are similar yet distinct outsourced services for your data management needs. They are similar in that they are both off-premise solutions, and both require Internet access to be successfully utilized. However, there are significant separations in their implementation.

- *Hosted services*, or dedicated hosting, refer to a business solution where your server is located off-premise in a data center but dedicated solely to your organization. Usually, data servers are not only housed but also managed by a 3rd-party provider. These services include SaaS, PaaS, and IaaS components; in other words, this solution consists of all of the hardware, software, and infrastructure needed for successful data storage and networking. Thus, you are not tied to a bloated in-house IT support staff and do not have to dedicate a vast amount of resources to the infrastructure's management and maintenance.

- *Cloud services* go one step beyond dedicated email hosting. Instead of using one or more dedicated servers, Cloud-based hosting draws from multiple servers across the data center to create a shared virtual environment for all the components of your data infrastructure. Basically, instead of relying on the durability and performance of one piece of hardware, Cloud hosting spreads the workload across multiple pieces of hardware, thereby reducing the chances of total system failure and allowing for faster load times, greater flexibility, and greater scalability.

With these differences in mind, what are the advantages and drawbacks of each solution?

Pros and Cons of Hosted Services

Hosted services provide some advantages, including:

A high level of security. Using one dedicated server can decrease the network's susceptibility to malicious attacks.

- *3rd party management.* Outsourced experts remove the burden of regular maintenance and frequent analysis, allowing your company to focus resources elsewhere.

- *Predictable costs.* Generally speaking, the costs of dedicated hosting are predictable and, therefore, easy to budget.

Some drawbacks of hosting services include:

- *Less scalability.* Because traditional hosting is primarily hardware-based, there is much less flexibility to scale usage and performance according to business needs.

- *Higher costs.* Even though prices may be predictable, with the need to maintain a dedicated server or dedicated servers instead of a streamlined virtual environment, costs will most likely be higher than with Cloud-based services.

Pros and Cons of Cloud-Based Hosting

Cloud-based hosting can be a highly cost-effective and efficient way to manage your data. For instance:

- Cloud services provide *increased scalability and flexibility.* Because hardware components are not a limiting factor with the Cloud, your company can adapt storage, usage, and performance requirements dictated by current operational needs.

- *Security* in the cloud has dramatically improved over the years, to the point that according to Business.com, Cloud security "should not be a concern."

- Cloud-based hosting can also *reduce costs and increase profits.*

There are a couple of perceived downsides to Cloud services.

- Companies running legacy applications may have some difficulty transitioning to Cloud-based hosting.

- Some business owners are wary of sharing computer resources with other companies.

Making an Informed Decision

If you are considering Hosted or Cloud services, it is vital to make an informed decision. Often a hybrid of the two brings the best results. At Total Computer Solutions, we offer both traditional hosting services, as well as cutting-edge Cloud-based solutions. If moving to the Cloud is a daunting prospect for you, reach out to us today for a no-obligation consultation for Cloud-based hosting.

Cyber Insurance to Protect Your Business

Date: Tuesday, August 11th, 2020
Time: 10:00 AM ET
Presenter: *Murphy Holderness, Cyber Insurance Specialist, Marsh & McLennan*
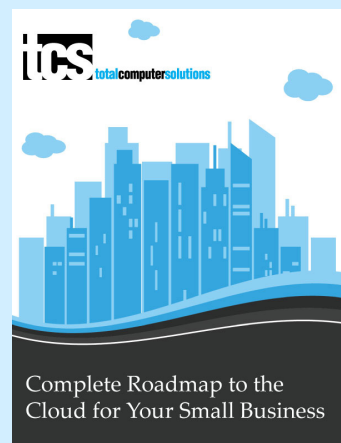**Cost:** Free
Registration: Visit www.tcsusa.com/events/ or call 336.804.8449.

In this webinar we will explore coverage considerations, items to consider in current policies, and essential coverage. Our presenter will cover a wide range of topics focused on nuances that can exist from carrier to carrier, real-life examples and how the form responds, underwriting and how to lower the cost of your program through proper risk avoidance. Attendees will gain insight on working with IT organizations, having a plan, firewalls, protocols, and more.

If you are interested in attending our upcoming webinar, please visit tcsusa.com/events/ or call us at 336.804.8449. For more information about Marsh & McLennan visit https://www.marshmma.com/.

FREE Guide: Complete Roadmap to the Cloud for Your Small Business

If your company has 5-100 users, the Cloud could be a reliable solution. The benefits of moving your business to the cloud include less on-site hardware, and software maintenance costs, lower capital expenditure costs, predictable IT spend, remote access to cloud data and applications. Throughout this guide, we will walk you through these benefits and provide suggestions for choosing whether it is right for you.

Get your FREE copy today! Visit tcsusa.com/e-books/

tCS total computer solutions

5601 New Garden Village Dr.
Greensboro, NC 27410

webinar

Webinar: Creating a Highly Productive Remote Environment

Join us for our upcoming webinar!

Date: Tuesday, September 1st, 2020
Time: 10:30 AM ET
Presenter: *Andy Purcell, Business Consultant, Total Computer Solutions*
Registration: Visit www.tcsusa.com/calendar/ or call 336.804.8449

Key Takeaways:

• Lessons learned while working from home
• Discover popular tools for your virtual office
• Leverage the power of working remotely

Attend this webinar to gain insight on the best ways to boost productivity and efficiency when working from home.