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5 Ways Businesses Can Benefit from a Cloud-Based Hosting Solution

Cloud-based computing is defined as “the practice of storing regularly used computer data on multiple servers that can be accessed through the Internet.” This essentially means that rather than rely on physical, centrally-located servers for storing data, organizations using cloud-based computing rely only on their Internet connectivity and the servers of a trusted, external provider. This flexibility and maneuverability is a significant reason why cloud computing has become popular with so many companies over the past ten years.

A cloud-based hosting solution is an especially attractive data storage option for companies with 5-100 team members. This post will examine five benefits of a cloud-based hosting solution, particularly for small- to medium-sized businesses.

1. Local Independence

When opting for a cloud-based approach, your team can access all data and applications posted to the cloud remotely. This means your team members stationed at alternate work sites have just as much ability to access your company’s files as those at your home office.

As small businesses continue to explore the benefits and cost savings of allowing their team members to telecommute, a cloud-based hosting system is an excellent option for location-independent teams. It maximizes the number of staff members with access to your company’s data, no matter where they operate.

2. Shift in Cost

There are some ways in which adopting a cloud-based hosting solution can help your company shift costs. These include (but are not limited to):

- Reducing on-site hardware: You will not have to rely on your physical servers as cloud computing is managed through a network.
- Scale down hardware maintenance costs: Your help desk and IT staff will not have to manage servers and will have more time to assist with troubleshooting issues with employees.
- Lower capital expenditure: Without having to buy and manage costly hardware, you can prioritize spending in other areas.
- Get predictable IT spending: You can now adjust your IT budget based on your new cloud-hosting arrangement, freeing up IT funding for other areas in which you need it.

Upcoming Events

Lunch & Learn:
Essential Steps for a Successful Cloud Migration
December 7, 2021

Webinar:
Strategic Technology Trends for Your Business in 2022
January 25, 2022

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

From a hardware perspective, cloud computing moves many issues associated with inventory purchasing and management to your cloud provider. It lowers line items from your budget to help optimize your bottom line.

3. Backup and Recovery

The versatility and flexibility of cloud-based hosting make it an excellent option for file backup and recovery as well as storage. Natural disasters, building damage, or other office mishaps that pose a threat to the safety of your physical backup servers are not an issue for cloud-based backups.

4. Better Secure Your Systems

Partnering with the right cloud hosting consultant enables you to automate management and security that protects your data. This protects you from malicious actors attempting to access or corrupt your files.

As with many newer and developing technologies, it is common to assume it may not have the same security as older, more traditional IT systems. This assumption is incorrect, however. One expert noted that cloud-stored data might be more secure than traditionally secured data.

5. Enhanced Collaboration

Keeping all your company's files in a cloud-based solution allows your entire team easy access to all data. You can use the cloud as an online repository. Cloud-based hosting is great for teams that have a set of documents, reports, or training manuals they need to access on a regular basis. It is also a great option for document collaboration when multiple team members need to edit a single document. No matter the size of a team working on a project, cloud-based hosting offers solutions for enhanced collaboration that will lead to better deliverables.

Whether you want to adopt a cloud-based data storage system or a hosted services, Total Computer Solutions has the answers for you. We offer both cloud and hosted service offerings. Let us work with you to determine the right fit for your organization.

Top 4 Reasons Why the Cloud is More Secure

Cloud computing is quickly becoming ubiquitous in business cycles. And the reason is simple: it offers a reliable and cost-effective IT solution to support the growth and development of businesses.

Unfortunately, modern-day technology advancements and

the rising security threats trigger concerns about the efficiency of security associated with cloud computing.

We know that data protection is essential for any business planning to migrate to the cloud. While remotely hosted servers disconnect users from local servers, the cloud can still be more secure than on-premise servers.

Here's why:

1. Cloud or Data Center Environment Has More Security

Datacenter security involves a collection of practices and technologies that protect a facility's systems and physical infrastructure from internal and external threats.

Cloud security entails managing and denying access. In other words, only authorized personnel can access crucial IT systems and infrastructure.

2. Highly Secure Internet Connections

Cybercriminals can attack data centers. And the techniques go beyond just downloading customer data from the servers. It also entails carrying out brute-force attacks, which involve a trial-and-error approach to guess encryption keys, passwords or find hidden web pages.

Further, hackers carry out DDoS (Distributed Denial of Service) attacks – sending tons of requests to the target resource to exceed its capacity for handling requests and impair the resources correct functionality.

Luckily, data centers use firewalls, IP address monitoring, and intrusion detection systems to guard against external threats.

3. Enterprise-Grade Firewalls and Monitoring Around Server Infrastructure

Data centers understand that downtimes can have far-reaching impacts on an organization's bottom line. That's why they carry out real-time data monitoring.

First, they monitor various network paths moving to and away from the data center to ensure that devices associated with connectivity work well. Often, this may include network routers and switches and other security devices like firewalls.

The commonly configured firewall types include:

- Packet filtering firewall
- Stateful inspection firewall
- Circuit-level firewall
- Application-level firewall

- Next-generation firewall

4. Ongoing Maintenance to Secure Hardware and Security

Internal IT teams are not fail-proof. As a result, the server or system administrator can encounter significant challenges in the server room, resulting in the interruption of operations and downtime for your business.

Examples of the challenges include:

- Power outage
- Human interaction leading to errors
- Natural disasters, such as floods, fires, etc.
- Equipment failure

To always ensure efficiency, data centers carry out constant maintenance on both the hardware and software elements, including:

- Generators and UPS backup systems provide a reliable power source to help maintain uptime even when the source of power fails.
- Cooling equipment helps maintain the temperature, servers produce a lot of heat that may cause a system failure.
- Computing equipment, such as servers, desktops, and switching and routing equipment, undergo regular maintenance to ensure they perform optimally and don't fail.
- Storage devices, such as hard drives, tape drives, and other backup storage resources, undergo regular scanning and inspection to enhance performance.
- Backup solutions for software and systems also play a significant role in managing IT. They help a lot in case of system failure or accidental human interference with the production systems. That's why most data centers have a backup policy to assist in data recovery whenever there's a significant data loss event.

Switching to cloud storage is an important business decision. Not only does it keep your data safe and save on costs associated with using on-site servers, but it also helps to boost uptime and prevent data loss in case of a natural disaster or a cyber-attack.

Moving to the cloud could boost your business continuity and customer data.

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

New Employee: Adam Floyd

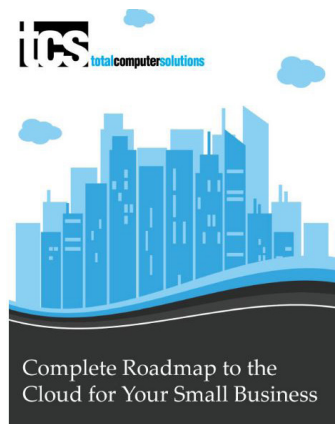


Please join us in welcoming Adam Floyd as our new Service Coordinator.

Adam has over 19 years of experience with Lifetouch National School Studios. He played many roles in the company, but one specific as a Sales Support Specialist which mirrors our positions as a Service Coordinator. Adam is a

family man and participates in fantasy football leagues.

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



More and more, companies realize that their high-speed Internet connection can play a critical role in their IT-systems. Of course, moving to the Cloud is not a fit for all businesses, but for many small businesses, it is the ideal solution. 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, lower

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 of the Cloud for your small business and provide suggestions for choosing whether it is right for you.

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Essential Steps for a Successful Cloud Migration

Date: Tuesday, December 7th, 2021

Time: 11:45 AM

Presenter: Andy Purcell, Business Consultant, Total Computer Solutions

Registration: Visit tcsusa.com/events/ or call 336.804.8449

Cost: Free

More organizations are moving away from physical servers and moving their data to the Cloud. Moving to the Cloud offers flexibility while increasing mobility and availability of data for all employees. Other significant gains include increased security against cyber threats, along with the better organization of data. A Cloud computing platform benefits companies in multiple ways and provides a stable, secure, and expandable platform for the future.

Key Takeaways

- Become More Mobile and Flexible
- Improve Data Organization and Security
- Reduce Workload and Improve Efficiency

At this event, you will learn how to plan a successful cloud migration so that you can have better access to your data and greater security.

Seating at the event will be socially distanced. This event will be adhering to the rules of Undercurrents' COVID guidelines and policies at the time of the event.