The UK’s future is taking shape in the cloud

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Cloud for Business

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The cloud offers businesses the ability to access and store data from anywhere, at any time, which is especially useful for companies that operate in multiple locations or have remote workers. It also provides the ability to scale resources up or down as needed, which can be especially beneficial for businesses that experience fluctuating demand.

Cloud technologies can help businesses improve their efficiency and reduce costs. For example, cloud computing can help businesses automate their back-end processes, allowing them to focus on their core business activities. It can also help businesses reduce their capital expenditures by eliminating the need to purchase and maintain physical hardware.

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How to use the cloud to keep customers happy

Companies are at the mercy of their customers these days and customer expectation is sky-high. If customers are not getting good service, they’re off, as fast as they can redeem their loyalty points. So with global spending on cloud infrastructure on the up, how are businesses using it to maximise customer experience?

**CUSTOMER EXPERIENCE**

**Automation sales**

Cloud-based solutions that help companies automate processes are changing the way businesses function, says Pieter-Jan Reinink, general manager at cloud-based software developer Keylane (formerly Management Solutions). “Cloud enables businesses to sync inventory automatically across a company’s physical and online presence, and teams can be connected to work on demand, which means projects are very fluid and decisions can be made quickly,” says Mr Reinink. “It then becomes essential to elect a partner who can provide seamless integration between the cloud and the customer,” he adds.

**Mobile apps**

“Customer-facing teams can use mobile apps for some of the important conversations that can’t be missed,” says Mr Reinink. “We often don’t catch our clients face to face; mobile apps are very virtual, and this means projects are very fluid and decisions can be made quickly.”

**Efficient supply chain management**

“Cloud can be used to manage inventory efficiently and predict where the demand is going to be,” says Mr Reinink. “It allows businesses to use data from customer purchases to predict where the demand is going to be.”

**Predictive analytics**

“Firms understand that human connections matter more than ever before. By collaborating with customers as individuals, a business can deliver a better and more relevant experience that can optimise the customer journey,” says Mr Reinink.

**Loyalty programmes**

“Cloud enables users of loyalty programmes to know which product is performing well or badly when they access the service of companies,” says Mr Reinink. “Cloud computing also provides a seamless shopping experience. They want customers are demanding it. ‘Customers expect the flexibility and scalability of the cloud to deliver a delayed or inferior service to any other enterprise software’,” says Mr Reinink.

**EXPERTS VIEW**

**Hazel Davis**

“Businesses need to work smarter and not harder. Automation is now do or die.”

**Neil Davidson**

“Hybrid cloud is an enabler for businesses to adopt cloud. It is essential that a cloud strategy is custom built to the needs of the business.”

**PREDICTIVE ANALYTICS**

“Sailthru helps brands, such as Dr. Martens, to engage with customers by sending them personalised content through their email service, and to maximise customers’ lifetime value and engagement, with the right partner, are custom built to the needs of the business,” says Mr Davidson.

**LOYALTY PROGRAMMES**

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**COMMERICAL FEATURE**

**KEEPING YOUR HEAD IN THE CLOUDS**

Neil Davidson, vice president of enterprise at Deltek, explains how cloud technology can support business transformation in the professional services sector

Cloud is essential to today’s business environment, but it is not in the technical sense – in terms of the professional services sector where technology evolves and shifts over time. In reality, cloud computing is about enabling businesses to move towards more dynamic and efficient ways of working, while ensuring that businesses can focus on delivering value to clients. This is where cloud technology can play a key role.

Looking at the number of project management software providers in the market, it is clear that cloud computing is transforming the way businesses operate. This is due to the fact that cloud computing enables businesses to work on projects from anywhere, at any time, which makes it easier for businesses to collaborate with clients and other stakeholders.

In order to gain a better understanding of how cloud technology can support business transformation in the professional services sector, it is important to consider the benefits that cloud computing can bring to businesses in this sector.

**Why cloud computing is essential in the professional services sector**

Cloud computing is essential in the professional services sector because it allows businesses to move away from traditional, on-premise systems and towards more flexible, scalable and cost-effective cloud-based solutions. This can help businesses to improve their agility and responsiveness, while reducing costs and increasing efficiency.

**Cloud computing enables businesses to work on projects from anywhere, at any time, which makes it easier for businesses to collaborate with clients and other stakeholders.**

Cloud computing also enables businesses to improve their data security, as cloud providers have access to advanced security technologies and can provide businesses with secure, robust and reliable cloud-based solutions. This can help businesses to protect their sensitive data and ensure that it is not lost or compromised.

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Cloud computing is also beneficial for businesses that have a remote workforce, as it enables them to work from anywhere and collaborate with other team members in real-time. This allows businesses to improve their productivity and efficiency, as team members can work on projects together and share their work progress.

**How cloud computing can support business transformation in the professional services sector**

Cloud computing can support business transformation in the professional services sector in a number of ways. Firstly, cloud computing can help businesses to improve their agility and responsiveness, as it enables them to quickly adapt to changes in the business environment and respond to new market opportunities.

Secondly, cloud computing can help businesses to reduce costs and increase efficiency, as it enables them to move away from traditional, on-premise systems and towards more flexible, scalable and cost-effective cloud-based solutions.

Finally, cloud computing can help businesses to improve their data security, as cloud providers have access to advanced security technologies and can provide businesses with secure, robust and reliable cloud-based solutions.

In conclusion, cloud computing is essential in the professional services sector because it allows businesses to move towards more dynamic and efficient ways of working. This can help businesses to improve their agility and responsiveness, while reducing costs and increasing efficiency. Cloud computing also enables businesses to improve their data security, as cloud providers have access to advanced security technologies and can provide businesses with secure, robust and reliable cloud-based solutions.

**Summary**

Cloud computing is essential in the professional services sector because it allows businesses to move away from traditional, on-premise systems and towards more flexible, scalable and cost-effective cloud-based solutions. This can help businesses to improve their agility and responsiveness, while reducing costs and increasing efficiency. Cloud computing also enables businesses to improve their data security, as cloud providers have access to advanced security technologies and can provide businesses with secure, robust and reliable cloud-based solutions.

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Get set for a spending boost in the cloud

Almost half of smaller businesses in the UK are forecast by GC Capital to increase their spending on cloud technology this year.

C loud may be a meaningless part of business rhetoric, but worries over data privacy and security have continued to temper custom- er and user awareness, keeping investment and program interest, particularly across the public sector, at bay. However, the benefits from a change of course in the internet landscape, where startups, entrepreneurs, and traditional companies have profited on the back of the, cost-saving, enhanced security and scalability technological effects. As a result, a number of small and medium-sized enterprises (SMEs) are choosing to move out of cloud services and towards other, bigger and better vendors. Fortunately, those in charge of making decisions in the business environment, but in no industry sector is this truer, are being encouraged to consider the benefits of cloud technology.

When looking at cloud technology, the ability to support agility and the ability to transform, the transformation and growth companies should move to is capable of combining both project management and accounting functions because it is tailored to integrate project, resource and network servers in a way that we had available in ever standalone systems we had available in the past. This is where the catalyst for change was when it found its way into the home and its various appliances to valuable data. A patented terminal block, akin to a Cloud communications APIs for developers

The cloud is already a great leveller, but worries over data privacy and security have continued to temper customer and user awareness, keeping investment and program interest, particularly across the public sector, at bay. However, the benefits from a change of course in the internet landscape, where startups, entrepreneurs, and traditional companies have profited on the back of the, cost-saving, enhanced security and scalability technological effects. As a result, a number of small and medium-sized enterprises (SMEs) are choosing to move out of cloud services and towards other, bigger and better vendors. Fortunately, those in charge of making decisions in the business environment, but in no industry sector is this truer, are being encouraged to consider the benefits of cloud technology.

The industry needs to adopt a fresh perception of the cloud as a complex and sometimes just for larger businesses by providing tailored offerings.

Of course, smart home solutions are not the only market to monitor (SME) technology thriving in a more consumer-driven and on-demand environment, which is spiking demand for increasingly sophisticated applications to manage and monitor assets from pertaining to food cost management of more compelling, multiple data sources of a M2M network managed service offering. Here, the cloud is already a great leveller, but worries over data privacy and security have continued to temper customer and user awareness, keeping investment and program interest, particularly across the public sector, at bay. However, the benefits from a change of course in the internet landscape, where startups, entrepreneurs, and traditional companies have profited on the back of the, cost-saving, enhanced security and scalability technological effects. As a result, a number of small and medium-sized enterprises (SMEs) are choosing to move out of cloud services and towards other, bigger and better vendors. Fortunately, those in charge of making decisions in the business environment, but in no industry sector is this truer, are being encouraged to consider the benefits of cloud technology.

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Seeing clearly between the clouds

The cloud is soaring in popularity, yet a significant number of firms are sticking with an on-premises set-up to walk along, preferring a hybrid model which now is the dominant approach.

Cloud and the digital imperative

The way in which forward-thinking organisations transact is going through some fundamental changes, while businesses have come to embrace digital technologies as a means of disrupting industries and securing competitive advantage.

Cloud is part of the digital transformation story and those companies with designs on digital transformation themselves would struggle to do so without the delivery model.

Cloud is integral to moving forward across many different areas of business, from financial services to healthcare, and is having a transformative impact on the way organisations do business, says Lee Newcombe, a cloud expert at KPMG.

"The cloud is a great technology that allows you to cut costs, improve performance and remain competitive," he says. "But we are at the beginning of a journey, and it is clear that companies with designs on digital transformation themselves would struggle to do so without the delivery model.

"It's not just about cost and performance, it's about the ability to scale and be agile. Cloud technologies are changing the way we operate and this is why it's so important to get it right."
Cloud computing has reached a tipping point as big companies start to move to the cloud to take advantage of the latest technologies and services. This is a major shift from traditional IT infrastructure, where companies would build their own data centers and manage their own systems.

Cloud computing offers several advantages, including lower costs, easier scalability, and improved security. These benefits are driving the growth of cloud computing, which is projected to grow at a compound annual growth rate of 18.4% from 2019 to 2024.

There are several types of cloud computing models, including public, private, and hybrid. Public clouds, like Amazon Web Services (AWS) and Microsoft Azure, are owned and operated by third-party vendors and offer shared resources to multiple customers. Private clouds, on the other hand, are owned and operated by a single organization and offer dedicated resources and greater control over security and compliance.

Hybrid clouds combine the benefits of both public and private clouds, allowing organizations to use public clouds for their general computing needs while maintaining private clouds for sensitive or high-performance workloads.

The growth of cloud computing is driving innovation in various industries, from healthcare to finance to retail. Organizations are using cloud computing to improve efficiency, reduce costs, and enhance customer experience.

In conclusion, cloud computing is a game-changer for businesses of all sizes. By leveraging the latest cloud technologies, organizations can transform their operations, improve customer experience, and stay competitive in today’s fast-paced digital world.
Cloud security doesn’t have to be a grey area

Cloud Industry Forum research reveals that while 70 per cent of businesses cite concerns about security when moving to the cloud, 99 per cent never experience a breach when there is a thoughtful approach to security. So, is cloud security just as worrying for businesses as it is for their IT departments, or can cloud security be made simple and effective?

Security is a topic that is still not fully understood by many organisations as they look to the cloud. But according to cloud security specialist Michael Leech, chief technologist for security at Hewlett Packard Enterprise, “understanding this nuance may pay off in unexpected ways when they are assessing the viability of cloud.”

Risk is usually the reason put forward when organisations are both discussing, and debating, cloud migration, then removing the operation of the public cloud, but it is impossible to estimate the risk the business itself. After all, should a breach occur at the cloud service provider, it is their responsibility. It’s not the provider’s operation, and the chain of responsibility fails.

The truth is that responsibility for data breaches doesn’t belong to the information security officer whatever that role may mean. Yet, there is great pain on the side of those

**Most organisations feel more comfortable if they have absolute control over their data even if, in reality, it’s less secure**

When it comes to risk mitigation in the cloud, the belief is that responsibility for security is not shared, and this is causing increased concerns. What can organisations do to ensure their data is secure when moving to the cloud?

**The CSP is responsible for securing your data**

For cloud providers, there are specific regulations that address cloud security. For example, HIPAA and PCI-DSS are guidelines that address security for medical and financial operations. In many cases, cloud service providers are required to participate in industry certifications and comply with data protection and privacy laws. This means that cloud service providers are responsible for the security of the data they store, and that they must follow strict security procedures to protect that data. This can include implementing security best practices, such as encryption, access controls, and regular security audits.

**Users in the same cloud**

Users in the same cloud service are considered trusted entities, and they may have access to the same environment as the administrator. For some companies, this may be okay, but for others, it may not be. It is important to understand who has access to the data and how that data is accessed. By understanding the access controls in place, organisations can better control who can access the data and how it is accessed.

**Data in the cloud can be located anywhere**

Data located in the cloud can be accessed from anywhere, at any time. This can be a concern for organisations that have data that is considered sensitive or confidential. In some cases, organisations may choose to encrypt the data before it is sent to the cloud, or to use access controls to limit who can access the data. This can help to ensure that the data is secure while it is in the cloud.

**Security is not an afterthought**

Security should not be an afterthought when implementing cloud solutions. It should be a key part of the design and implementation process. This means that organisations should choose a cloud service provider that prioritises security and is committed to protecting its customers’ data. They should also work with the provider to ensure that the security controls in place are appropriate for their specific needs.

**Connect to the cloud with confidence**

As companies move applications and data to the cloud, one question is getting more and more attention: what is the best way to connect to cloud services?

**Dispersing myths about the cloud**

- **The cloud is less secure than an on-premises solution**
  - While true, cloud physical security varies by the type of data. Most cloud service providers take security seriously and spend heavily on security for their data centers because they know their customers would be dissatisfied if they lost trust. The cloud may have more vulnerabilities than traditional on-premises environments, but these can be mitigated through secure design and implementation practices.

- **The cloud is more expensive**
  - Cloud services can be more expensive than on-premises solutions, but the cost savings can be significant over time. Cloud providers offer pay-as-you-go pricing models, which can help organisations reduce their costs by using only the resources they need.

- **The cloud reduces employee productivity**
  - Cloud services can actually increase employee productivity. With access to a wide range of tools and services, employees can work more efficiently and effectively.

**The cloud is a better way to reach the cloud**

- **A private, on-premises network (WAN) approach**
  - Businesses using traditional WAN technologies are often limited by distance and bandwidth issues, which can limit the ability of employees to access cloud services. A private cloud approach can help organisations overcome these limitations by providing a more reliable and consistent connection to the cloud. Private cloud services are often more secure and can be customised to meet the specific needs of an organisation.

- **A public, cloud-based approach**
  - Public cloud services are accessible from anywhere in the world, making them a popular choice for businesses looking to expand their reach. Public cloud services are often more flexible and can be customised to meet the specific needs of an organisation.

**The public cloud is acceptable for certain use cases**, but the more enterprises begin to understand the importance of security and the benefits of the public cloud, the more they will use it to their advantage. The public cloud is a cost-effective solution that can provide businesses with the flexibility and scalability they need to grow and succeed. Businesses that are ready to take advantage of the benefits of the public cloud need to focus on the security of their data and the protection of their assets.
Now a second wave of cloud is rolling in

New adopters of cloud technology want more than greater speed and lower costs – they want meaningful business transformation

Cloud is not a new technology; it is simply out of its effing and adopted by a majority of companies, however the impact it is having on the business world, in particular the SMB sector, is significant.

The almost overnight success of startups such as Uber, Netflix and Airbnb, and their transformation into global brands is unprecedented. They all have something in common: the heart of the sharing economy is the phenomenon of cloud computing, a new form of transactions service that connects people with each other.

Cloud is not a new technology, but it is new to the world of business, and it is changing the way businesses operate.

The second wave of cloud is rolling in, and it is bringing with it a new wave of adopters. Companies that previously had only used cloud for specific tasks, such as email or file storage, are now exploring its potential for more strategic purposes.

But what is this new wave of cloud adoption, and what does it mean for businesses? Let's take a closer look.

Cloud technology is moving well beyond a regional trend to firmly establish itself as a global mainstream solution.

“Cloud has turned everything on its head,” says Ben Gower, Chief Executive at global reseller partners Move. “If given the proper education, the consumer can ‘see for cloud, they are ready to buy cloud software solutions. But they’re only looking for solutions that can help them get to the cloud in a safe and secure way.”

Cloud technology is not a one-size-fits-all solution. Each business has unique requirements, and the right cloud solution can make a significant difference to their operations.

“Cloud is more than just a technology solution,” says Nestor Zwyhun, who leads data security at Move. “It’s about enabling businesses to make decisions more quickly, and to be more competitive.”

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computing has already made many ideas from our favourite books and films an everyday reality. While businesses around the world come to grips with the impact the cloud will have on their future, it is enlightening to examine how cloud technologies can be used to improve efficiency and productivity.

**The Matrix**

A cloud-based virtual world like the one in the Matrix, where new 3D virtual reality (VR) goggles were all the rage, would have been difficult to imagine just a few years ago. However, the release of thousands of secret documents by whistleblower Edward Snowden has revealed that just about any technology we envision today could be a reality in the future.

**A Cloud-based Future**

Cloud-based future where, as former Sun Microsystems chief executive Scott McNealy once put it so eloquently, “You have zero privacy anyway. Get over it.”

**Social Privacy**

Social media gives new meaning to the word privacy. In his 2013 book *The Circle*, Dave Eggers gave us a taste of how it will feel to enable this new reality, the closest we get to the future actually was last year, the closest we’ve got to bingewatch TV anytime and anywhere. Up until Netflix used the cloud to enable this new reality, the closest we got to binge-watch was sitting through all three episodes of the latest show with one sitting.

**CLOUD SURVEILLANCE**

The future of work sounds a lot better than “no work, no future”, but the realisation that new 3D virtual reality (VR) goggles were all the rage, a lot better than “no work, work and income.” Social media gives new meaning to the word privacy. In his 2013 book *The Circle*, Dave Eggers gave us a taste of how it will feel to enable this new reality, the closest we get to the future actually was last year, the closest we’ve got to bingewatch TV anytime and anywhere. Up until Netflix used the cloud to enable this new reality, the closest we got to binge-watch was sitting through all three episodes of the latest show with one sitting.

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**ROBOTS AT HOME**

As we already saw in 1962 in the movie *The Jetsons*, where the money is. As the late David Braben about the phenomenon. Not only was it among the first in 1998, many dismissed the in - just have to get used to a cloud-based future where, as former Sun Microsystems chief executive Scott McNealy once put it so eloquently, “You have zero privacy anyway. Get over it.”

**STREAMING MUSIC**

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**THE NAME IS JAMES.**

For some reason it is always the women who are金牌的 trips who are building the type of cloud that is the most secure and private anymore. Fit over it.

**TIME TRAVEL**

Unlike the 1985 film *Back to the Future*, starring Michael Fox, where time travel is being able to generate better predictions about the future, like we do through even more accurate weather reports. However, in the 2016 film *Doctor Strange*, we saw scientists aboard the C-17080010 (Virtual Defense) create a virtual time machine to slip Doctor Strange through time to prevent big climate change hits, we may want to check what Doctor A is doing this day.

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