

The Cloud:

Why so many SMEs are Reluctant

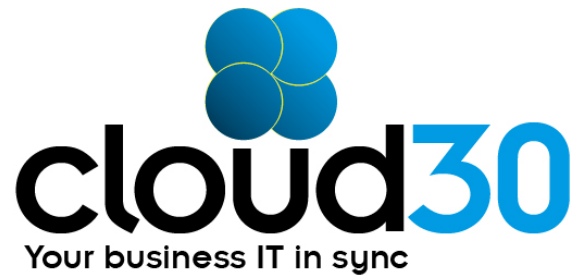
Cloud computing for SME's is easy to criticise as not providing a comprehensive business solution. The cloud computing market-place is crowded to bursting point with all sorts of individually useful applications. But from the small business perspective, individual applications aren't practical – information must flow efficiently between staff & trying to get different cloud applications to work together to form a coherent IT strategy is a nightmare! In-fact a non starter!

Until now.

Designed by a small business for a small business, Cloud30 is a hybrid solution designed specifically for the SME.

So many cloud solutions fail to address the SME IT fundamentals;

- What does the SME do when their broadband goes down?
- The SME business owner wants the information on his/her laptop.
- An SME management team don't want to be burdened with an inflexible IT system that cannot adapt as the business grows & changes.
- Migration headache – most SME's will not entertain the idea of a lengthy/difficult transition from conventional IT to cloud based computing.
- It has to be inexpensive.
- Typically the SME doesn't like or need ticketing/formal helpdesks – they want real person telephone support.



There is only one SME cloud solution that addresses each of these issues; Cloud30.

Most SME's connect to the internet with broadband. Living in the real world we know that you cannot totally 100% rely on your broadband connection. At some point, most SME's find themselves without a broadband connection for a few hours.

Most Cloud based solutions rely on a permanent internet connection. So no broadband means no cloud which in-turn means no IT & staff that cannot do their job!

This is one of the key deciding factors. Business owners/managers do not want to risk a complete loss of IT services because of a broadband outage.

This is not the case with Cloud30. Cloud30 uses what's called the cache to store information on your PC. All of which can be shared with your colleagues when you use Cloud30. The cache keeps your PC up-to-date, so it doesn't matter if your broadband goes down for a few hours – you'll be working offline & when your broadband comes back on again – everything will sync up.

Most SME's use Microsoft Office. Cloud30 uses Microsoft Office. Invariably transition for staff from the old ways of working to Cloud30 is as close to painless as you could expect to get it. This cannot be said for other cloud computing migration projects.

When compared to alternative cloud computing solutions Cloud30 is inexpensive. Whilst considering the costs, don't just look at the headline fees - bear in-mind hidden costs like migration, set-up, support, add-ons, etc. Moreover, take into account the on-going cost of an alternative system that maybe doesn't quite do what you want it to do. If you are a small business - Cloud30 has been devised for you.

The principle methods for Cloud30 customers to contact support is via the telephone helpdesk. Real people, real support on a real helpdesk ready to take your technical support calls & resolve any Cloud30 issues.



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