

5 Reasons Businesses Use the Cloud

Every year, more and more businesses are adopting cloud. While traditionally thought of as an IT decision, cloud is increasingly being considered a business decision to enable company functions. Take a look at five reasons why more businesses are adding the cloud to their technology arsenals.

1 It offers better insight and visibility

Businesses are using cloud technology to support their analytics efforts. Of leading organizations:



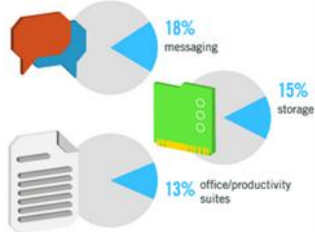
2 It makes collaboration easy

Cloud allows work to be accessed from anywhere on multiple devices, making cross-functional collaboration much easier. Here's what leading organizations—those that are gaining competitive advantage through cloud—cited as popular uses:



3 It can support a variety of business needs

Companies are forging a tighter link between technology and business outcomes. Take a look at the business functions companies have migrated to the cloud.



4 It allows for rapid development of new products and services

The cloud offers businesses valuable capabilities. Here's what leading organizations say it enables them to do:



5 The results are proven

From business growth to increased efficiency, businesses using cloud are realizing benefits across the company.

