




# How cloud computing can transform your business



**No matter what type of business you have,** cloud technology can help you increase productivity and revenue.

**80%**   
of small businesses are using cloud-based applications.<sup>1</sup>

**47%**   
of them are using as many as they can.<sup>1</sup>

**Maximize**  
your productivity  
& efficiency



**Minimize**  
your IT investment

Laptop



Desktop



**Access the cloud  
from anywhere**



Mobile

Tablet



**Benefits  
of the  
cloud**

- 
- Flexibility
  - Time savings
  - Security
  - Increased sales
  - Advanced IT solutions
  - Latest software with minimal investment
  - Cost savings
  - Convenience



## Collaborate in the cloud

Cloud computing ▶ benefits every division  
of your business ▶ everyone's job gets easier ▶  
interdepartmental collaboration improves  
▶ productivity increases



Nearly  
**60%**



of small businesses expect  
to save money by using cloud  
services in 2014.<sup>2</sup>

## Before choosing a cloud strategy, ask yourself these questions:

### 1 Which cloud is for you?

- A public cloud is shared with multiple businesses (\$)
- A hybrid cloud offers shared and dedicated resources (\$\$)
- A private cloud is tailored to your business (\$\$\$)

### 2 What does your cloud need?

- A customizable interface?
- Data storage in Canada?
- Usage pattern monitoring?
- A plan for outages?
- Control over login credentials?
- 24/7 online & phone support?

### 3 Which service model will serve your cloud best?

- Software-as-a-service (SaaS)
- Platform-as-a-service (PaaS)
- Infrastructure-as-a-service (IaaS)

## Connect to a better solution

Our Hybrid Cloud offerings allow you to save on expensive hardware, environmental controls and security upgrades. By leveraging our capabilities to support your IT infrastructure, you can invest more time back into your business.

For more information on how to increase productivity and revenue, as well as meet your business objectives, follow us on [LinkedIn](#).

Call: **1-855-505-3003**

Visit: [business.shaw.ca/datacentre](http://business.shaw.ca/datacentre)

**Shaw)** Data Centre &  
Cloud Solutions

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<sup>1</sup> New Hampshire Business Review, January 10, 2014

<sup>2</sup> [www.smallbusinesscomputing.com/News/Software/small-business-technology-trends-for-2014.html](http://www.smallbusinesscomputing.com/News/Software/small-business-technology-trends-for-2014.html)