



White Paper

10 Reasons to Move to the Cloud



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Cloud computing is a technology that uses a network of remote servers to store, manage, and process data, rather than the traditional local servers you might have on-site today. It is an Internet-based computing, so all of your business' critical data and computing resources are stored securely in the remote location and delivered to authorized users and the organization through the Internet. You can think

of the word "cloud" as a metaphor for "Internet." Cloud computing provides businesses with growth opportunities, high performance, quality, affordable prices, easy collaboration, and simple data access. The cloud can improve your business in many ways. Let's look at some benefits of implementing cloud computing.

1. Virtual Desktops

Virtual desktops allow users to work from the cloud as opposed to depending on a single physical desktop. The user is able to login to their virtual desktop environment through a Web-browser or desktop icon. The worries of being confined to one device are completely diminished with the cloud. Cloud offers the capability to have all of your files on hand, accessible from any device, and can be used any-time, anywhere.

Desktop as a Service is changing the way people do business in the workplace. You are no longer chained to your office computer. The world has gone mobile, and now is not the time to fall behind. With virtual desktop in the cloud, you can get your applications on any device, anywhere. Take your desktop environment with you on your tablet, smartphone, desktop, zero client, and other devices.

2. Virtual Servers

Infrastructure as a Service moves your in-house servers into the virtual cloud environment. Cloud virtual servers provide top-of-the-line infrastructure tools. Virtual servers eliminate the maintenance requirements of in-house servers including hardware, cabling, cooling, backup generators, and more. Having the option of hosting your infrastructure off-site allows your IT staff to focus on what is important, such as planning and development.

The goal of virtual servers is to provide a flexible, standardized, and virtualized operating environment that allows applications to perform at their peak without downtime. Infrastructure as a Service abstracts hardware (server, storage and network infrastructure) into a pool of computing, storage, and connectivity capabilities that are delivered as services for a pay-as-you-go cost. Leveraging this virtual infrastructure allows you to operate like an enterprise-level organization, no matter what size you are.



3. Hosted Microsoft Exchange

Email is the most common form of communication within a business. Now, businesses can benefit from an entirely cloud-based hosted email solution. Hosted Microsoft Exchange is a better option due to its efficiency and simplicity, and a cloud provider can deal with all the migration, making the process of installation a lot less complicated.

Setting up Hosted Exchange is also much less expensive compared to setting up an internal server, hosting all of your emails, dealing with storage, backup and recovery, and updates. Cloud providers today use the most up-to-date and technologically advanced hardware, which businesses gain access to with the benefit of eliminating capital expenditure.

Microsoft Exchange introduces built-in integrated email archiving, retention, and discovery capabilities that save costs and simplify the process of preserving business communications. Hosted Exchange delivers on the capabilities demanded by mobile workforces. Users can access their business email, calendar and contacts on their desktop, laptop, smartphone, Web browser and more, so it can always go where they go. With Hosted Exchange, businesses remain in control of their email solution by tailoring it to their specific needs and ensuring that communications are always available.

4. Disaster Recovery

The possibility of losing critical data would be detrimental to any business. Housing it in-house poses the highest threat of complete loss in the event of a disaster. Accidents such as power outages or a malfunction in your air conditioning can cause servers to overheat and fail. This all can be avoided with the cloud. With data center redundancy and cloud disaster recovery, if a data center in one location fails, another in a different location can take charge and maintain the data running without any downtime. This ability enables fast Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO), providing a fast turn out in the event of a disaster.

Disaster Recovery as a Service works by first securely safeguarding a business' data in the cloud. Cloud disaster recovery and business continuity solutions will secure business data and ensure minimal downtime in the event of a disaster. A business can keep its business applications and data safe and accessible at all times with the cloud.

5. Cost Efficiency

In the traditional IT process, buying hardware such as servers, routers, switches, desktops, etc. can amount to be very expensive. Refreshing software is pricey, let alone having to go through a refresh cycle every 3-5 years. Every user needs software and licensing for every device and application they use. The CapEx cost makes up a mere 10% of the overall IT spend. The remaining 90% is operating expenditure (OpEx), which is unpredictable and has to factor in the costs of networking, IT labor, set-up, facility cost, management tools, power/cooling, support, maintenance, security, backup, disaster recovery, and more. However, moving to the cloud can diminish this, given that a provider manages the hardware and software for you. Cloud can turn CapEx costs into predictable, monthly OpEx.

The time and money that go into traditional IT operations can essentially be eliminated with the cloud. These solutions allow a business to pay for what it uses, so you don't waste money on unneeded services. A company can free up its staff to focus on running a business while saving money.

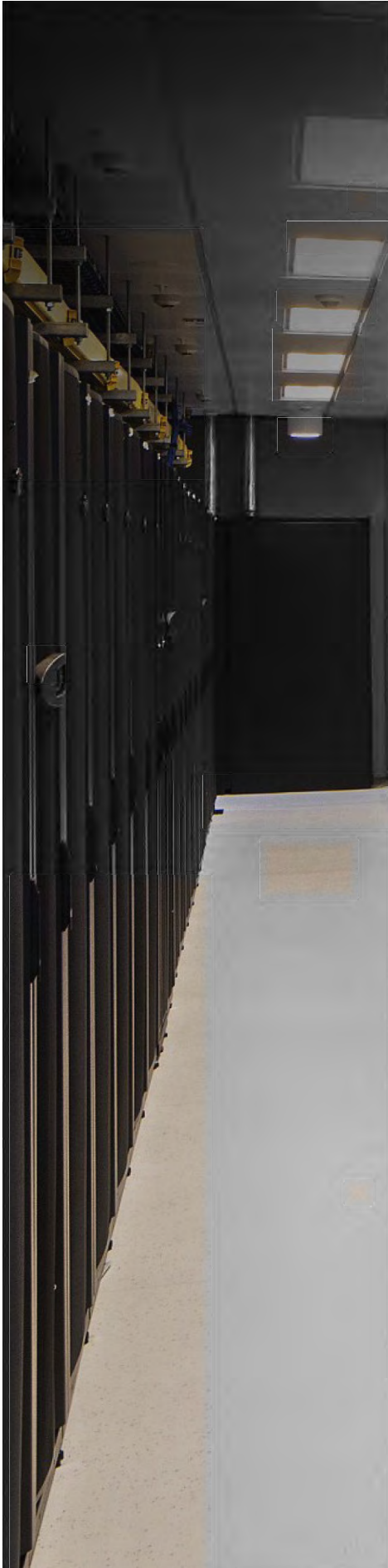


6. Scalability

In the cloud, businesses can scale easily and drive operational efficiency, managing shifting computing requirements with cloud's flexible resources. Compared to traditional, local infrastructure, cloud is more more versatile due to this scalable nature. Small and large organizations alike can benefit from this cloud characteristic.

For a lot of organizations, the ability to scale is essential. Infrastructure is expensive, and cloud computing helps businesses avoid these costs while maintaining the ability to scale in any situation. Businesses will find that this boosts overall efficiency because they can suddenly take advantage of more projects and opportunities. In the cloud, they have access to the infrastructure needed and free up the budget to support these opportunities. And when a business can suddenly say yes to more opportunities, it will probably experience an increase in ROI too. Work will be completed faster without the need to invest in new infrastructure, and businesses can suddenly work above their usual capacity.

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7. Simplicity

With the advancement of technology and new applications constantly on the rise, businesses want something that will be easy to use no matter what device users are working from. The cloud is a simple environment to use and navigate. The virtual environment provides a familiar interface that is universal across whatever device is used. The provider handles design, testing, migrations, and implementations in order for an organization to focus on the importance of running a business. Cloud computing offers a reliable, convenient, and stable system in order to make the transition to the cloud a smooth one.

8. Stability

The cloud is not only a reliable resource but it also performs in a uniform way with all devices. Some providers offer unlimited bandwidth running in and out of their data centers, delivering an exceptional experience to users regardless of their location or device. Desktop environments will always be up and running in the cloud.

9. Mobility

Having multiple technological devices is now a normal occurrence and having different data on each one can become quite inefficient. Cloud computing removes that burden by providing an all-in-one business solution. With the cloud, you can access your information from any device through a Web browser or application. Everything is stored in an accessible, yet secure, cloud environment, so users won't ever be without their files.



10. Security

All businesses want the highest level of security, especially those that have delicate information not intended for public use. Cloud computing assures the best security as providers use enterprise-grade solutions for physical and network security measures. Many cloud solutions also meet and exceed standards like HIPAA, PCI and more.

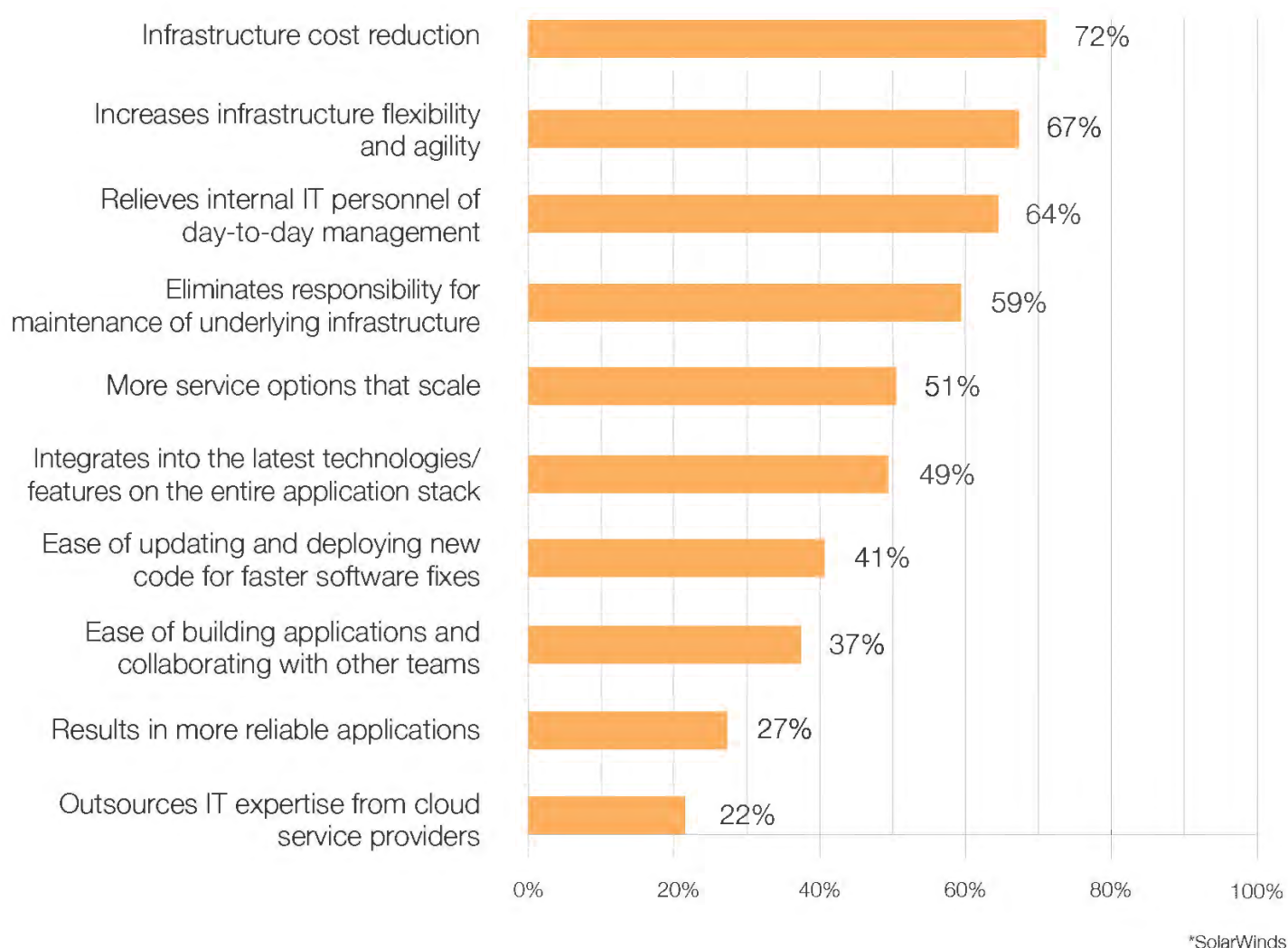
Client security is a top priority of cloud providers, especially because their business relies on it. Reliable solutions and security experts will protect a

business from viruses, malware, and rogue employees at an infrastructure level in the cloud. Providers take multiple steps to ensure that critical data is safe from harm. A businesses maintains ownership and visibility of its own data, which is protected from outside eyes.

Some security measures include full redundancy, encryption in flight and at rest, biometric scanning for data centers, around-the-clock surveillance, firewalls, security guards, and much more.

“Reliable solutions and security experts will protect a business from viruses, malware, and rogue employees at an infrastructure level in the cloud.”

What do you feel are the biggest benefits of adopting cloud technologies?



About RapidScale

RapidScale, a managed cloud services provider, delivers world-class, secure, and reliable cloud computing solutions to companies of all sizes across the globe. Its state-of-the-art managed CloudDesktop platform and market-leading cloud solutions are the reasons why RapidScale is the provider of choice for leading MSOs, VARs, MSPs, Carriers and Master Agents throughout the United States. RapidScale is not only delivering a service but also innovating advanced solutions and applications for the cloud computing space. RapidScale's innovative solutions include CloudServer, CloudDesktop, CloudOffice, CloudMail, CloudRecovery, CloudApps, and more.

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