

# 5 BENEFITS OF CLOUD SERVICES

And the importance of the right connection



of organizations plan to optimize existing use of cloud.<sup>2</sup>

The imperative to meet high network-performance standards, manage costs and protect data is prompting organizations to modernize their legacy systems and networks. Many are addressing this challenge by migrating some operations to the public cloud. Indeed, respondents to a recent Flexera survey already run half of their workloads in the public cloud.<sup>1</sup>

The appeal of the public cloud is the easy access it provides to third-party hardware, software, servers and storage on a “pay only for what’s needed” basis. Since public cloud service providers (CSPs) — Microsoft Azure, Amazon Web Services (AWS) and others — can integrate with existing private networks, organizations can improve, retire and replace portions of their IT systems to gain immediate network performance improvements.

Read this executive brief to discover five reasons why more organizations are incorporating cloud into their IT modernization efforts and strategies.

### 1. Support growth

Organizations are moving to the cloud because of its scalability, economy and reach.<sup>3</sup> When some operations are migrated to the cloud, employees can increase their use of software and hardware as needed; it’s also often faster than a typical technology procurement process with layers of approvals.

### 2. Increase productivity

The public cloud provides tools to boost employee efficiency, as well as resources to help with data management. For example, organizations using IoT devices to monitor or automate controls can use cloud analytics tools to streamline data management.

### 3. Provide on-demand access

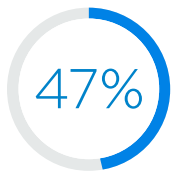
Employees and partners need an easy way to access data and collaborate. Public clouds have applications and tools that can be used from anywhere. Easier access can lead to increased productivity and improved data capture.

### 4. Contain costs

Cost is a key challenge in improving network performance. The public cloud provides some relief by offering a “pay only for what’s needed” model. Organizations gain access to the technology services and applications they need, but without large, upfront capital IT investment and ongoing maintenance costs. In addition, since they aren’t buying, configuring or upgrading the software and hardware, IT teams are free to focus on other priorities. According to the Flexera report, 74 percent of organizations use cost efficiency and savings to measure cloud progress.<sup>4</sup>

### 5. Improve the customer experience

Customers are not only looking for the best products and services they are looking for the best customer experience. Cloud technology helps organizations increase the customer experience by decreasing disruptions. Public, cloud-based hardware and software provide stable apps and tools without the costly and frustrating delays that can accompany technology breakdowns.



of enterprises migrate to the cloud to benefit from cost optimization.<sup>5</sup>

### Making a smooth transition

Not all connections are created equal. That's why your organization should carefully consider the connection it uses to the public cloud. A private, secure connection from your organization to one or more public cloud service providers reduces the likelihood of ransomware, distributed denial of service attacks (DDoS) and other intrusions.

Beyond being more secure, a private connection can help expedite the transition to the cloud and minimize work disruptions. A private, fast network connection from your existing network to one or more public cloud platforms means you'll be assured of high-performing, reliable bandwidth. This important detail will help you get the most out of your cloud solutions.

To learn more about Cloud Connect visit our [website](#).

1. "2022 State of the Cloud Report," Flexera, 2022, <https://info.flexera.com/CM-REPORT-State-of-the-Cloud>.
2. Ibid.
3. Ibid.
4. Ibid.
5. "25 Must-Know Cloud Computing Statistics in 2022," Nick Galov, Hosting Tribunal, April 6, 2022, <https://hostingtribunal.com/blog/cloud-computing-statistics/#gref>.

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