Cloud computing provides convenient, on-demand network access to a shared pool of computing resources (networks, servers, storage, applications and services) that can be rapidly utilized with minimal management effort or service provider interaction.

Cloud computing represents a turning point in information technology, giving companies the flexibility to shift IT spend from capital expenditure to operations and cost control. Sophisticated organizations increasingly are moving from customized legacy technology systems to cloud technology.

Private companies today are taking advantage of the rapid advancements in cloud-based technology to propel their businesses to the next level.

What is Cloud computing?

Private companies often struggle with outdated systems, customized processes requiring manual workarounds, longer technology update implementation time, higher upfront investment costs and overextended IT resources.

Cloud technologies address these issues. The benefits include:

- **Agility** – Cloud technologies dramatically increase your ability to adopt the latest technology solutions rapidly.

- **Cost** – Resources are pooled to optimize costs; pay-per-use is based on demand cycles.

- **Faster time-to-market** – Immediate access is available to computing and storage resources; virtual servers can quickly be prepared for changing workloads.

- **Innovation** – Creates lower IT barriers to innovation and more flexible IT infrastructure for changing business demands.

- **Scalability** – Scale up or down, based on company needs.

How can cloud technology benefit private companies?

Cloud technology can help private companies achieve value by:

- Making IT more agile
- Improving IT cost efficiency
- Enabling business innovation
- Streamlining IT service delivery quality

- Enabling scalability
- Driving business insights
- Shortening time-to-market
- Providing enhanced mobility
- Fostering supplier/partner collaboration

- Acquiring new customer segments
- Developing new business models
- Propelling innovation
- Supporting business partnering

Transforming IT

Optimizing Business Operations

Creating Digital Businesses

Accelerate digital and technology impact
Cloud-based technology
Properly deployed, cloud-based technologies not only help private companies tackle complex problems, they enable greater business agility, more innovation, better quality and lower costs.

Private companies are moving functional areas such as Finance, Human Resource, and Customer Service onto the cloud and seeing a greater return on their investment in the following ways.

1. **Finance**
   - Greater insights and analytics through integrated business intelligence and reporting
   - Faster, more accurate financial and regulatory reporting, and shorter monthly closing cycles

2. **Human Resources**
   - Greater operational visibility, efficiency and accuracy, coupled with cost-effectiveness
   - Building more effective teams by searching for workers by talent, skills and job profiles

3. **Customer Service**
   - Enhanced visibility into customer wants, needs and willingness to pay
   - Improved customer service through greater visibility

**Our perspective**

The opportunities and challenges presented by technology disruption can be addressed with a holistic, strategic framework that spans strategy through execution and addresses the risk, security concerns, and feasibility of using the cloud. This framework helps companies determine how to leverage the cloud as part of their technology transformation, wherever they may be in their transformation journey.

We look at cloud technologies through three “Value Lenses” – each of which is focused on helping executives drive business transformation and address the following: Creating an IT platform of the future, Transforming business operations and Creating profitable cloud businesses.

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