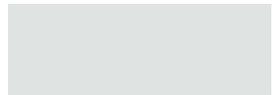


# CLOUD SERVER

THE BEST WAY TO FUTURE-PROOF  
YOUR BUSINESS IN THE CLOUD



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# WHY MAKE THE MOVE TO CLOUD?

Chances are, you've probably been considering moving your business to the cloud for a little while. If you're using cloud services like Office 365 for productivity, Sage or QuickBooks for accounting, or a file transfer service like Dropbox, you're already hosting business data in trusted third-party datacentres.

Small to medium-sized businesses tend to host their critical data in small business servers, usually on-site within the company's office. But if you're looking to scale your business or need more flexibility, moving to a Cloud Server is a great way to future-proof your business.

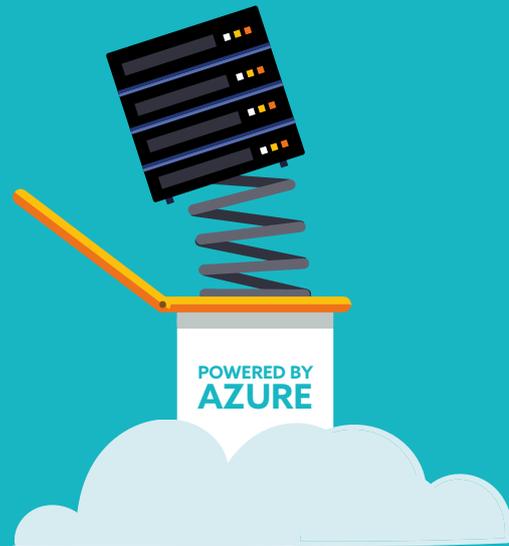
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## WHAT IS A CLOUD SERVER?

A cloud server is a virtual server (rather than a physical server that sits in your office). It is built, hosted and delivered via a cloud platform like Azure, and can be accessed remotely through the internet. Cloud Server includes a virtual machine, SSD-based storage and a static IP to get you up and running quickly. Plus, it's designed for small to medium-sized companies.

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# 6 WAYS

## MOVING TO A CLOUD SERVER COULD BENEFIT YOUR BUSINESS

**1**

### **A FLEXIBLE WAY TO SPREAD INVESTMENT COSTS**

On-site hardware requires you to invest a large amount of money upfront to pay for a physical server, cooling and maintenance costs. With a Cloud Server, you can easily spread the investment costs, moving your capital expenses to operating expenses

**2**

### **SAY GOODBYE TO END OF LIFE SERVER SUPPORT**

Replacing servers that have reached their end of support lifecycle can be a costly investment every 3-5 years. Opting for a Cloud Server means you'll get continuous updates, patches and maintenance with no need to replace aging hardware.

**3**

### **A FASTER WAY TO RECOVER DATA**

If the worst happens and your business falls victim to a cyber-attack, with on-site hardware it can take several hours or days to get your data back, depending on how it's replicated and backed up. With a Cloud Server, you can easily restore data from the latest backup taken, so your business suffers less downtime.

**4**

### **ACCESS YOUR DATA FROM ANYWHERE**

All you need is an internet connection and a way to connect to your business network using a virtual private network (VPN) to work from any location. Working on the go has never been easier.

## 5

### **A SAFE WAY TO PROTECT YOUR DATA**

Protecting your on-site servers from severe risks like fires and floods, or ensuring they meet UK data protection standards and compliance models is a tough ask for smaller businesses. Since data is hosted in Azure with Cloud Server, Microsoft take care of this for you, giving you peace of mind.

## 6

### **SCALE ON DEMAND**

A breakdown of on-site hardware could cost you more in the long run, plus using Azure direct can result in unpredictable costs every month. A fixed cost Cloud Server can settle those doubts and enable you to scale without breaking the bank.



# WHAT'S BEST FOR YOUR BUSINESS?

FEATURE	ON-PREMISES	CLOUD SERVER	HYBRID (ON-PREMISES + CLOUD SERVER)
Security	Varies depending on needs, keeps control on-site but can be costly	99.9% uptime SLA, hosted in Azure, benefit from complete security and compliance	Keeps control of critical data on-site but delivers complete cloud security and compliance with Azure.
Storage	Fixed storage, outgrowing your storage means you'll pay for another on-site server	Scalable storage, use what you need	Outgrowing your storage on-site means you can easily move workloads to the cloud
Scale	Difficult to scale and costly investment	Easy to scale and inexpensive	Move less critical data to the cloud, keep data you need every day on-site
Hardware	Costly upfront investment every 3-5 years	No hardware required	Use a smaller server in the cloud, keep a larger server on-site

“The shift to cloud from [on-premises] infrastructure will grow the fastest between now and 2022 as current assets reach renewal status, increasing tension between on-and off-premises solutions.”

- Gartner, 'Market Insight: Cloud Shift – 2018 to 2022', 2018

# CONTACT US TODAY AND DISCOVER HOW CLOUD SERVER CAN HELP YOUR BUSINESS

**TEL :** 0000000000

**EMAIL :** 0000000000

**WEB :** 0000000000

