WHITEPAPER

CLOUD COMPUTING

A SIMPLE STORY OF WHY IT WORKS

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Not too long ago, the workday was a by-the-numbers affair. You show up around 8:30-9 a.m. You head home at 5-5:30 p.m. Everybody worked at the office. This was the ho-hum that the infrastructure of the average workplace demanded in order to keep everyone working at peak efficiency.

An average workday now is near impossible to generalize. We have people working longer hours, people working off-hours and people working from all manner of locations. Add to this that just a few years back, the average full-time working adult spent 47 hours a week working.

So naturally, the question becomes: Do people have more work or are they less productive?

Well, maybe a bit of both.

Just because you've lengthened the average workday, does not mean you're accomplishing more (check out the Paradox of Workplace Productivity for more insight). Which changes the question entirely: How do we get the most out of our longer workdays?

Well, it's probably not by being in the office for 100% of your work hours.

Increasing your workforces' efficiency is done by tackling two problems: mobility and flexibility.

Luckily, the cloud is the solution to both problems.

THE BIG REASON WHY

PART 1—THE WORKAROUNDS

With the cloud, working from home with the same applications and data you have access to at work is a possibility. And that's a big deal.

Here's a common scenario to display why:

You have an important project due tomorrow, but it's already close to 6:00 pm and you still have a lot more work to go. And, unfortunately, your home life is impatiently waiting for you. That means you're bringing your work home with you.

The problem is, you can't exactly take your desktop computer home with you. There's your laptop, but you haven't updated Windows to the latest version and it doesn't have the files you're been working on.

That means you're fixing it the old fashioned way: sending a flurry of emails without subject lines to yourself containing all the files you need. At least you think you got them all. It's not entirely secure, but your hands are tied.

And sure, it's been a few years since you've used that older version of Windows, but you think you remember all the weird quirks of it.

On top of this, you also need access to your CRM platform — there are some stats you need to pull in order to successfully complete your project. You could go through and pull them real quick — but you know that "real quick" actually means another hour. So you tell yourself that you'll come in early the next morning to finish things off.

"83% OF GLOBAL WORKERS BELIEVE THAT TECHNOLOGY ADVANCES HAVE ENABLED THEM TO BE MORE PRODUCTIVE AND SEE THIS INCREASING IN THE FUTURE."

—EVOLVING WORKFORCE PROJECT

PART 2—THE FALLOUT

You arrive at home, eat something, and get to work. At this point, things don't take long to fall apart. Your version of Microsoft Office is actually expired — which means you have to spend the next 45 minutes finding, purchasing, and downloading it.

Once you get things up and running, it's already after 8:00 pm.

You hop onto your personal email and start downloading all the files you sent while you were at the office. But you quickly realize that you forgot to send some integral files over.

So you're forced to remember what part you left off on and decide that your best bet is to work backward. You tell yourself that you can patch together the beginning and the end when you get back to the office tomorrow morning

You managed to send yourself the majority of the documents you needed (which is a good thing); however, without those CRM stats, you get the dreadful feeling you're shooting in the dark.

By the time you decide to call it quits it's close to midnight and your project is a hodgepodge of non-focused ideas and unorganized points.

"AS OF 2022, OVER 60 PERCENT OF ALL CORPORATE DATA WORLDWIDE IS STORED IN THE CLOUD."
–STATISTA

You realize you're going to be doing a lot of extra work in the morning. Which means you're heading in early.

Your entire day has been filled with work, and it looks like tomorrow will be no different.
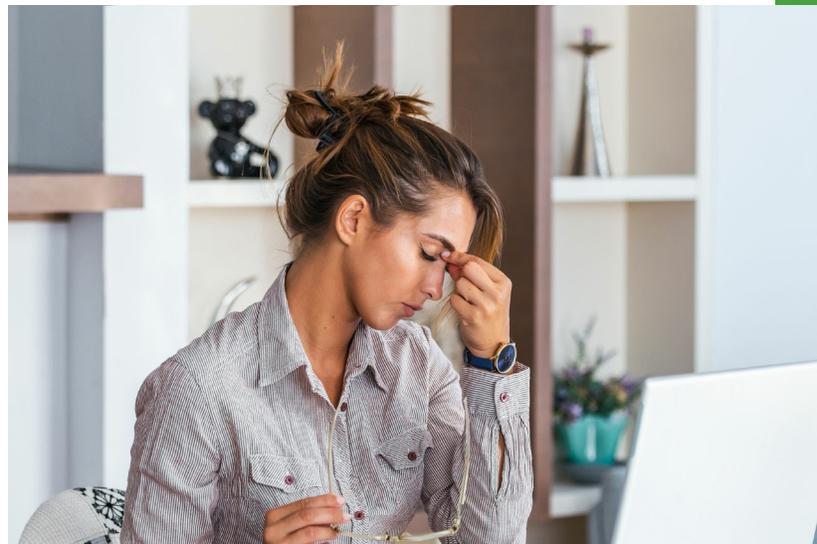
PART 3—A BETTER SOLUTION

Rewind back to the part where you knew you had to take work home.

At that moment, there were a lot of loose ends involved and plenty of work was required before you could actually go home and work. Like, another hour or two of just gathering everything you need.

With the cloud, that step doesn't exist.

For starters, you wouldn't have to worry about how you access the files you need. This is because many business applications (including your email and CRM) can be cloud-based and accessed securely over the Internet. No more emailing files and hoping you don't miss one. As long as you have an internet connection, you can access all the same files you are able to access at the office.

"BY 2025, THERE WILL BE OVER 100 ZETTABYTES OF DATA STORED IN THE CLOUD."

—CLOUDWARDS

With the cloud, you also wouldn't have to worry about purchasing and downloading software on your personal laptop or home computer. Instead, these tools can also be accessed over the internet via your existing business subscription.

With a cloud-based business application (like Office 365 or the Google suite), you can use whatever device you have and still work as if you were at the office — files and data included.

So you're checking of both mobility and flexibility by leveraging the cloud. All the files and software you use at the office are easily accessible no matter where your employees need to be working from.

PART 4 — A LIFE WITH CLOUD COMPUTING

Obviously, cloud computing can do a lot for mobility and flexibility — which can have a major impact on your productivity.

But the perks of cloud computing don't stop there.

They can go above and beyond productivity to promote efficiency, conservation, savings, security, collaboration, and much more.

CONTACT US

https://www.virtualdataworks.com

330-800-2186

475 Wolf Ledges Parkway
Akron, Ohio 44311