CLOUD COMPUTING:
THE KEY TO WORKING
FROM ANYWHERE

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About the Company:

Affinity strives to build ongoing relationships with you and your business, so together we can use today's technology to meet tomorrow's business challenges. We work to understand your needs before we customize a solution that fits your business – and gets you back to business.
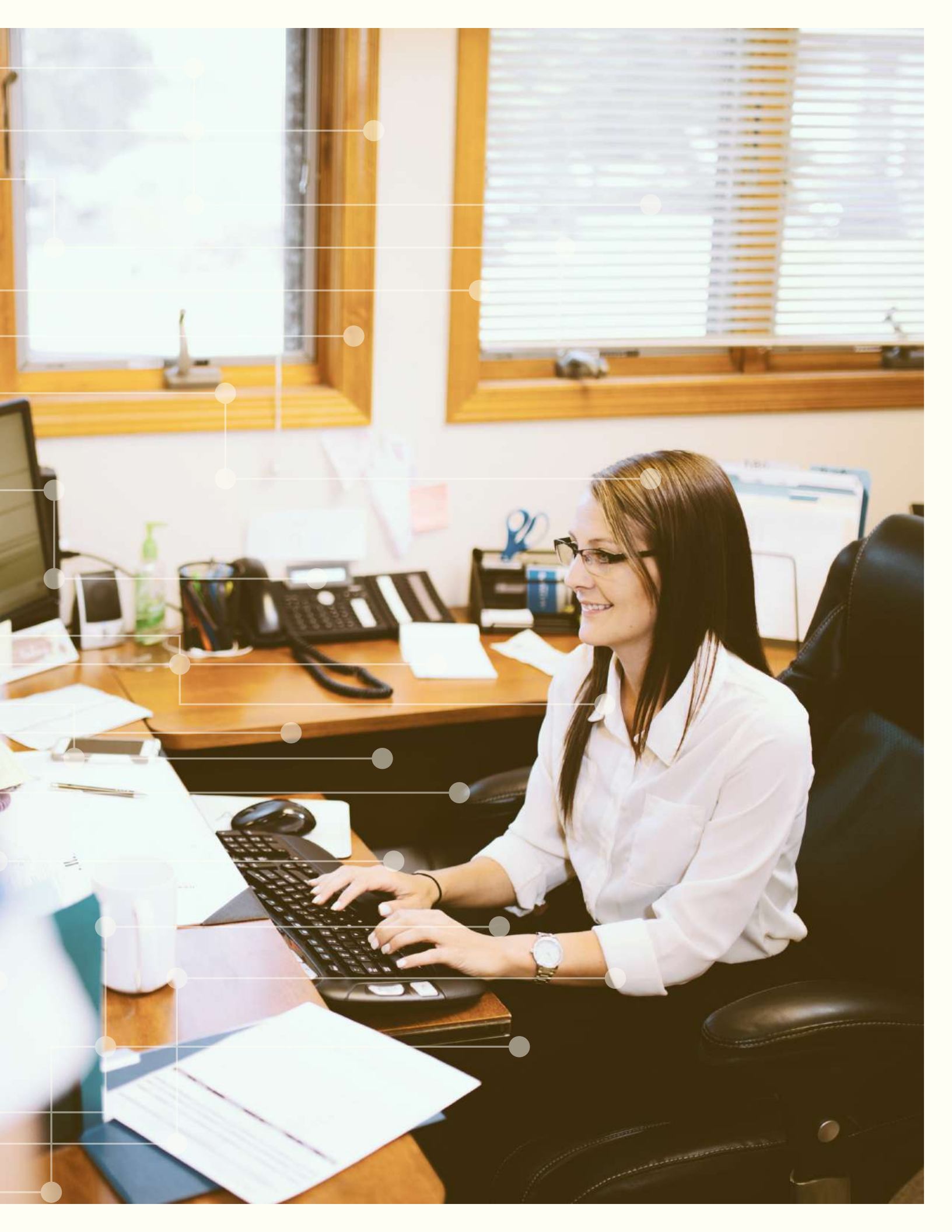
CLOUD COMPUTING: THE KEY TO WORKING FROM ANYWHERE

*No one likes being tied down. Being forced into a strict routine every day not only feels suffocating but may be completely unrealistic depending on the type of work you do. While having a stable job and a reliable routine to rely upon is reassuring, it can be frustrating and unproductive if you're never allowed to break from that routine when the need arises.*

The constant demands and expectations of business that feel a bit restrictive at times can lead to unhappy employees if there are no options available for balancing those demands. For a business owner, the thought of unhappy employees raises a red flag. Losing employees is not only inconvenient and disappointing but costly -- $11 billion is lost annually due to employee turnover. How can you make sure your employees are more satisfied and more productive in their work environment?

Remote work through cloud computing gives you both - with some added benefits for your bottom line.

Throughout this eBook, we'll explain the benefits of working from anywhere, and by the end you'll be wondering how soon you can adopt this solution from Affinity IT Group.
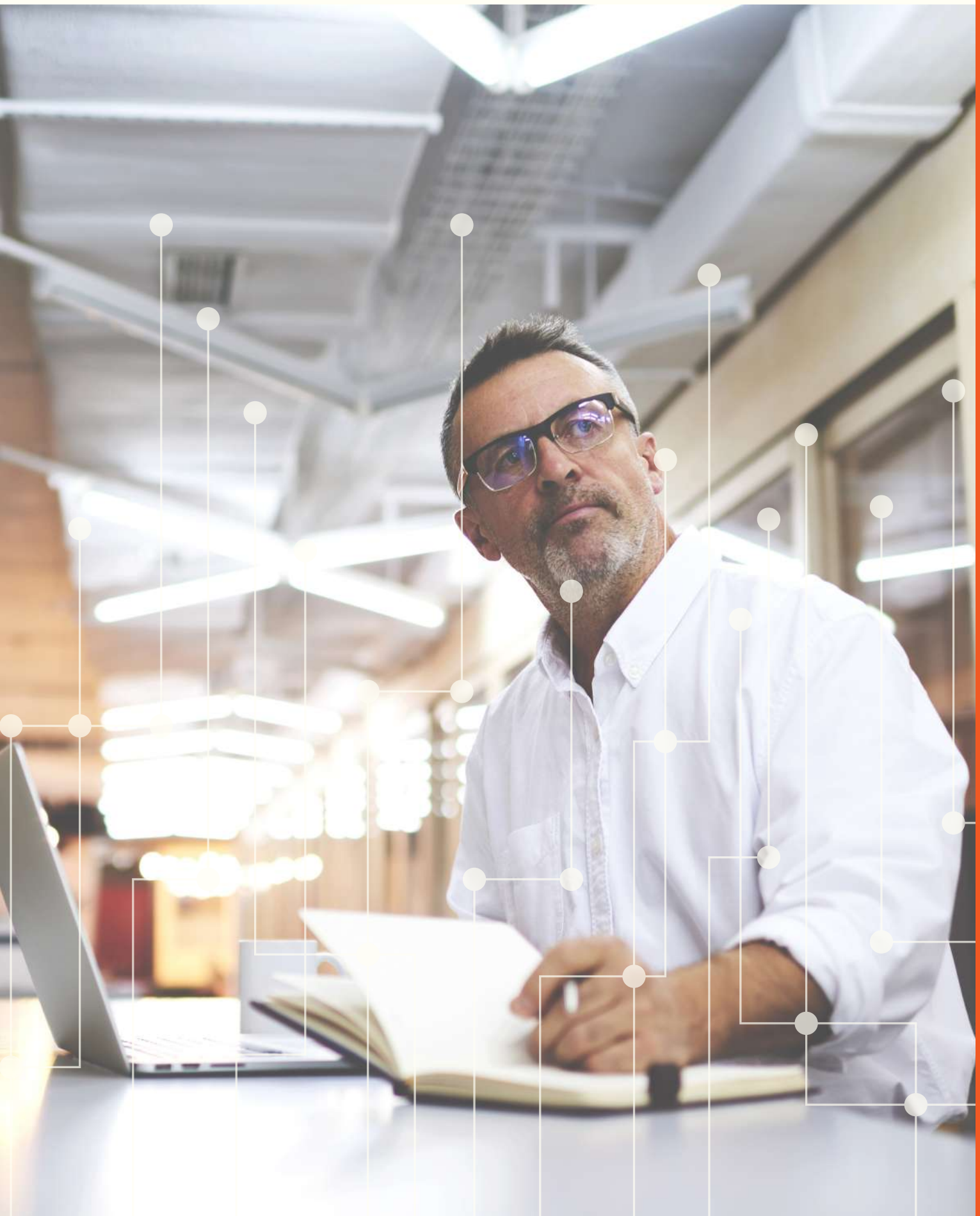
Work from Home when You Can't
Come In

Cloud Computing Safely Opens the
Door for Remote Workers

WORK FROM HOME **WHEN YOU CAN'T COME IN**

Your network is the heart of your business. It's not just circuits and switches. As with a human heart, if your network stops beating and fails, everything else will follow shortly and die with it.

First, how exactly does cloud computing work and how does it allow for remote work? When you move to the Cloud, the biggest change is that now your data will be hosted and maintained in off-premise servers, rather than on-premise, which you access through the internet. By eliminating the physical restrictions, your mobility becomes crazy in the best way.

You can work literally anywhere in the world as long as you have a device, an internet connection and the right credentials to log into your work server.

Having this option increases business productivity in many unforeseen situations. For example, if an employee is sick -- or home with a sick child -- and can't make it into the office, without working remotely they just don't work that day and may fall behind. If they are able to work from home, however, business can continue without major interruption. In fact, studies find that because cloud computing technology increases work accessibility, 57% claim they continue working from home even when they're out sick.

Cloud benefits for remote work apply beyond situations like illness. Maybe you have an important presentation coming up or a big report due soon, and you think of a brilliant point to include in your work - but it's the middle of the night. With cloud computing, it's no problem to sign in and write down your genius idea while it's fresh in your mind.

"You can work literally anywhere in the world as long as you have a device, an internet connection ..."

Maybe you don't even have a pressing deadline, but you would like to get ahead at work to better manage a busy week ahead or take time away from phones and meetings to focus your attention on some planning, writing or new ideas. Research routinely shows that U.S. employees frequently work online after business hours, especially with innovative technology that makes it easier to work remotely. With this in mind, it's not surprising that 91% of workers say that having the ability to work remotely improves productivity.

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CLOUD COMPUTING SAFELY OPENS **THE DOOR FOR REMOTE WORKERS**

Besides improving productivity and satisfaction for your current employees, cloud computing opens up the door for remote workers. Maybe you've found a specialist you need with a certain skill set, but they're located across the country, and you only need them for a certain project -- so it's not justifiable to hire and pay for them to travel or move to work in the office.

With cloud computing technology, these issues won't limit your workforce options anymore. In this amazing digital era, you'll be able to utilize the power of the internet and cloud computing to give remote workers access to your office resources without risking your bottom line or your business security. They can contribute remotely from anywhere, with no problem.

This flexibility is also extremely helpful when you have to make a client visit or a sale in a different location. Don't worry about bringing certain paper documents and files -- just bring your laptop and you have everything you need to prepare and present!

WHAT ABOUT COLLABORATION WITH REMOTE WORKERS?

Cloud computing makes it easy to for the entire team to collaborate with remote workers. Some of the most common cloud-based apps that SMBs adopt for communication tools like email or the Office 365

59%
of SMBs

don't report significant productivity benefits from Cloud services for nothing.

suite. The primary advantage of these collaborative cloud-based applications is allowing multiple employees to access and edit the same document in real time. Because all of your data is stored at a central location, there is only "one source of truth," which means the document your boss sees in his office will be the same, updated version of the document that you are viewing at home, or that your colleague is viewing in the airport at the same time. This allows workflow and processes to become more effective than before - 59% of SMBs don't report significant productivity benefits from Cloud services for nothing.

COST SAVINGS OF REMOTE WORKERS AND CLOUD SERVICES

Besides the significant workforce savings gained from outsourcing to remote workers through cloud computing, cloud computing services themselves are just plain affordable. Because they are operational expenses, this IT approach eliminates the need for major capital purchases like hardware equipment that can be expensive to maintain, repair or suddenly replace in the event of a failure.

Cloud services are also charged on a flat, monthly rate, making budgeting much more predictable and affordable than before. With savings like this, no wonder 70% of businesses report significant operational cost benefits as a result of moving to the Cloud.

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HIGHER SECURITY, SCALABILITY AND CONVENIENCE **AND EMPLOYEE SATISFACTION**

For SMBs that depend on a limited core team of people to deliver products and service to your customers, employee satisfaction is very important.

A Glassdoor survey found one of the most important aspects that affects employee happiness is the work culture of an organization, and implementing cloud computing to enable remote work definitely promotes work-life balance and a flexible work culture. That's why employees are 87% more likely to love their job if they can work from home.

The good news for business owners is that the advantages cloud computing gives your business to create more employee satisfaction extend to benefit you across your operation:

SECURITY

Of course, security is vital whenever data access and storage are part of doing business, whether you are on site or on the road. Your security worries will be the only thing taking a hit because cloud servers are protected by some of the highest security measures out there. A staggering 94% of businesses with cloud computing have actually expressed that they've experienced security benefits they didn't have before. Like what?

First, with these off-premise data servers, you no longer have the risk of physical damage to your on-premise devices from theft, natural disaster or human error; it's all safe in the cloud.

J♥B

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Second, cloud encryption options further protect your data in case it falls into the wrong hands, while you control which devices your data can be viewed on.

Third, when you subscribe to cloud computing services, you will automatically have a backup and disaster recovery plan by virtue of being able to access your data instantly from various locations, to avoid dependence on only one. No matter what happens, your data will never be compromised, and your productivity never has to suffer from downtime. With the right IT provider guiding you, you can trust the cloud.

SCALABILITY AND CONVENIENCE

Adding to the affordability of cloud computing services, they also scale with you no matter how fast or large you may grow -- with no additional cost or equipment required. Affinity IT Group cares about your success, and we simply won't charge you more for it. So, if you're taking the win every time on your business trips, good job -- keep going and the cloud will keep up.

A key advantage for business owners is the added convenience of cloud computing applications that are automatically maintained and updated by your IT service provider. Gone are the days of sitting at your desk just staring at your screen and counting the percentage of completion as your applications update. Or wondering if you have the latest version. Imagine how much time this will save you and your team.

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Higher Security, Scalability and
Convenience and Employee Satisfaction

In an Emergency: Work Even
on Vacation

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IN AN EMERGENCY: WORK EVEN ON VACATION

Nobody likes to work on vacation, but what if work emergencies happen at the worst time and you're the only one that can address them? With cloud computing, this emergency doesn't have to completely derail your precious time off.

You and your family are lounging on the beach, relaxing in the sun and the warm breeze while you hear the waves crash under your feet and your children laugh as they build a sandcastle together nearby. Suddenly, your phone rings, waking you from your zoned out bliss.

It's a bit annoying having work interfere with your hard-earned free time but as you answer, a panicked voice on the other side begins apologizing profusely for disturbing you, then explains how urgently your assistance is needed. You tell your stressed out caller not to worry, you'll take care of it, then hang up, sit back on your chair, and sign into your email from your phone. You may have to go back to your room for your laptop, depending on how big the emergency is, but either way, you access and address the problem quickly and with ease, receiving a flurry of relieved thank yous in return.

Because of cloud computing, it wasn't such a big hassle to handle business problems

from miles away

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Of course, you preferred not to work during your vacation, but you rest easy now and relax again knowing that your company is well taken care of. Because of cloud computing, it wasn't such a big hassle to address problems affecting your office from miles away.

TAKE YOUR WORKPLACE TO **THE NEXT LEVEL WITH CLOUD COMPUTING**

Statistics from 2016 indicated that nearly 1/4 of the US workforce regularly telecommutes to work. With all the benefits of remote working and cloud computing illustrated here, it's no wonder that 78% of business are expected to be fully immersed in the cloud by 2020.

It's hard to list too many reasons you should NOT adopt a more mobile, flexible, convenient, updated, and affordable environment. At Affinity IT Group, we're dedicated to providing IT solutions that will only improve your current business situation towards higher efficiency, productivity, and convenience. Cloud computing does just that. Have any more questions about how this solution is right for you? Talk to us! We'd love to chat and get familiar with your business needs and goals.

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