



Whitepaper
Improving Efficiency
with **PRO Cloud**



By now you're likely familiar with cloud computing, at least to some degree. Cloud services have dominated the technology market in recent years, and it seems like nearly every device features some level of cloud integration. Your smartphone is heavily reliant on the cloud to store messages, photos, music, and even entire applications to free up extra space and transfer your data seamlessly between devices. You might use a cloud storage solution like Google Drive in the office to foster collaboration with your colleagues. The cloud even has purely recreational applications; entertainment systems like the Xbox One and Playstation 4 are liberal in their use of the cloud to create an online gaming marketplace that's slowly killing off traditional sales models.

"Working in the cloud tears down barriers between colleagues and fosters collaboration and efficiency."

As the cloud permeates every facet of modern life both in and out of the office, it's your responsibility as a manager to ensure that your company is equipped with industry standard technology. Fully embracing the power of the cloud is a good way to start, especially since cloud services are usually a gateway to other powerful policies and solutions.

The Cloud's Place in Modern Business

If you've used a cloud storage system in the last year, you know how superior it is to traditional storage and sharing methods already. Managers are noticing the difference; 74% of CFOs say cloud will make the largest impact on their business in 2017 compared to other IT solutions. Employees are free to share and collaborate on work without having to huddle around physical documents or exchange Word files with tracked revisions.



"19% year over year from 2015 to 2020, eventually becoming a \$162 billion industry."

— Forbes

Cloud services in the workplace also give you as a manager a number of important tools that were previously unavailable. You have the power to gate certain sensitive content so that only approved team members can access it, and you have a quick and easy system for keeping track of all the files flowing through your business.

Working in the cloud also functions as a rudimentary backup; documents aren't hosted on the end-user's device and are saved in the cloud regularly, so there's a lower risk of lost work should disaster strike.

Most businesses are now using the cloud to some degree, but few are leveraging it to its full potential. That may change in the near future; the cloud industry is expected to grow by 19% year over year from 2015 to 2020, eventually becoming a \$162 billion industry. So how can your business start embracing the change?

It Starts with Infrastructure

Your business's ability to take advantage of the cloud is only as good as the infrastructure you'll use to access it. When you plan on spending a lot of time working in a virtual space, as is the case with cloud services,



it pays to invest heavily in your business's infrastructure, whether you plan on building a strong on-premise system or working with a managed service provider to secure infrastructure as a service (IaaS).

When thinking about infrastructure, remember that the internet itself isn't fast or slow; it's an ocean of data, and your tools determine how quickly and safely you can traverse it. Professional technicians can help you configure your network so that connectivity is maximized throughout your office, and so that your firewall is as strong as necessary to keep out looming cyber threats.

For speed and ease of access, you may want to learn more about whether fiber internet is available in your area. Gigabit download speeds can make a huge difference, especially when you're working with large amounts of information in a virtual workspace. There are hundreds of thousands of miles of unused fiber beneath America's roads; the trick is tapping into it.

The Cloud Refines Your Processes

Working in the cloud tears down barriers between colleagues and fosters collaboration and efficiency. For example, if multiple employees have to work on a single document over a six month period of time without the cloud, think of how much time you might waste sending documents back and forth with edits and notes, and how much stress the project manager might find him or herself under as deadlines near.

That situation changes radically if that hypothetical company embraces the cloud. That same document can be stored in a central location. The relevant parties can be granted access. Management can keep tabs on the progress of the assignment at all times, and edit tracking and discussion become a breeze. Introducing the cloud at its most basic level eliminated most of the stress and waste from the situation.

Cloud services also pair remarkably well with most task management systems and can be accessed from anywhere with the proper permissions. That leads us to maybe the most compelling feature of cloud services.



"By the end of 2017, approximately 50% of American employers will have implemented some kind of BYOD policy."
— Markers & Markers

The Cloud Is a Gateway

Once you've grown accustomed to using the cloud and fulfilled your infrastructure needs, what comes next? You should always be looking to make improvements to your business, and cloud migration opens up possibilities that will be good for your bottom line and great for your employees' work-life balance.

One such improvement would be a bring-your-own-device (BYOD) policy. BYOD is a hot trend in business right now since it helps businesses save on hardware while allowing employees the comfort of working on their personal devices. By the end of 2017, approximately 50% of American employers will have implemented some kind of BYOD policy.

BYOD does come along with a few caveats; you'll need to make a serious effort to educate employees in cybersecurity policies so that they know the risks inherent in using a personal device to access company data.



That said, BYOD is a great policy that can make your company more attractive to new prospects and more effective on a day-to-day basis.

Once employees are comfortable working on their personal devices and accessing information via the cloud, the next logical step is lowering your dependence on your office environment. Allowing employees to [work remotely](#) on a limited basis is extremely good for company morale and helps you expand the borders of your business beyond the brick and mortar of your office walls. When your employees have the ability to work from anywhere, there's less anxiety surrounding having to be out of the office for personal reasons.

PRO Cloud by PRO OnCall

At PRO OnCall, we're committed to fueling the businesses that make Ohio's economy one of the strongest in the nation. PRO Cloud is one of the crown jewels of our suite of telecom and IT service solutions. If you're interested in learning more about cloud services or you have another pain point in mind, don't hesitate to [get in touch with PRO OnCall today](#).



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