



Cloud brings a comprehensive transformation of companies. It saves costs, promotes innovation and sustainability

Video Transcript

Intro

The cloud will very quickly become the basic pillar of your business. If you want to take advantage of all the benefits it offers, you must choose not only a cloud solution provider, but also a suitable implementation partner. I'm Juraj Vaško from Accenture and I will introduce to you the main benefits of the cloud.

Cloud as an accelerator of success

At first glance, moving to the cloud may seem easy: everything your company has stored on servers in its data centre is simply moved to cloud storage, and that's all there is to it. However, the very essence of cloud transformation is not just about replacing your on-premise hardware with cloud services. Moving to the cloud is about changing your thinking and perception of the limits and possibilities of technology. It is necessary to think about rescheduling long-term goals and changing the strategy and philosophy of your company. The added value that moving to the cloud will bring you depends, to a large extent, on the approach that your company takes to the transformation.

Simply put, the cloud brings two basic benefits. The first is to reduce infrastructure

costs and increase flexibility not only for IT but also for the company as a whole. The second advantage is an increase in revenue and profitability. The cloud works here as an activator for the transformation of the company and the introduction of new business models and innovations.

Let's take a closer look at the benefits of the cloud.

Save costs and increase profitability

Thanks to the cloud, you will save on building and operating an infrastructure. The main savings are that you can use all the resources in the cloud more efficiently than in your own data centre. If you are not currently using them, another customer may do so. You only pay for what you consume. This is simply not possible with a classic, on-premise infrastructure.

You will also benefit from the efficiency of the operation of huge data centres on a massive scale and from the distribution of the costs of building them amongst all customers.

Of course, your internal operation is also significantly simplified - you no longer have to deal directly with, or pay for, the data centre space and its maintenance. These



become the responsibility of the cloud service provider and are included in the price of each of the services you use. Nevertheless, the results of our surveys show that only a third of companies have fully achieved the expected benefits of migrating to the cloud.

When moving to the cloud, most companies focus on reducing costs while forgetting the second, very important dimension, namely using the cloud to transform and streamline their business model and generate new revenue. You can achieve this by implementing automation, using data analytics and artificial intelligence with the help of cloud services.

Innovations almost for free

Another important factor caused by transformation to the cloud is the innovation potential. The largest cloud service providers, such as Amazon Web Services, Microsoft Azure, or the Google Cloud Platform, have incomparably more options than your company could have. They literally set trends. They implement any changes and improvements faster, more flexibly and, most importantly, first, often regarding the demand and feedback of its clients.

All innovations are delivered more or less free of charge through regular updates, so all you have to do is implement them into your business model. Thus, the lengthy and expensive development of your own IT solutions is eliminated. Everything is ready in the cloud; all you have to do is pay.

For example, if you need a text-to-speech tool, you can buy it immediately in the cloud without having to develop or program it yourself. If the service does not meet your expectations or you do not achieve the required business goals, you can simply stop using it without additional costs and without losing the initial investment where it was not needed.

The cloud offers a sustainable future

Sustainability is a very important and now significant topic of any modern, progressive company. This is also essential and current in the case of the cloud.

Cloud providers need a huge amount of energy to run their data centres, which is associated with the production of emissions. Therefore, cloud service providers are constantly streamlining their use of electricity and alternative sources. If sustainability is an important issue for you as well, using cloud services is a step in the right direction.

As I mentioned in the introduction, it is necessary to find a key partner who will guide you on the path of transformation with the right steps, provide you with the smoothest possible course and open up new opportunities for your business. This is exactly the partnership we at Accenture offer to our clients, and we can help you too.

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