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## How to Make a Business Case for the Cloud
## Video Transcript

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The cloud empowers better decision making, simplified business processes, greater efficiency, improved communications and collaborations.

It just requires a new way of thinking about business cases.

There's 2 basic stumbling blocks: the first being quantifying those things that are traditionally considered intangible. because they're new benefits. They're things like agility, speed of performance, speed of information.

The second is that the business teams and IT haven't always worked together closely. The digital world drives changes in how organizations work together. Business and IT have to work together to create the business case.

So maybe, just maybe, the cloud business case isn't so hard to make after all.