Why you should move your mobility applications to the cloud

What is the cloud?

You will have heard the term 'cloud computing' and know that data can be stored off site on a separate server hosted by a third party company, yes all true but there is so much more. The cloud platform can host a multitude of internet services that you use every day; E-mail, multimedia content and even social media. With no infrastructure management required the cloud removes the need for an onsite physical program and software infrastructure and moves it onto the cloud where you can access from anywhere, anytime, securely.

Main Components of Cloud Computing:

Software as a Service (SaaS) is a way to centralise your computer processes on an external server or 'cloud'. It is geared toward the end users in your organization, doesn't take much to get started and guarantees that your software is up to date without having to spend time and money installing new software. The provider figures out how many resources to devote to your use of the application. The provider sets up servers, virtual machines, network equipment, making the system scalable and secure. You just point your browser at it, making full use of the up to date software and increasing efficiency.

Platform as a Service (PaaS) provides the platform for organization to host a tailored application, it falls between IaaS and SaaS and is not a finished product. PaaS offers your application developers the hooks and tools to develop software to that particular platform. For example, Windows Azure gives you tools to develop mobile apps, social apps, websites, games and more. You build these programmes, but you use the APIs and tools to hook into the Azure environment and run from there.

Infrastructure as a Service (IaaS) is at the other end of the cloud spectrum giving you maximum flexibility to run fully customised software and maintain control of your software environment. Without the ability if IaaS you would have the hassle of building and maintaining equipment in a server room, with the high costs and inefficiency associated with that.

With IaaS using virtualization technologies you gain a fully scalable, customisable and secure infrastructure without costly resources being utilised within your organization. IaaS is available from Amazon EC2, IBM and many others, but care should be taken in choosing the correct provider to make sure it offers you the service that you need.

But how will this help my business?

Every business has to keep a close eye on the bottom line and increasing profitability. Offering a superior service to your customers and increasing staff efficiency are areas that can only help your efficiency and overall profitability. For any business maintaining an IT system, keeping up to date with the latest technology and numerous license fees, proves costly. Moving your business to the cloud will reduce these costs and still keeping your business technologically up to date, and the

ability for your staff to be implemented more efficiently elsewhere within the company.

- **Lower upfront costs on Infrastructure** – Instead of buying everything you need in advance, you pay-as-you-go for what you consume. This is a huge benefit for projects or processes that may start small but need the ability to grow quickly. With the infrastructure in place, developers can focus on delivering business results instead of getting the technology working, which reduces implementation costs and the potential for future growth issues.

• **Shorter time to go-live** – The provider's cloud infrastructure is already up and running, providing a range of off-the-peg services such as access management, security, scalability and reporting. Unlike on-premise software that requires these baseline functions to be built to order over and over again, developers and users can just get on with application design and delivery.

• **Reduced ongoing overhead** – Support and maintenance costs are lower because staff and resources aren't tied up keeping basic infrastructure in place and running. Unobtrusive and instant upgrades are a regular part of cloud services instead of being infrequent and disruptive re-engineering exercises.

• **Scales without effort** – The cloud provider's infrastructure already supports hundreds or thousands of other customers (and often millions of other users), so it'll easily sustain your organizational needs.