

Small Business Matters

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52 TIPS FOR YOUR BUSINESS

#32 – 4 Benefits of Cloud Computing

More and more, small-business owners are taking at least a portion of their business to the cloud. That is, choosing to store information (such as accounting data, email storage) on third-party, off-site servers rather than at the business' location itself.

Why? The benefits of offsite cloud storage from solutions such as Microsoft's OneDrive, are numerous, according to Fred Franks, Chief Information Officer at FIT Technologies.

Indeed, by the end of 2015, spending on cloud services could top \$180 Billion, according to InformationWeek. Further, global cloud workloads are expected to grow at a compound annual growth rate of 35% between 2012 and 2017, according to ZDNet.

With that in mind, Franks identified three key benefits small-business owners can expect when implementing a cloud computing solution.

1 COST SAVINGS. The biggest reason companies switch to the cloud is because of cost, Franks says. A company's servers will eventually reach the end of their life,



Fred Franks,
Chief Information Officer,
FIT Technologies

meaning the company will have to pay to have them replaced. Going with off-site storage takes that concern off the company's hands.

2 FLEXIBILITY. The cloud can also help make a company more nimble, Franks says. For example, it can be hard to guess how big the storage needs will increase in five years. What if the need doubles? Instead of having to bulk up the IT equipment, the

company can easily adjust its offsite server size. "It's like buying a compact car as a newlywed, but you can scale it to a minivan with ease," Franks says.

3 CONVENIENCE. The added convenience of the cloud is also a big plus. "If you forgot to take your laptop home and you have a cloud service, you can bring it up on your smartphone, tablet or home computer," Franks says.

4 SECURITY. Data hacks are becoming all too common across corporate America. Using a cloud-based service can help reduce those fears, Franks says. "Most organizations can't afford the level of security that cloud computing systems implement," he says.

i Want more expert advice? Check out Linktunity (www.linktunity.com), an online forum connecting business owners with creative solutions to the tough questions they face every day.

BIG IDEAS

5 REASONS TO ADOPT A GREEN LEASE

A growing number of commercial real estate companies, tenants and brokers are using the green lease as a collaborative blueprint to increase building performance, save money and bolster sustainability. View our full infographic at www.cose.org/greenlease.

1
REDUCE
UTILITY BILLS BY UP TO
\$0.51
PER SQ. FT.

2
ALIGN
THE
FINANCIAL AND ENVIRONMENTAL GOALS
OF LANDLORDS AND TENANTS

3
DECREASE
ENERGY CONSUMPTION IN AN OFFICE BUILDING BY
11-22%

4
LINK
CORPORATE SOCIAL RESPONSIBILITY BEST PRACTICES TO
BUILDING ENERGY PERFORMANCE

5
DEMONSTRATE
TO POTENTIAL TENANTS AND INVESTORS A
COMMITMENT TO SUPERIOR OPERATIONS,
TENANT SATISFACTION AND SUSTAINABILITY

Interested in learning more about how green leases can improve your business? Contact COSE at (216) 592-2205 or energy@cose.org to take part in the pilot for free technical assistance.

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August 10

By The Numbers Cloud Computing Usage

88%

of enterprises are using a public cloud solution

63%

of enterprises are using a private cloud solution

93%

of enterprises are employing cloud technology in some form

SOURCE: RIGHTSCALE, 4TH ANNUAL STATE OF THE CLOUD SURVEY

Connection Calendar

ENTREPRENEURIAL STRENGTHSFINDER WORKSHOP

With nearly 100 years of data on people, trends, politics and business, the Gallup Organization has mastered the science of behavioral economics.

Gallup has recently focused on researching entrepreneurial strengths and how understanding, developing and applying those strengths can change the game for businesses. Join us as Gallup's Todd Johnson shares interesting insights into how businesses can capitalize on behavior trends and take the Entrepreneurial Profile 10 Assessment for yourself.

AUGUST 13

11 AM - 2 PM

100th Bomb Group, Cleveland

Cost: COSE Members \$30, Non-Members \$40
Register at www.cose.org/ep10.

ADVOCACY COMMITTEE MEETING

Join us for the fourth Advocacy Committee Meeting of the year! The COSE Advocacy Committee provides a forum for volunteers to discuss, research and share the specific values, principles and policies of COSE on public issues affecting our members.

AUGUST 14

8 - 10 AM

COSE Offices, Cleveland

Register at www.cose.org/events.

SMALL BUSINESS BOOT CAMP: STAFFING, TALENT AND CULTURE

Join us as Steve Ellis shares his views on what was learned from the collapse of his former firm Arter & Hadden and how those lessons helped Tucker Ellis to become one of the "Best Companies to Work For" year after year. He will offer insights on why employees are a company's greatest asset and why having the right talent is so critical to your success.

AUGUST 20

11:15 AM - 1:30 PM

Tucker Ellis offices

Cost: COSE Members \$25, Non-Members \$40
Register at www.cose.org/events.

Check out www.cose.org/events for all the latest happenings.