



MOVE YOUR BUSINESS TO THE CLOUD

Cloud and mobile computing has already gained substantial traction in the Enterprise and has a growing footprint in small to medium businesses. It provides a paradigm shift in the way software is distributed, used, and priced. It also offers substantial savings on hardware and server software. It's effectively a way for you to completely streamline and change your business for the better.

What can cloud-based service software offer your business?

- Reduced hardware and software costs
- Access everywhere on any device
- Scale quickly up and down
- Cost savings through monthly subscription
- Deploy services rapidly in any location
- Link instantly to additional cloud-based software

Cloud software comes in a variety of flavours. It can be traditional client/server-hosted software, a website hosted at a hosting provider, or a website hosted on an internal private network. However, these are a little misleading when it comes to being able to fully derive cost and efficiency benefits. You should ask the following questions of any 'cloud-based' software provider:

1. Is the software multi-tenanted? – Ensures rapid deployment
2. Is it hosted at a cloud provider such as Rackspace, MS Azure or Amazon AWS? – Ensures scalability and hardware savings
3. Is it available both on and off-line? – Ensures access anywhere on any device
4. Is it SaaS (Software as a Service)? – Ensures cost saving benefits
5. Does it have a REST API? – Ensures interoperability

COMPETE WITH AND DISRUPT EXISTING COMPETITION BY MOVING TO THE CLOUD



Cloud software can disrupt a market and can be utilised to disrupt competition, offering a huge advantage for growing businesses. Experienced IT staff will know that implementing internal infrastructure, especially across multiple territories can be time consuming and costly. Cloud software overcomes this issue by incorporating the following functional benefits:

- Direct cost savings on hardware, software, and professional services.
- Become more agile and react faster to changing business requirements.
- Increase reliability and, in many cases, data security.
- Become more competitive and consequently, increase revenue and customer base.
- Instant deployment across multiple territories.

The success of delivering software projects has increased dramatically with the advent of cloud computing. It enabled us to reduce purchasing decision timescales and allowed an organisation to become more agile in its approach to software and IT infrastructure. Typically, client/server-based software has lacked the flexibility and accessibility required to create a streamlined set of software-supported business processes.

By implementing cloud service software, you can:

Dramatically Reduce Planning and System Implementation Times

Traditional service software can take up to 12 months to plan and implement. MindYourService.com has reduced this traditional timescale of 12 months down to just 2 hours. This is a huge benefit for companies that initially want to experiment with software, but also want to create a longer-term plan for implementing fringe functionality.

Heavily Reduce IT Investment and Increase Opportunity

With traditional software implementation, you would typically have to pay fees (in addition to the upfront cost of the software) for professional services (training,



implementation, project planning, etc.), customisations, server hardware, server software, and ongoing support. Cloud and SaaS (Software as a Service) offers a pay as you go model, with no need for servers or server software and with the support usually included. The implementation is typically included in the subscription and can be completed in a matter of hours. Due to a single code base, customisations are rapid and benefit the SaaS provider's entire customer base. The reduction in cost here is so dramatic that companies have upgraded from existing client/server software to cloud software for the equivalent of their existing annual support fees.

Go Multi-Location and Global with Ease

If your choice of cloud service software supports multiple stock locations, currencies, and time zones, you just need to be in the public cloud to allow for the following benefits:

- Integrate into third party software and with existing solutions in multiple locations.
- Reduce your deployment and testing times by a huge percentage.
- Reduce training times because the user interface is simple and consistent.
- No need to purchase hardware or server software.
- Use Hybrid cloud connections to existing software and protect existing investment.
- High performance global solutions and enhanced security across your enterprise.

You can start to move your business closer to the head office and promote real-time collaborative communication and working practices.

Improve IT Security and Reliability

A common misconception is that cloud software is less secure than on premise solutions. You would actually be better off hosting on a reputable cloud provider and utilising modern data encryption techniques. Cloud providers employ technical staff dedicated to the security of services and infrastructure. The provider's infrastructure is usually located in extremely secure buildings distributed across multiple locations to ensure reliability.



This large investment in hardware, software, and expertise by cloud providers allows you to greatly reduce your own IT costs. Due to their numerous servers, you reduce the risk of hardware failure and its impact on running services. You can archive and back up your data in the cloud, and some software vendors offer web-based backup portals, allowing you to download and store backups of your information.



GAIN A HUGE COMPETITIVE ADVANTAGE BY MOVING TO THE CLOUD

Once you've grasped the benefits of cloud computing, you'll start to see the competitive advantages in moving your service operation online.

Leverage Existing Systems and Customised Software

Moving to the cloud doesn't mean you need to ditch existing in house and customised software solutions. In fact, it can enable you to push these services and data into the cloud through integration into SaaS software. For example, your field team might not currently have access to customer information. You can simply link your existing ERP/CRM software to a cloud-based service software using REST APIs. This is a simple process that helps negate expensive software development and quickly gets information to the hands of users and customers.

Building a Private and Public Community of Apps

There are many cloud-based apps such as Xero, Sage, QuickBooks, ZenDesk, Twelio, Salesforce, and the list goes on. Implementing cloud-based service software enables you to leverage these other cloud solutions instantly, allowing you to build an entire infrastructure out of the best of breed applications. You can also link this to private systems such as SharePoint, Exchange, Lync, etc., enabling a hybrid community of applications available anywhere.

Scale and Deploy Service to New Business Instantly

Provide customers with instant access to data via the web. Allow them to make requests for work, see information pertaining to their equipment, check their billing history, and see cost savings reports. With the cloud, there is no need to worry about implementing new infrastructure and services to support business growth; it simply expands out the box, allowing you to control your costs and greatly reduce the TCO of your software and services.



Your Customers Benefit from your Community of Apps

It's not just your business that will benefit from implementing cloud service software. Your customers will be able to access information, such as job sheets, job booking confirmations, and changes in billing, immediately. Therefore, your investment in connected, accessible, and powerful cloud solutions will reflect through to your customers and, consequently, raise the profile of your business.



MINDYOURSERVICE IS A LEADER IN CLOUD-BASED SERVICE SOFTWARE

MindYourService.com believes in a complete cloud experience. All too often, software vendors promote their 'web-enabled' solutions as 'cloud'. Technically, this is ok, but you should check whether these solutions provide the following: multi-tenanted database hosting, online and offline access, hosted at a scalable cloud provider, have a REST API for integration, and 'pay as you go'. If they don't provide the above, you won't see all the future benefits and won't have the ability to integrate into your existing systems.

We understand that reliability of our cloud services is key. We provide 99.9% uptime utilising Rackspace hosting and 24/7 support. We provide full REST API's, allowing you to integrate your existing systems easily. Our solutions are all available online and offline to ensure reliability and continuous use. In addition to all this, MindYourService.com takes its LOB service software to the next level by providing rich application-like user interfaces and enterprise-level reporting tools.

Understanding that you may want to leverage other cloud solutions, we have a large range of existing connections to software from providers such as Sage, Intuit, Xero, Zendesk, Salesforce, etc.

There's no restriction on size or complexity of requirements. We have options to suit all sizes of businesses, regardless of their focus and vertical. Due to its common platform, the solution can be quickly extended to assist in matching with your business requirements and internal processes. We offer a scalable and extremely agile solution that has a global reach.