

# Five reasons why you should embrace Cloud Connect today



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## The benefits every business needs to know

Today, businesses of all sizes and sectors are making the most of cloud technology. They're increasingly relying on it for their day-to-day operations, as well as using it to explore innovative solutions for tomorrow. Yet some are still nervous about putting critical applications in the cloud.

But what if you could use cloud services with greater confidence? Cloud Connect offers businesses a private and direct virtual connection, with guaranteed performance from SSE Enterprise Telecoms' Ethernet network to your chosen Cloud Service Provider (CSP).



### Here are five great reasons why you should embrace Cloud Connect today:

- > **It's safe and secure** – By having a direct connection to your CSP, you can mitigate the risk of using the public internet. This means that the cloud becomes just as reliable as any on-premise hardware – if not more. Cloud Connect gives any business the ability to use cloud services with confidence. Even better, the secure, private connectivity the service offers means you don't have to share your connection – or your bandwidth – with anyone else.
- > **It's reliable** – Businesses need predictability. Especially as the world we all work in changes, and markets become more competitive. That's why Cloud Connect comes with standard SLAs of 99.95% (the same as our Ethernet service offers), with the ability to upgrade for extra guarantees. Alongside this, SSE Enterprise Telecoms provides year-round, in-house customer support.
- > **It's financially predictable** – There's already enough pressure on IT budgets, without unpredictable billing. Because Cloud Connect runs on an economical, quarterly-billed OPEX model, you will always know what your spend is and be able to plan for it – ensuring that unexpected costs don't derail other IT plans.
- > **It's flexible** – By moving your processes and applications to the cloud, you can consume them as a service-on-a-subscription model. This means that you only use what you need, adding or removing capabilities at a moment's notice. Similarly, with Cloud Connect, there is a choice of bandwidth options that can scale up and down to meet your requirements.
- > **It makes it easier (and safer) to collaborate** – By moving documents from a hard drive on to a cloud storage platform like Amazon Web Services (AWS) or Microsoft Azure, work can be accessed anywhere, on any device and at any time by those permitted. This makes it easier for nationally or globally diverse teams to work together and share ideas efficiently, helping businesses achieve a much sought after agile working and collaborative culture. As well as improving productivity and security, with a private and direct connection to your CSP so there's little chance of your employees compromising sensitive data or documentation.

**Cloud Connect can improve the way your business works today. For more information on what the solution can do for you, read our next eGuide 'Who needs Cloud Connect?' now.**