



WEBSCALE

SIX REASONS TO LOVE THE CLOUD

What is “the cloud”?

The “cloud” or “cloud computing” refers to the on-demand delivery of IT resources and applications via the Internet. It offers pay-as-you-go pricing and provides increased flexibility and scalability, while reducing IT costs.

The cloud negates the need for companies to make large upfront investments in hardware by leveraging an existing infrastructure and provisioning exactly the right type and size of computing resources you need, while paying only for what is used.

By engaging a cloud provider, you have access to servers, storage, databases and a broad set of application services via the Internet. The cloud providers own and maintain the network-connected hardware required for these application services, while you provision and use what you need via a web application. It’s that simple.

1. Move faster

Expand your storefront globally. Instantly and easily deploy your e-commerce application in multiple regions and across multiple domains with the same simplicity, speed and agility that provides lower latency and a better experience for your customers.

For enterprise, new IT and compute resources are available to developers in minutes – not days or weeks. The result is dramatically faster reaction time to traffic surges with no downtime and substantial cost reductions as the time needed to develop and test applications is significantly lower.

2. Scale with demand

The cloud can scale with your business and eliminates guesstimating your infrastructure capacity needs – no matter how big or fast you grow. Rather than overcompensate with expensive idle resources or run into a crisis with limited capacity at peak intervals, you can access as much or as little capacity as you need, when you need it.

3. Get flexible

Cloud-based services appeal most to businesses with growing or fluctuating bandwidth demands which is a common characteristic of e-commerce storefronts. Also, many online retailers want the option of integrating with more than one cloud provider to avoid vendor lock-in, and to eradicate downtime in the event that one provider experiences problems.

As your resource requirements change in real time, cloud computing supports an infrastructure that can present new instance types to better fit your needs. You can immediately stop the original resource, switch to the more appropriate instance type and continue on - all without any disruption to performance or your customer's online experience.

4. Reduce your costs

Trade capital expense for variable expense. No heavy upfront investment is needed which, particularly for new e-commerce companies, significantly reduces start-up costs. You pay as you consume computing resources and only for how much you actually consume.

Take advantage of cloud providers' economies of scale where usage from hundreds of thousands of their customers are aggregated in the cloud allowing providers to achieve higher economies of scale (than you on your own) which translates into even lower costs for you.

5. Competitive pricing

Cloud providers constantly compete on price and on a regular basis. When one cloud provider leads this downward trend, the others soon follow. Whether dynamic or consistent, your needs are met in the cloud and priced accordingly.

You can also benefit from automatic discounting based on the length of compute resource run, or from a set discount when you commit to using a certain type of compute resource on a 1-, 2-, or 3-year timeline.

6. Always-on availability

Every cloud provider strives to deliver 100% uptime and focuses on redundancy and eliminating single points of failure to achieve this goal. They also maintain the hardware, rolling out regular software and security updates, allowing you to focus on the things that really matter, like growing your business.