

# Enabling business development with cloud technology

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Cloud connectivity allows us to approach business activities differently. From managing data and operational processes more effectively to providing access to all areas of the business regardless of where they are. A solution that was once a luxury has now become a necessity.



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Of course, none of this would be possible without a reliable connectivity source and provider to facilitate the communication between cloud services and corporate networks.

## Streamlining business processes

By making use of cloud technology, businesses can streamline their processes in a cost-effective, reliable manner. These innovative technologies provide organisations with the flexibility to scale their operations as on-demand without incurring significant additional costs. This means that you can easily add onto an existing structure or remove certain elements with the simple click of a button – no additional labour or physical infrastructure is needed.

It also means that business resources are accessible from any location while making use of a secure network. The mobility of this ensures that lost or stolen devices no longer pose such big security or business continuity risk to companies as the data is stored in the cloud. To ensure that important documents and data remain safe and secure, regular data back-ups need to become a business-standard. As a result, productivity increases as disruptions are mitigated using an online application.

Cloud technology also enables instant access to the latest software and security updates as they are easier to install and don't require additional capital input to obtain. This means that you can use your existing equipment for updated applications.

### **The relationship between cloud technology and connectivity**

Cloud connectivity relies on a fast and stable connection to be fully utilised. In South Africa, poor infrastructure has been an obstacle, and, as such, access to high-speed, reliable Internet connectivity was a luxury afforded to the lucky few. However, more recently, investment has been made into providing affordable Internet solutions that rely on minimal infrastructure to remain operational.

Allowing everyone to make use of the Internet gives them the chance to access information through a global network that would otherwise be unavailable. This will empower them to better their lives through online education and give them insight into a world beyond South African borders.

In the same breath, this global connectivity network does pose several threats to individuals – especially those who are still getting used to a digital world. It is up to industry leaders then, to ensure people are educated on the potential risks associated with online networking while providing them with the tools necessary to keep them safe.

Cyber-attacks are becoming more prominent as the digital era progresses. In 2019, South Africa experienced R2.2 billion in losses due to cyberattacks, with a large number of these cases being linked to mobile banking fraud.

To mitigate the risk of cyberattacks, users need to become more vigilant when it comes to accessing web-based systems. Implementing an awareness campaign around cyber-attacks will prove to be incredibly beneficial in achieving this.

### **Making sure the solution fits your needs**

As mentioned, implementing cloud connectivity does not come without its own set of challenges. From ensuring online security to customising the approach to fit your business needs, it's important to make sure that you work with an ICT provider that can offer a tailor-made, cost-effective solution.

This means that you need to assess your business needs before approaching an Internet provider. Factors to consider are the size of your team, the industry in which you operate, how business back-ups will be managed, ensuring data always remains secure, keeping the business operational during times of crisis and planning the migration to the cloud.

Once you have implemented your cloud solution, monitoring and managing it, needs to be an ongoing process. This will allow you to find areas for improvement and ways to better the efficiency of your business.

Innovative solutions have had to be implemented for organisations to remain operational and relevant during the digital age. Continuous investment is, therefore, necessary to build a stable infrastructure – one that can support Internet-based cloud solutions and encourage further out the box thinking. Equipping the country with the right tools will, in turn, foster some much-needed growth.

## ABOUT THE AUTHOR

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