



White Paper
10 Industries That Can
Benefit From the Cloud



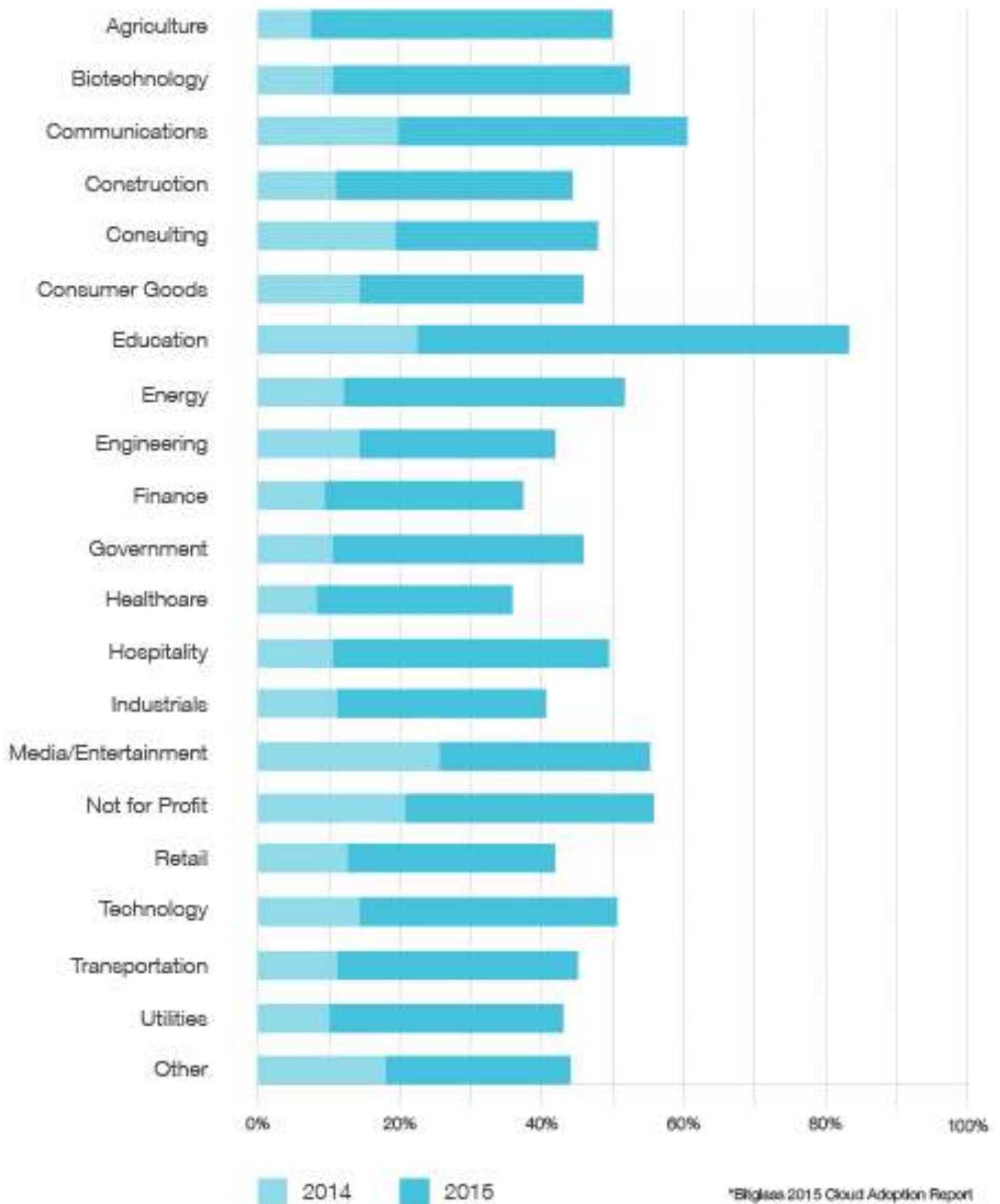
10 Industries That Can Benefit From the Cloud

The cloud has never been a one-size-fits-all solution. It is impacting every corner of the business world, including organizations of all sizes, needs and industries. Cloud services work to make the cloud a realistic and game-changing opportunity for all industries, working with the unique needs and desires of every company to create the best possible solution. Whether your main concerns include cost, efficiency, customer service, scalability, accessibility or security, cloud is a viable solution.

Cloud has already become a driving force in the business world, with over 90% of global enterprises reporting using cloud as part of their business. (The Economist Intelligence Unit) That's huge! And that adoption occurs despite the fact that each industry and business has its own unique technology dynamics.



Cloud Adoption By Industry



How can these ten industries benefit?

1. Automotive

Cloud is finding unique ways to impact the automotive industry. From car design all the way to sales and service, cloud is improving the way things are done. And as a result, customers get their perfect car and the industry experiences major efficiency. The auto industry relies heavily on the constant availability of data, and with the cloud they can store it in one easily-accessible yet secure location. This makes life easier and boosts the quality of customer service provided. When users have instant access to the information they need, they'll close deals faster.

2. Education

The cloud is proving to be an invaluable solution for schools. Education constantly deals with tight funding situations, a problem that the cloud can directly alleviate with its pay-as-you-go model and cost-cutting methods. It's also important for schools to have access to the latest technology to provide the best education possible, and cloud enables this. And the collaboration between students and teachers will improve immensely, as students can access the information they need all in one central place, and teachers can distribute assignments and extra help with greater ease. These are just a few of the endless benefits that education can experience by implementing the cloud.

3. Financial

Financial service organizations are constantly dealing with extremely sensitive and confidential information. They need to balance strong security and data protection with addressing customer needs and adapting to a rapidly changing business environment. They can find this balance in the cloud, as it provides secure IT resources and meets industry regulations, while offering a way to reinvent the way the financial world functions.





4. Healthcare

Cloud computing offers significant benefits to the healthcare sector. A cloud solution can improve doctor-patient connections and ensure healthcare is accessible anywhere in the world through secure data sharing. Cloud makes it easy to integrate healthcare technology and applications while also meeting the industry's regulations and standards, like HIPAA. In the past, this industry has been slow to transition to new tech, but not it's an easy and reliable transition. And simple tasks that used to be a hassle, like making referrals or completing patient history, can be completed in no time, allowing doctors to wholly focus on their patients.

5. Hospitality

The hospitality industry has never before had a solid, scalable solution that helps businesses avoid spending too much initially on equipment that soon becomes inadequate. Cloud solutions provide an agile computing environment, providing services that can be quickly changed to adapt to the needs of hospitality providers. Not only does this scalability and agility ease some of the stress that comes along with new technology, but it also immediately benefits your customers. Simplify the process of signing up for appointments or ordering food to a hotel room. These things can be done prior to arrival as well as on mobile devices that your customers are likely to have. The cloud will improve the guest experience and the efficiency of an establishment.

6. Insurance

Cloud is proving to be a disruptive force in the insurance sector, as it opens up opportunities across the board, helping insurers achieve faster speed to market, low costs, and great flexibility. They can address the demands of today's consumers, taking advantage of advances in social and mobile technologies. Among the key drivers of cloud services for insurance are reduced costs, new business opportunities, amazing scalability, better customer engagement, and business innovation.



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7. Legal

The legal industry relies heavily on the ability to store large quantities of files for long periods of time. This data needs to remain accessible but also secure. It may seem like that's asking a lot, but with the cloud, it's really not. Cloud allows for the most advanced backup, failover, recovery and computing to be accessible for any legal firm. Not only will legal data remain safe and constantly accessible, but cloud solutions are scalable so firms can just keep storing more and more without worry.

8. Manufacturing

Organizations in this sector tend to have locations all over the globe, which presents a lot of challenges that the cloud can address. Managing diverse locations and supply chains becomes easier and no longer requires large, intricate database applications. Cloud can also help eliminate enormous capital expenses while slashing the operating costs that accompany maintaining various locations. Cloud offers manufacturing location irrelevance, supply chain insight, scaling and cost efficiency, a customer focus, and more. The cloud is driving manufacturing into its next phase, which will largely revolve around customization, innovation, and a unified, global workforce. Manufacturers will quickly be forced to reinvent their business processes and the cloud will make this a smooth transition. These organizations can respond efficiently to a rapidly changing business environment.



9. Nonprofit

Obviously, one of the largest concerns for non-profit organizations is their need to run a company on a limited budget. Based on this concern, many non-profits find it too difficult to spend money on the latest technology. With the cloud, this can change. Nonprofits can now stay well within their budget while keeping up with the most advanced computing solutions. According to Nonprofit Technology Network 1, over 90% of respondents use some kind of cloud-based software, and 80% use more than one cloud solution. Because of the obvious limitations they face, nonprofits could certainly use advanced technology tools, and the cloud can help provide those.

10. Real Estate

Cloud computing offers major opportunities for real estate companies. Already, 80% of top real estate performers are using some form of cloud computing, whether it's for lead and marketing management, mobility enhancements, or customer relationship management. This is a relationship-driven sector and the cloud can improve the focus on marketing, sales, client service and collaboration. A mobile industry like real estate can successfully take advantage of working outside the traditional office space as well. Whether it's an agent, brokerage or title company, they'll experience how easy it is to access information in the field when they need it.

About RapidScale

RapidScale, a managed cloud services provider, delivers world-class, secure, and reliable cloud computing solutions to companies of all sizes across the globe. Its state-of-the-art managed CloudDesktop platform and market-leading cloud solutions are the reasons why RapidScale is the provider of choice for leading MSOs, VARs, MSPs, Carriers and Master Agents throughout the United States. RapidScale is not only delivering a service but also innovating advanced solutions and applications for the cloud computing space. RapidScale's innovative solutions include CloudServer, CloudDesktop, CloudOffice, CloudMail, CloudRecovery, CloudApps, and more.

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