A FEW MISCONCEPTIONS ABOUT CLOUD COMPUTING...

- Demystifying the Cloud
- Cloud Security
- Cloud Business Benefits
A FEW MISCONCEPTIONS ABOUT THE CLOUD

MYTH 1
The Cloud is a minor technological advancement that is of no real benefit to my enterprise!

Wrong. Cloud Computing is quickly establishing itself as a major development in the deployment of information technology. The dispensing of Cloud Computing services can be likened to the distribution of electricity. The Cloud is a repository of IT resources and applications accessible through a network. Much like the consumption of electricity, your usage of Cloud services and applications varies with and adapts to your needs. Immediate benefits of migrating to the Cloud include increased data availability, improved system performance and on-demand scalability.

- Increased data availability
- Improved system performance
- On-demand scalability
**MYTH 2**  
*In the Cloud, I lose control over my enterprise data and my IT infrastructure.*

On the contrary! By hosting your enterprise data in the Cloud, you actually gain greater control over your data and your infrastructure by way of the expert care and management provided by Syntax. Your company remains in full control of your internal human resources. But now, thanks to the Cloud, you have expert Syntax professionals managing the efficiency of your IT infrastructure.

→ To learn more, give us a call and tell us about your particular needs.

→ Changes to your infrastructure are carried out seamlessly by an experienced Syntax team.

→ The Cloud allows you to minimize troubleshooting and problem-solving issues, giving your IT team more time to focus on development projects.

**MYTH 3**  
*The Cloud is not a safe environment: My data is better protected with internal hosting.*

Make no mistake. Security is the top priority for all Cloud Computing providers!

Because an intrusion into your data stored in the Cloud implies an intrusion into the IT provider’s system as well. So you can rest assured: Your provider will work extremely hard to ensure that this never happens.
**MYTH 4**

*The Cloud is too expensive: Internal management of data is more cost-effective.*

Not true! Adopting a Cloud Computing solution can represent a significant reduction in cost. In some cases, savings of up to 50% on costs related to the operation, maintenance and updating of information systems!

In addition, studies show that very often local server utilization is only around 10%. This leaves an enormous quantity of untapped resources that your organization pays for without ever using.

A Cloud Computing solution also lets you reduce your investment in the equipment, human resources and space required for traditional IT infrastructure and management to almost zero.

→ Save on overall IT costs
→ Eliminate wasteful spending
→ Minimize IT infrastructure investment
Some have questioned the security of Cloud Computing, fearing it to be inadequate. You can put these fears to rest. The fact is, the Cloud has undeniable security advantages which make it often more efficient and safer than traditional computing models.

Fact
Few enterprises can match the level of security offered by the Cloud with its multiple international safety certifications: ISO 270001, SaaS 70 Type 1, FERPA, HIPA, SISMA, etc. In fact, traditional IT infrastructures often present security vulnerabilities that are resolved by migrating to the Cloud. Moreover, in their desire to meet current and emerging enterprise security requirements, suppliers of Cloud solutions make it a point to adopt the latest technology and processes available.

High Availability
Adopting a Cloud solution gives you access to servers with built-in local redundancy, thus providing uninterrupted service, even during the failure of one of the system’s components.
Strategic investments keep you on the leading edge of security
Cloud service providers work in a very specialized field. They usually invest more in technology, resources and security-related skills than most companies that manage their IT internally. Consequently, you often benefit from a much higher security level than with internal management.

Data centralization
By centralizing your storage of information, which is typically scattered across multiple platforms and devices in a traditional set-up, Cloud Computing effectively reduces your risk of loss or theft.

Appropriate succession plans
Thanks to a variety of plans available in the Cloud, businesses today have access to better protection against the unexpected. First-class Cloud solution providers invest in and recommend the latest and most effective technologies to ensure business continuity.

Cloud Computing, the ultimate argument
Survival of the fittest and most adaptable!

A new reality is emerging in the world of computing today, which impacts all types and sizes of organizations. It is the need to increase the value of IT resources by enabling them to focus primarily on revenue-generating initiatives. Cloud Computing Architecture and Syntax Managed Services open the door to a host of new possibilities for creating more efficient, flexible and collaborative computing environments. If adaptability is the key to survival, the Cloud represents a significant evolution in the world of IT—one with revolutionary implications for businesses!
Universal network access and multi-platforms
In a Cloud computing model, you no longer have to worry about servers, memory, number of processors, storage, or available bandwidth. All these components are supported via the provider’s network and are accessible for all types of devices. This greatly facilitates IT management in addition to promoting collaborative work environments!

Flexibility, elasticity and rapid deployment
A Cloud environment provides on-demand scalability to support an organization’s peak workload (e.g. online sales during the holidays and inventory sell-offs, intensive production phases, etc.). Conversely, a company does not pay for these additional resources during slow periods (e.g. summer, seasonal shutdowns, etc.). Even better, in a Public Cloud, these resources are automatically available without requiring an intervention by the supplier.

Usage-based billing
In a Cloud Computing model, you are invoiced according to your use of various resources (storage, bandwidth, etc.). This way, you pay only for what you need and what you use.

According to recent Gartner forecasts, 90% of businesses are already using Cloud applications or plan to do so in the near future in order to reduce their IT costs and increase their quality of services, two of the main advantages associated with Cloud Computing.
The results of a study published in April 2011 by KPMG show that the adoption of Cloud Computing goes beyond the competitive advantages provided by this technology. This choice is now motivated by operational necessity.
Syntax architecture

A BETTER ALL AROUND SOLUTION!

Cloud Computing solutions deployed by Syntax are implemented by a team of experts who simplify the organizational change involved. These business models enhance your access to new opportunities, technological innovation, resilience, collaboration, and restructuring processes. All this, while also reducing the required capital investment and complexity of your enterprise IT infrastructure!

Providing a full suite of technology solutions since 1972, Syntax is a dominant presence in North America for helping business overcome and find solutions for technology challenges.
FOR MORE INFORMATION ON HOW CLOUD COMPUTING CAN BENEFIT YOUR ENTERPRISE, CALL ONE OF OUR EXPERTS TODAY.

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