

# Cloud Computing demystified

Still got your head in the clouds about “cloud computing”? Neil Phillipson at Dorking-based IT company Phillipson Kennedy defogs the current internet hot topic for readers of Surrey Business News.



*Neil Phillipson at Dorking-based IT company Phillipson Kennedy*

Cloud computing may be the latest ‘buzzword’, but few know what it really means for small businesses. Done right, it can mean lower computing costs, increased flexibility and more productivity – so it’s well worth understanding!

Cloud Computing has really been driven by a shift in the way people use the internet. Once simply a way to connect from one point to another, the internet now contains vast reserves of processing power and storage. With the right advice, small businesses can use this power by doing their work ‘online’ rather than on their own computers.

One of the simplest and oldest examples of Cloud Computing is webmail – we are all used to accessing e-mail online via

services like Hotmail, where our messages are stored, viewed and transmitted online without ever touching our own machines. Now though, tools are being created for businesses that have revolutionary potential.

“Cloud computing can provide customers with all the services traditionally expected of a server,” explained Neil Phillipson at Dorking-based IT company Phillipson Kennedy. “Imagine having all your files, e-mail, and even applications such as Office and accounting software available absolutely anywhere!

“The real beauty is the cost advantage – there’s no up-front capital expense, and our customers typically save a third of their computing costs whilst receiving a far higher-grade

service than they would via traditional routes.”

Online storage is another area that is growing fast – particularly for performing backups. With online backup costing from only £2.50 per gigabyte per month, businesses are automating their backups for less than the price of a traditional tape backup.

“The key to success is to know your provider,” Neil added. “Make sure you are getting the same quality of service you would normally expect, rather than simply going for the cheapest provider. Ask questions to make sure your data is safe and secure – part of the beauty of the solution should be the peace of mind it provides.”

Aside from the cost savings, Cloud Computing is also widely regarded as a ‘Green’ solution –

using large servers at a datacentre is far more energy efficient than running your own. Many larger and more environmentally-aware businesses are switching to the Cloud simply to reduce their carbon footprint.

Phillipson Kennedy is experiencing high demand for its Hosted Server Service right from the outset. It puts this down to businesses’ desire to cut costs, while keeping control of their data. “People want their data taken care of – we give them real security assurances, a full Microsoft software experience and top-quality support, while still saving them money!” concluded Neil.

**To contact Phillipson Kennedy call 01306 748240 or visit [www.phillipsonkennedy.com](http://www.phillipsonkennedy.com)**

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