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It’s easy to focus on the cost savings of moving to the cloud because they can be considerable. Migrating data, apps and infrastructure to the cloud enables enterprises to reduce spending on hardware, power and cooling, and tech support.

If that’s all cloud could do for an enterprise, it would be enough for most IT and corporate decision makers. But the real value of cloud computing lies in how it is able to dramatically improve business processes while affording organizations unprecedented levels of flexibility and agility. In short, cloud computing can transform a business.

Cloud computing also offers enterprises a way to expand and prioritize data storage without worrying about server capacity or expenditures. This ability to scale can allow an enterprise to grow the business with the same IT resources.

Perhaps most critically, clouds provide the ideal environment for collecting and analyzing big data. The compute resources available on some cloud platforms can analyze data in real time, providing a huge advantage to retailers, commercial websites and any business that leverages mobile data. As data continues to grow exponentially, cloud computing will become a strategic imperative.

Enterprises that view cloud computing as a way to leverage emerging technologies, better enable collaboration and scale according to need will be more successful in the long run than those that view cloud as a way to save a few bucks.