

The Cloud Computing Advantage

5 Reasons to Choose Cloud Computing



Content

Introduction.....	3
Between Cloud and On-Premises	4
What the Data and Experts Say.....	6
5 Benefits of Cloud Computing.....	7
Moving to the Cloud	11
Why Ricoh?.....	13



Introduction

Best-in-class business applications and customer data solutions used to be 'nice-to-haves', optional technologies that helped with automation and workflow improvements for those who seek it out.

Now, with disruption becoming a daily occurrence, they are critical tools necessary to achieve success and avoid stalled progress.

Choosing the right technology and platform to invest in is a major decision. The most common deployment methods for business applications and customer data solutions are:



On-premises servers



Cloud-based services

Choosing between the two depends entirely on your specific needs, particularly in light of constant market changes and the growing need for technological advancement. Generally, there are five criteria that can serve as the basis for choice.

5 Questions to Ask When Choosing a Business Application and Customer Data Platform

- 1 Cost** – How much will it cost you?
- 2 Human Resource** – Will you require additional resources and skillsets?
- 3 Hardware** – What hardware will you need?
- 4 Productivity** – How will it increase your overall productivity?
- 5 Security** – Will it be able to keep your business and customer data secure?

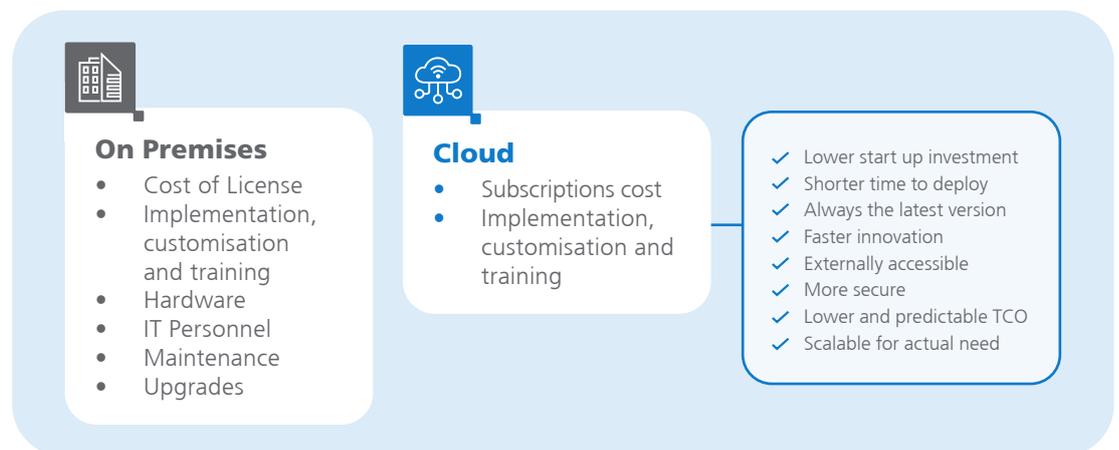
This eBook will explore the two options with these questions in mind, demonstrating how they may differ even if they support the same goals.

Between Cloud and On-Premises

How do cloud and on-premises options compare in an era rife with uncertainty?

For businesses, technology infrastructure either supports rapid change or blocks meaningful progress.

On-Premise vs. Cloud¹



Complexities of on-site servers

On-premises infrastructure was built for predictability, not agility. When business applications and customer data are hosted locally, everything needs to be physically housed, on top of maintaining them and keeping up costs.

This hinders business-saving action, especially when you need to scale quickly or pivot operations. Hardware procurement takes weeks, legacy systems create decision delays, and your teams are focused on managing servers instead of contributing strategically.

Physical servers also require more hands-on maintenance, such as:

- Software upgrades
- Data backups
- Server and power redundancy
- Security
- Disaster recovery

The risk of data breaches and intrusions increases because all your applications and data are in one location. Just a single data breach can cause untold damage, with the global average cost of a data breach being 4.44 million USD, according to IBM's 2025 Cost of a Data Breach Report.

¹The Cloud: A Transition Worth Investing. (2020) Groupe AZUR.

Working easy in the cloud

The cloud delivers as the next smart step towards better agility and resilience by building the capacity to move forward even through possible disruption.

With cloud migration, you can remove friction from your processes. Built-in redundancy, automatic failovers, and managed maintenance simplify work and free up critical capacity within teams.

Outsourcing hosting to a trusted cloud managed service provider can help reduce the resources needed to ensure security for your operations, with the added bonus of leveraging certified personnel and cybersecurity capabilities.

Costs can also be consolidated into a single invoice, where you only pay for what is used, allowing for the benefits of secure, flexible, and agile operations, without substantial investments. This way, capital isn't locked up and can be freely utilised anytime.

Cloud hosting's agility is essential for survival and competitive advantage, helping you build a resilient foundation that enables you to thrive in a world of constant change. It doesn't just host your applications and data—it protects your momentum.



What the Data and Experts Say

In an increasingly turbulent business landscape, cloud services are an ideal choice because of their versatility and agility. The following insights explain how they are being utilised by most companies today.

Cloud technology is a primary driver of digital transformation. Professionals now view cloud computing as essential infrastructure that directly impacts revenue growth and business resilience.

Organisations are fundamentally restructuring their technology architectures around cloud-first principles.

This shift is driven by the need to scale according to rapidly changing market dynamics, reinforcing the cloud's value proposition as businesses seek greater operational flexibility and cost optimisation through pay-as-you-use models.

Today's cloud strategies focus heavily on hybrid and multi-cloud approaches, allowing businesses to optimise workloads across different platforms while maintaining security and compliance.

The Trends of Cloud Technology For Perspective

Forrester 2024 State of Cloud Strategy Survey*

A Guide to Cloud Strategy

Organisations agree that the top three factors that drive a successful cloud infrastructure strategy are:

- 1 Security
- 2 Infrastructure scaling
- 3 Capability to deliver uptime and availability

Achieving Success On Cloud Nine

73%

of companies cite that they've benefited from a stronger security posture and better visibility into cloud infrastructure because of their cloud strategy.

90%

of businesses say their cloud infrastructure strategy has already or is about to help them achieve their business goals.

The Future of The Cloud

79%

of companies are using or are planning to deploy at least one public and one private cloud, embracing hybrid cloud strategies.

70%

of companies are utilising (or are planning to use) AI to support cloud infrastructure.

*Study commissioned by Hashicorp, an IBM company

Five Benefits of Cloud Computing

Cloud migration builds the capabilities for moving forward during uncertainty—these five reasons show why.

1

Financial Resilience

From cost burden to strategic flexibility

On-premises systems demand upfront capital and expensive hidden costs, often at the most inopportune times. This locks you into a cycle of fixed costs that don't flex with your business needs.

Paired with constant disruption, it can create uncertainty in cash flow. At worst, it drains resources at critical times.

Cloud computing removes this. Pay-as-you-use models free up capital for strategic priorities, and predictable monthly expenses replace surprise hardware failures.

IT budgets can then become a business enabler instead of a constraint, creating the bandwidth needed to respond when opportunities—and issues—arise.

2

Operational Agility

Scaling at the speed of change

When disruption hits, the speed of response determines survival.

Unfortunately, traditional infrastructure creates decision delays that seriously disrupt everything, including growth.

Waiting, planning, and hoping isn't enough when the market changes at a whim.

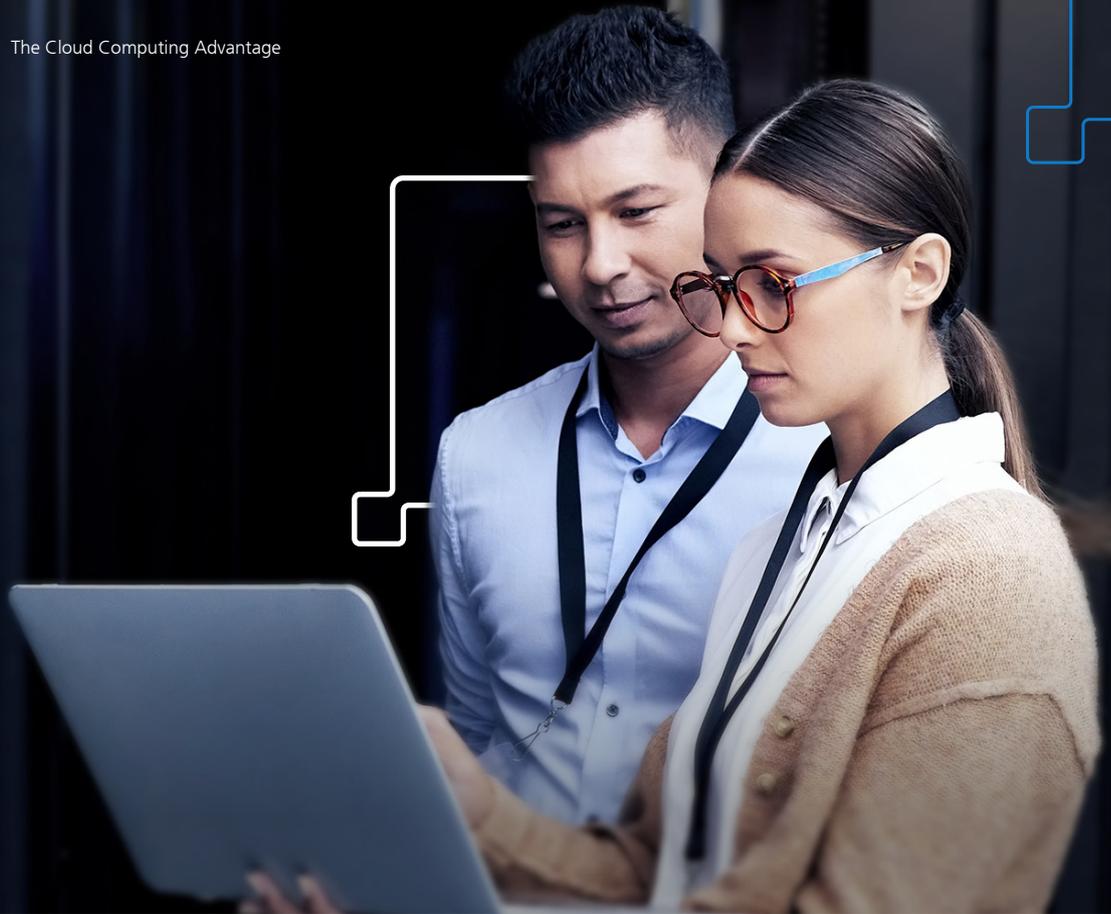
Cloud platforms eliminate these bottlenecks. They can scale up and down when conditions change or demands surge. New capabilities can be deployed in mere hours instead of months, all with the right capabilities and add-ons.

Cloud infrastructure moves at business speed, helping both in the short- and long-term.



Breaking Geographic Barriers

Brosnan's old Auckland-centric infrastructure couldn't support nationwide growth. With Ricoh's help, they decoupled from legacy systems and invested in cloud-based technologies. This enabled employees to work on any project, anywhere in the country, transforming their operational reach and future scalability.



3

Visibility & Control

Real-time intelligence when you need it

Uncertainty demands better information, not more guesswork.

On-premises systems often restrict access to a certain location, so when disruption hits, it creates information gaps that contribute to decision paralysis and delayed action as decisionmakers might not have the same visibility as others.

Cloud analytics provide immediate visibility with real-time dashboards, automated reporting, and integrated data flows. Teams spend less time gathering information and more time acting on it—making informed, confident decisions, even under pressure.

4

Enhanced Collaboration

Remove geographic and process friction

Remote work is the new operating model, which means that version control chaos, communication delays, and even physical distance exacerbates internal friction.

The need for cross-country and even cross-continent data alongside collaboration capabilities is paramount to ensure teams contribute instead of wasting time by simply coordinating.

Cloud collaboration tools eliminate these pain points, giving teams capacity to focus on important tasks. Shared workspaces, real-time editing, and seamless communication mean geography becomes irrelevant and progress stays constant.

5

Enhanced Security

Protection that doesn't slow you down

Cyberattacks halt operations, but legacy security systems often create their own issues. Manual updates and complex protocols that come with on-premise servers all consume critical bandwidth—disastrous when you need to move fast.

This leaves infrastructure vulnerable to cyberattacks, which can have catastrophic consequences.

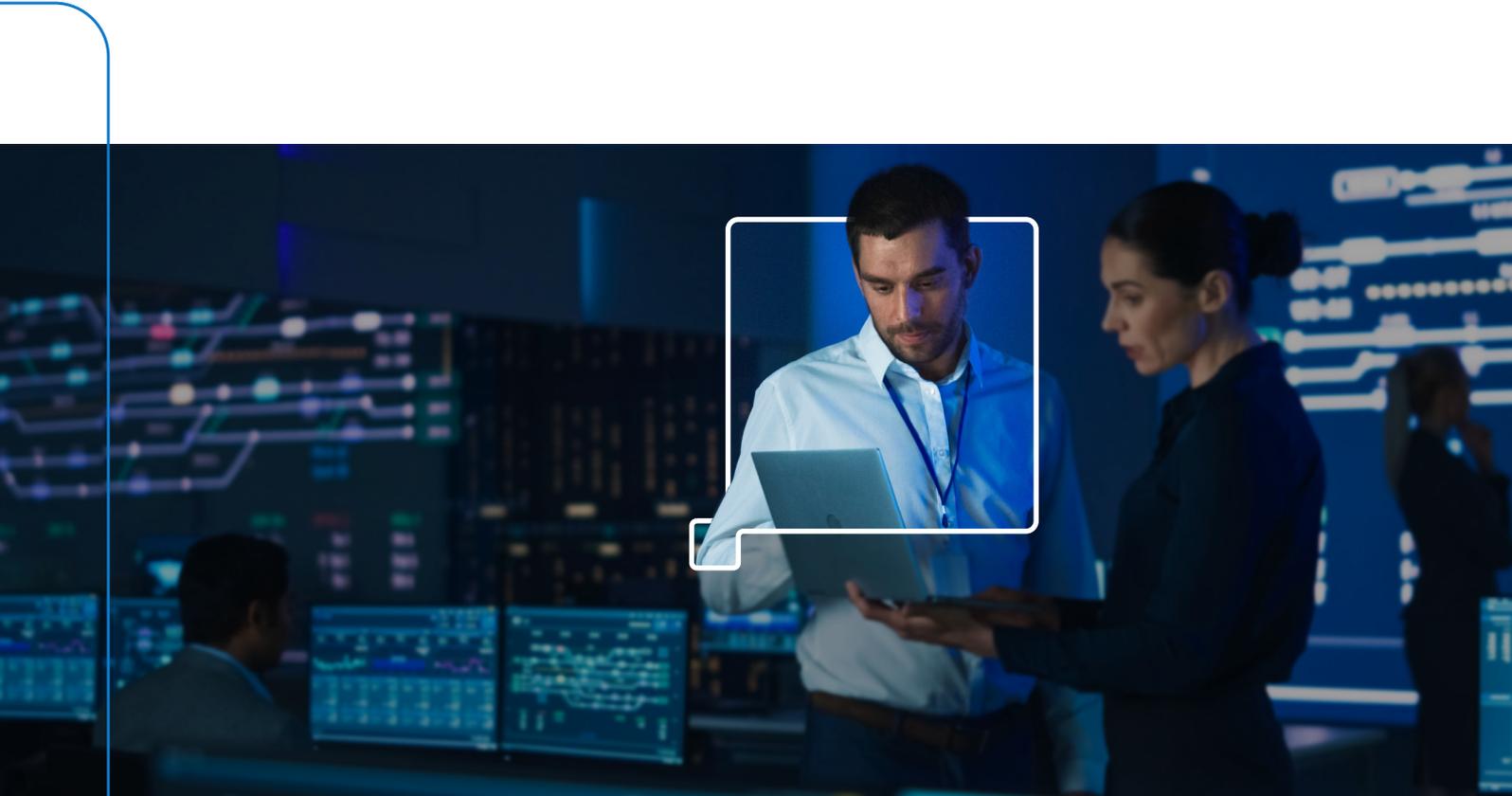
**46%**

of small businesses have been victims of cyberattacks.

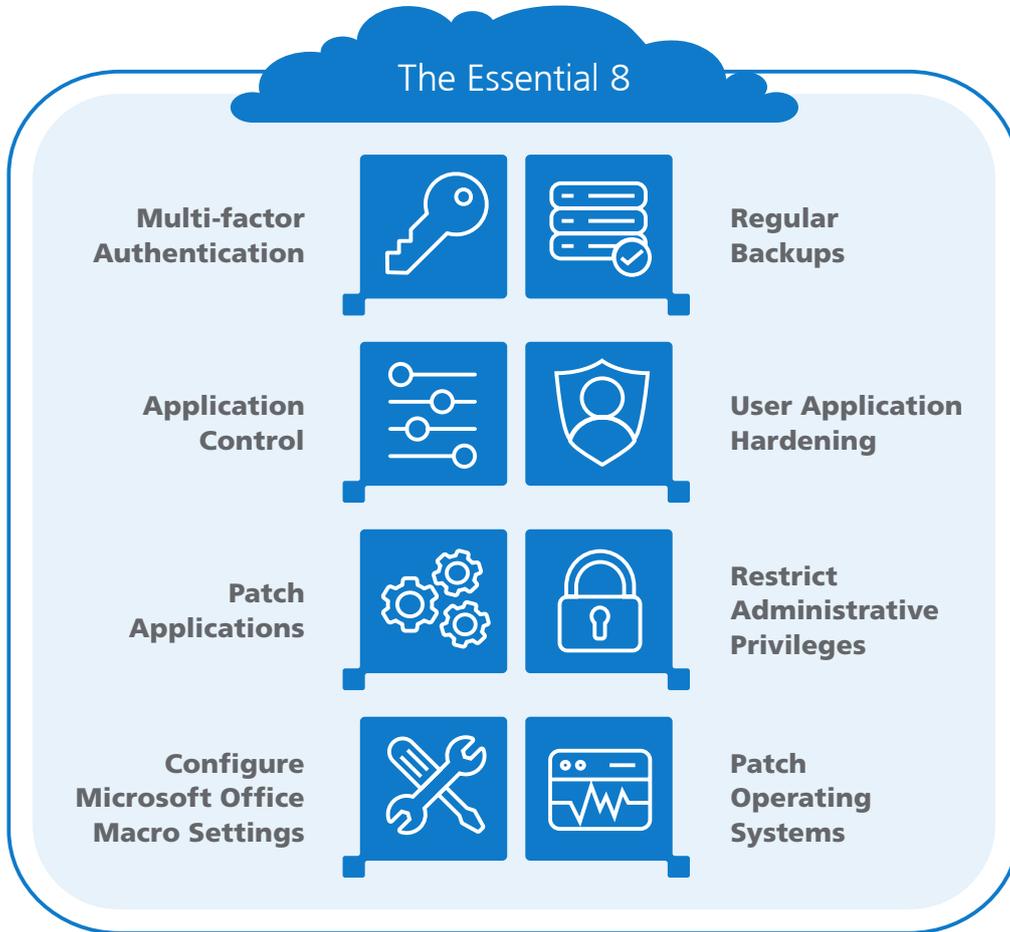
A cloud solution provider's security capabilities automate protection and operate at scale. It allows you to enjoy the latest features like built-in safeguards, network segmentation, virtual servers, secure encryption, automatic updates, and proactive monitoring at a fraction of the actual cost.

Security becomes invisible infrastructure instead of daily overhead that requires mounting costs and personnel. With this, cyber protection enables your momentum instead of hindering it.

The cybersecurity resources and expertise offered by cloud providers can also help implement the eight essential cybersecurity measures that industry experts recommend for a secure operating environment.



8 Cybersecurity Essentials²



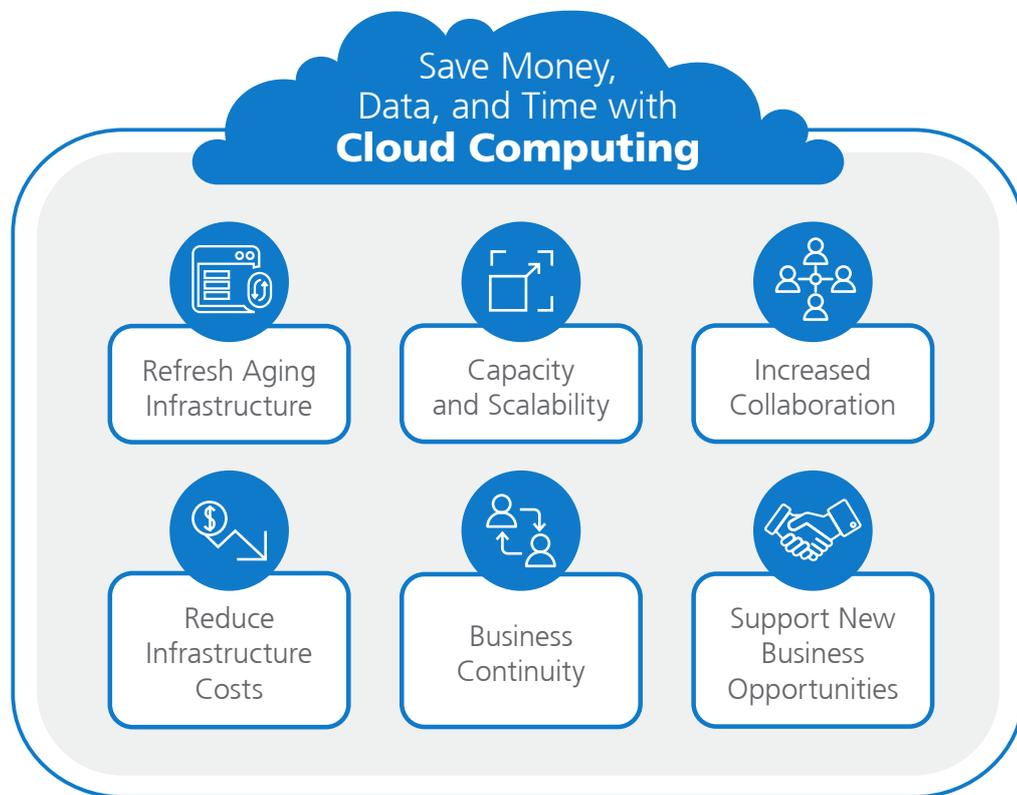
²Essential Eight Brief. (2023) IRIS IT.



Moving to the cloud

Uplift your business with agility by moving over to the cloud. Here's what to expect when making that decision.

Advantages of Cloud Computing³



You don't need a complete infrastructure overhaul to build capability.

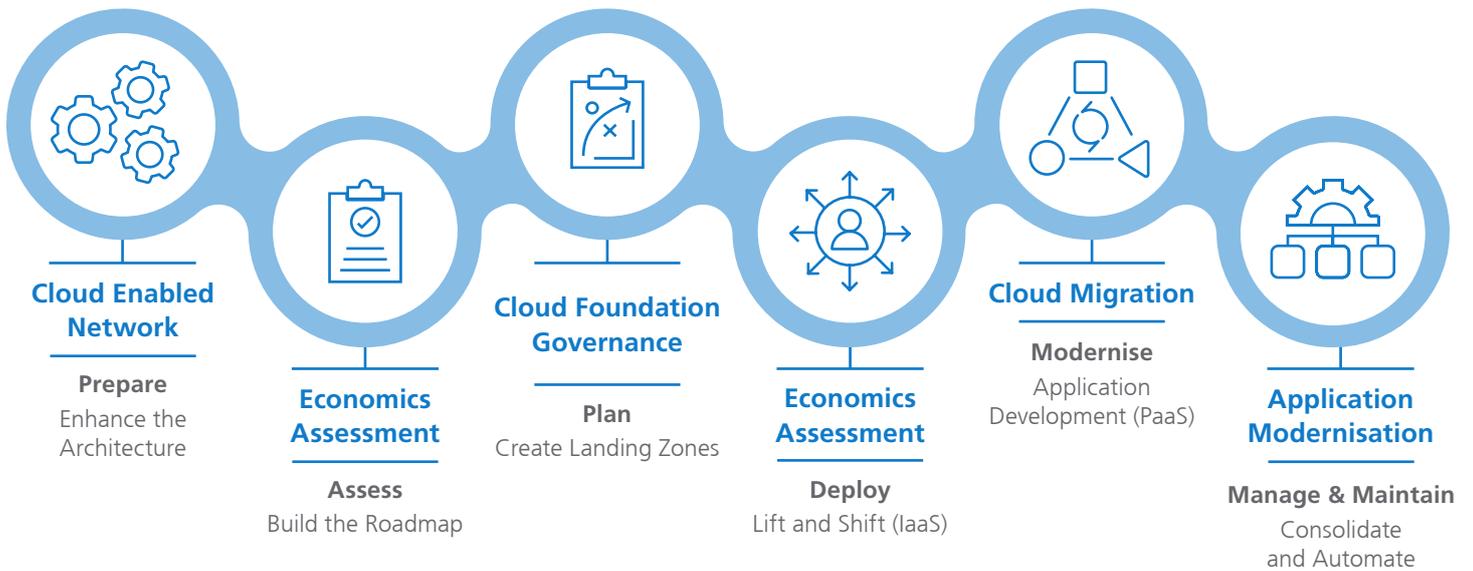
Migrating to the cloud can be made smooth with a phase-by-phase approach and an expansive plan that covers quick wins that can eventually develop into long-term improvements.

³Garg, Aryan. (2022). Getting Started with the Microsoft Azure Web App. Analytics Vidya.

At Ricoh, we've helped SMEs and enterprises alike in their transition into the cloud, implementing best practices and working out a system that helps you weather any disruption.

With an extensive portfolio that spans over years, we've formed a basic high-level cloud migration journey framework, which you can refer to below.

The Cloud Migration Journey⁴



⁴The 6 Major Stages of a Successful Cloud Migration. (2021) CORE BTS.





Why Ricoh?

You need a good plan when it comes to implementing cloud solutions but a plan is only as good as its execution. To ensure a seamless transition and success, it is best to seek a cloud solutions partner with proven capabilities.

Whether it's public cloud, hybrid cloud, and multicloud solutions, Ricoh can provide you with the knowledge and expertise from our years of cloud migration experience. Let's get you started on your journey to the cloud, so you too can enjoy the benefits and advantages that it brings.

Contact us now, so we can help you get on the cloud.

Learn how Ricoh can help you simplify your transition to the cloud—so you can Focus on Forward.

LEARN MORE



Learn more about our Cloud & IT Infrastructure and Cybersecurity solutions at [ricoh-ap.com](https://www.ricoh-ap.com)

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