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Content Management Solutions

Whitepaper:

The Benefits of Cloud Computing

by Erin Dempsey

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Intended Audience

Improved technology and better affordability are making it possible for an increasing number of businesses and organizations to move to "cloud computing" and away from on-site, locally managed computer servers for application hosting and document management.

This document is intended to highlight the benefits of Cloud Document Management, and to provide compelling documentation as to the security of moving from a server-based document management system to a Software as a Service (SaaS) or Cloud-Based Solution.

Scope

For review, cloud computing is the practice of using a network of remote servers — "virtual servers," some call them — rather than local servers to store, manage and process data. Access to these servers and the pertinent information on them is gained by secure connection through the Internet, wherever and whenever the Internet is available.

Cloud/ hosted services can range from online file storage, retrieval and sychronization; to Web-based e-mail (webmail); to server-based applications, such as relational databases.

It is hoped that any enterprise that fully or even partially embraced and leapt to "the cloud" did so after some prudent investigation into the benefits and risks of such a move.

The chief reasons cited today for putting off cloud computing include issues related to data availability and control, service reliability, file security and information privacy. But on the flip side of those cloud-computing "cons" or risks are many "pros" — solid business reasons to take a seat on the cloud and ride it.

Why Cloud Computing?

Cloud computing is more than traditional data hosting in that its services are sold on demand like a water or electric utility service, it is elastic in that a customer can use as much or as little of the services as it needs, and it is fully managed by the service provider or vendor.

Cloud computing allows small and midsize businesses to access software technology that would normally be cost prohibitive. This affordability is a game-changer for small business.

Affordability
One of the most difficult challenges of running a small business is funding the cost of technology. Without access to innovative technology, small businesses cannot compete in a global marketplace. The cloud brings affordable access to the software that businesses need to flourish and succeed. Because there is no need for an elaborate infrastructure, or the licensing of expensive software, cloud computing saves thousands of dollars. This provides small and midsize businesses an opportunity to compete with larger corporations.

Document Management Software
Business meetings revolve around the exchange of information. Documents must be readily available and current. The use of document management software makes it easy to keep your documents updated, and to retrieve them quickly. It eliminates the need of large filing cabinets full of folders that can easily be misfiled. The ability to quickly locate any needed document increases efficiency, and efficient document management also increases productivity.

Document management software can be accessed remotely, making it an excellent tool for mobile staff. There is a wide variety of wireless devices available, making Internet access possible in most circumstances. The instant accessibility of documents stored in an online document storage program is akin to having an office on the road.

Email Archiving
One of the greatest benefits the Internet has bestowed on business is the convenience and speed of communicating by email. Email often contains ideas, suggestions, product information, sales documentation, and business decisions that are not found in other documents. These emails are a source of important content. Too often they are deleted and, all the content is lost. If there was a printed copy at the time of receipt, its whereabouts may no longer be known. Cloud email archiving solves the problem of prematurely deleted email.

With cloud email archiving your company is also protected in the event email is subpoenaed for litigation. Certain legislation requires email be stored when it might be required as evidence in a lawsuit.

Economic Growth
Businesses seek growth opportunities. With the expansion of the global marketplace, most business plans include a strategy for company development in this new frontier. With the savings generated by cloud computing, more money is available to invest in company expansion. With cloud computing, the "office" is in the laptop, the smart phone, or the tablet. The ability to have all information pertaining to sales, development,

and marketing on a wireless device, eliminates the need, and expense, of printing and overnight mailing of documents. This can amount to a sizeable savings.

While not totally inclusive, here are some leading benefits of cloud computing:

- Time savings in software setup and upgrades. Hosting services can include ready-to-use and standardized Web-based applications.
- Access anytime and anywhere. Anyone with a computer and a link to the Internet can work in server-based applications and upload, download and manage digital files and documents.
- Lower IT costs. Cloud-based applications and infrastructure are managed at the host level and usually are included in the service package.
- Use of more powerful applications. Cloud-based software typical is more robust than anything available on a personal desktop or laptop computer.
- Customized applications and services. Organizations often purchase software that either doesn't do enough or does too much. Cloud-based applications can be tailored specifically to an organization's needs.
- Reduced costs, because cloud technology is paid incrementally, as it is needed.
- Increased storage capacity, far exceeding the typical server capacity of even large companies and organizations.
- Increased focus on the job task or business mission, because less time is devoted to computer issues and technical concerns.
- Protection from disaster. If your organization's critical information and files are stored security on an offsite data and applications center, remote access to and work with the files can carry on in the event of a fire, flood, hurricane or even a simple power disruption.
- Ease of implementation. Any respectable and reliable cloud technology vendor will work with an organization to set up services and streamline their use. In most cases, setup and use are as easy as following directions listed on the Web or provided in a PDF file.
- Technology that levels the playing field. Small businesses can have access to the same technology the big boys use and pay only for what they need, as they need it.

What you get by using the DocuLex Archive Studio software and cloud service

- Sensitive information will be secure in a digital environment, away from unauthorized employees, vendors and other prying eyes.

- The digital documents are generally recognized as the legal representation of the paper documents, therefore, the paper may be destroyed freeing up valuable storage space and eliminating risk of exposure.
- Files will always be available in an instant, from anywhere, to any authorized user through DocuLex the WebSearch Document Management software and a secure internet connection, 24/7.
- Files may be viewed, downloaded or printed by authorized users only.
- An activity log will be maintained on all file activity for the life of the retention policy period.
- DocuLex will electronically shred files after exceeding the legal retention period, pending any legal holds.
- DocuLex will maintain the secure web based application "WebSearch" document management systems infrastructure, updates and data backup's in a SAS-70 certified data facility.
- Client file may be scanned or uploaded immediately into DocuLex WebSearch, without maintaining any local desktop or network software.

Conclusion

If your business is still struggling to pay IT infrastructure costs, including maintenance and software licensing fees, it's time to take a close look at cloud document storage, management and cloud email archiving. Your business can save thousands of dollars annually, as well as increase office efficiency. The advantages of cloud computing will benefit your business financially, and increase efficiency. It's time for your business to head for the clouds.