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# CLOUD computing

Until recently, accounting firms have had to purchase computers and the software programs to run them in order to do business. Constant upgrading of both equipment and software was required.

As you might imagine, learning how to be software managers and hardware specialists diverted money and time away from what accountants do best – which is serving you with your tax and accounting needs.

Times have changed. Now cloud computing can handle much of the work that an accounting firm does for you.

## what is cloud computing?

Despite the somewhat vague title, cloud computing simply means using software that is accessible online, instead of having to purchase, install, and maintain it on an office or home computer. Connecting to the online software usually requires a username and password.

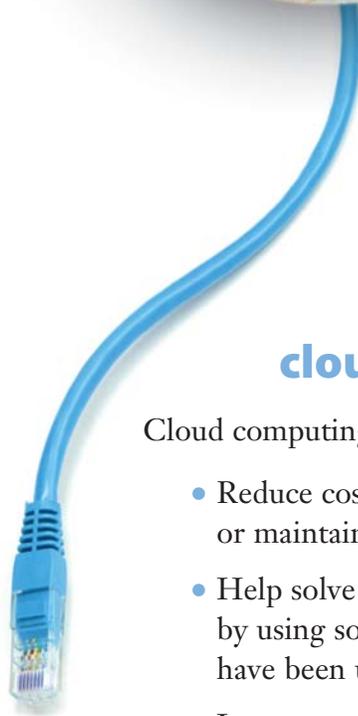
Everyone is surrounded by cloud computing, and the majority of us use it everyday. Examples include online banking, file and data storage, e-mail, calendars, and document processing websites. Of course, your smartphone also connects with cloud-based software.



## why use cloud computing?

Cloud computing allows our firm to –

- Reduce costs because we don't have to buy or maintain the software we use.
- Help solve your problems more effectively by using sophisticated software that might have been unavailable in the past.
- Improve our disaster recovery capabilities in the event of physical damage to our premises.



# 5 ways cloud computing benefits our clients

## 1 Privacy and security

Security is a primary concern. Your confidential individual and business information with which we service your account is stored off-site on a securely encrypted data server instead of on an office computer or portable laptop that may be susceptible to theft or physical damage.

## 2 Accessibility

Because your files are stored online, they are accessible 24 hours a day from any location that has an Internet connection. In certain scenarios, this may also allow us to setup a private account that would enable you to access your files at any time.

## 3 Cost savings

The great part about using online software is not having to purchase it – it's "rented" on an as-needed basis. Expensive upgrades and time-consuming maintenance are no longer required. If there are any software upgrades or issues, the online vendor that provides the software takes care of it. It saves time and money, savings which are passed on to our clients.

## 4 Ease of use and flexibility

Cloud software is easy to use, and it's flexible, too. Cloud-based software is often the fully enhanced (enterprise) version; not just the basic, less adaptable, version that many offices use. This provides options when they are needed. Also, if a program must be customized to fit your needs, software developers are available to make the changes. This gives you better service.

## 5 Reliability

Cloud-based software is made available online using secure web and data servers. The companies who own and operate these servers assign maximum resources to security, physical redundancy, and technical support. This results in very few service interruptions. In fact, a success rate of 99.999% uptime is often quoted as the industry standard. You can count on the software being available to provide the service you need.

The future has arrived and cloud computing is here to stay. It eliminates many of the headaches connected with older technologies and frees us up to focus on you and your needs. We think you'll like that!

*The information in this brochure is of a general nature and should not be acted upon without further details and/or professional guidance. For assistance, please contact our office.*

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