Blog.

IT Simplified: How Does The Cloud Work?

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What is the cloud?

The term 'the cloud' is used to refer to many virtual servers which are dotted all over the world. These servers are accessed via the internet and provide us with on-demand access to data storage and collaborative working tools.

What is cloud computing?

There are three main service models of cloud computing which you may already be using without realising:

Software as a Service (SaaS) – instead of installing software on your device, SaaS applications are hosted on the cloud and can be used over the internet. Mailchimp, [Slack](#) and [Microsoft 365](#) are all examples of SaaS. Think of SaaS like renting a house; you get to make full use of its facilities while the landlord manages and maintains the property.

Platform as a Service (PaaS) – this model provides users with the tools they need to build their own bespoke applications. This could be business intelligence services or database management systems. It's a great option to avoid buying and managing software licences. Think of PaaS as renting the tools to build the house that suits your needs.

Infrastructure as a Service (IaaS) – with this model, the company rents the servers and storage and uses the cloud infrastructure to

How do cloud data storage and backups work?

By utilising [cloud services](#) for your business, you can store all files, data and documents centrally. This allows any user to download or access files from any device at any time and even edit documents live for other users to view. This makes flexible working far easier and collaborative working far more efficient.

Of course, another huge benefit to having all your company files and data stored on the cloud is [secure backups](#). Not only does it allow you to scroll back through archives as far as you can remember without a backup tape in sight; in the event of an IT failure or cyber attack, your backups will be safe. The recovery process can be carried out remotely and your [downtime](#) will be significantly reduced.

[Learn more about the security of the cloud >](#)

So, what are the benefits?

In summary, using cloud services for your business can be a real game-changer. It can open doors for you to increase your operational efficiency and reduce costs.

Instant savings on data storage – using cloud services for data storage allows you the flexibility to increase your storage

Instant savings on hardware – with your data all backed up on the cloud all you need is your network. Zero infrastructure.

Easy implementation of new software – an otherwise potentially costly process, the cloud simplifies the process of introducing new software to improve your business efficiency. The software can be hosted and managed by the provider while your team access it via the network.

Flexible working – a hot topic in recent times and one that's likely to stay. By using a cloud infrastructure, your business can work more flexibly making it more appealing to employees as well as safeguarding its ability to respond seamlessly in the event of a crisis.

Data security – because your data is secure on the cloud, the impact of a cyber attack will be lessened. Your data will always be available for recovery from the virtual servers making the process quick and easy. In fact, according to reports, almost 94% of businesses have seen significant improvements in their security since moving to cloud-based systems.

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