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With Cloud Based Computing Any Small Company Can Get and Stay Competitive by Janis Buchanan

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While cloud based computing has revolutionized the way companies do things around the globe and in every market, tech experts believe that it may be small businesses which end up seeing the most powerful benefits. With this approach to getting digital work done, so much less is spent on investing in hardware alone that many companies can save incredible amounts of money. When a cloud app can handle a company's needs, there is no need to invest in expensive software packages, either. These changes mean that small companies can afford top quality software today.

The savings in hardware, while significant, goes beyond just the machines needed to run what a cloud app can deliver. Subscription software means that a company can pay as they go, using just what they need and helping them avoid sinking massive sums of cash into bloated software packages loaded with features they will never use. For a small business, cloud based computing represents an enormous savings in both of these areas, but it also means that they need to hire far fewer people since their IT needs become relatively small. That is another big change that is a huge boon to small companies everywhere.

Many startups today can benefit from cloud applications because their initial investment then becomes very small, in terms of software, and that in turn looks smarter to investors. In this way, startups can get by on a shoe strong budget if they have to, until they get their primary product or service to market. A cloud service is just as useful for non technology related firms, however. All companies today end up using software for things like book keeping and customer support, but the cloud makes that far cheaper.

The arrival of so many cloud service companies in the market today signals a change that is taking place worldwide. Companies that used to rely on consulting companies to come in and manage their hardware and software no longer need to worry about that expense. For small companies, cloud applications mean they can compete with the best on a smaller budget and put more of their focus onto their core economic activities that are bringing in their profits.

Many believe that nothing has come along to level the playing field for businesses the way cloud solutions can in decades. Thanks to these innovations, money can be saved and fewer people are needed, too. All of this bodes well for companies that are trying to adjust to the new economic reality after the global recessions of a few years ago. Today's companies have to stay robust, lean and flexible. The cloud is helping them do exactly that better than ever before.

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Janet Perlofsky spends most of her free time reading up on IT matters and this gives her an insight into a cloud based computing that small business owners are constantly writing in to ask about. She enjoys a good romance novel with a homemade smoothie when she's not writing for tech web sites.

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