BIG IDEAS FOR SMALL BUSINESS:
REACHING FOR THE CLOUD

How the right technologies can take your software — and your small business — to the next level.
How do you do more with less? For many small businesses, it means getting a little creative. It means embracing innovation. It means moving software to the cloud with a Software-as-a-Service (SaaS) solution. Our small business account managers can help you get there. From assessment and planning to deployment and ongoing support, they’ll help ensure you get a SaaS solution that elevates your software strategy without busting your bottom line.

THE NEXT LEVEL OF SOFTWARE.

How do you do more with less? For many small businesses, it means getting a little creative. It means embracing innovation. It means moving software to the cloud with a Software-as-a-Service (SaaS) solution.

Our small business account managers can help you get there. From assessment and planning to deployment and ongoing support, they’ll help ensure you get a SaaS solution that elevates your software strategy without busting your bottom line.

TYPES OF SaaS

THE SKY’S THE LIMIT.

SaaS solutions come in all shapes and sizes, but certain types are more developed than others. Here are some of the most popular:

- **SaaS FOR SECURITY**
  Cloud-based security applications act as a gateway between network traffic and end users both in and out of the office. Because they are connected to the Internet, they are constantly updated with the latest security information — automatically.

- **SaaS FOR OPERATIONS**
  When delivered from the cloud, operations software gives your workforce access to the applications they need to perform daily logistical activities, such as Customer Relationship Management (CRM), Human Resource Management (HRM) and accounting.

- **SaaS FOR STORAGE**
  Storage-based SaaS solutions back up your data to an outside hosting site. So in the event of disaster, your data will be more likely to remain safe and available. For this reason, this type of SaaS is commonly called Availability as a Service.

- **SaaS FOR UNIFIED COMMUNICATIONS**
  These SaaS solutions enable collaboration and communication, to keep your workers on the same page wherever they may be. Common UC capabilities include email, voice, video, instant messaging and presence.

CDW can give you a boost to cloud-based security with ten key building blocks. See what they are at CDW.com/cloudsecurity

95% of cloud-computing users say they are satisfied with it.¹

¹SAP, “Cloud Computing: Usage, Relevance and Satisfaction,” April 2012
BIg IDEAS FOR SMALL BUSINESS: REACHING FOR THE CLOUD

COMMON MISCONCEPTIONS.

GETTING ON BOARD WITH THE CLOUD.

Though most small businesses recognize the benefits of moving software to the cloud, some remain grounded by fear. Before you dismiss a SaaS strategy, consider this reality check.

VIRTUAL REALITIES

MYTH: “SaaS may compromise the security of our sensitive data.”
REALITY: By regulation, SaaS providers must comply with advanced, enterprise-grade security standards, thereby giving small businesses access to a level of security they might not otherwise have the resources to implement or afford.

MYTH: “SaaS limits our ability to customize our apps.”
REALITY: While it is true that SaaS apps are typically standardized, they also give vendors a better understanding of how users across organizations interact with them. They then use this insight to inspire free and constant improvements.

MYTH: “SaaS might be difficult to deploy.”
REALITY: SaaS applications are already up and running on the vendor’s servers. And without any additional hardware or software for you to set up, they can quickly and easily be deployed – sometimes within a matter of minutes.

CLOUD TECH TIP

Ready to go to the cloud? You don’t have to go it alone. CDW can help you overcome SaaS-related fears with presales advice and full lifecycle support.
 HOW CAN SaaS TAKE YOUR SMALL BUSINESS TO NEW HEIGHTS?

**THE BENEFITS**

**COST-EFFECTIVENESS**
- SaaS eliminates the need to purchase and maintain an on-premises infrastructure.
- Expenditures are manageable and predictable, with a monthly payment structure.

**FLEXIBILITY**
- Whether you want to add users or subtract them, SaaS licenses can easily adjust to fit your needs.
- It’s far easier to migrate between one SaaS app and another than between on-premises ones.

**REMOTE ACCESS**
- SaaS delivers applications over the Internet, enabling your workers to access them outside of the office.

**BUILT-IN SECURITY**
- SaaS vendors are required by law to build strict levels of security into their infrastructures.

**BETTER APPLICATIONS**
- Because SaaS apps are constantly updated, they tend to be more intuitive than on-premises ones.

READ ALL ABOUT IT: Software as a Service

Learn how SaaS can help you elevate efficiencies and lower costs.
Read more at CDW.com/saaspaper