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The benefits of working in the cloud by Rober Jolts

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Have you considered working in the cloud? You should. The term 'the cloud' has been around for a while. In fact it has been making a big noise. The cloud has to be considered the biggest idea to hit IT and computing since the Internet. But despite its success we're still struggling to come up with a decent definition of it.

Broadly speaking 'working in the cloud' refers to the idea of storing all of your files, information and software online on a remote server. It is effectively moving all of your work and everything you need in order to do that work online.

This works extremely well for businesses that no longer need internal serves to store company information. But it is also very useful for individuals as it gives you a lot more flexibility.

We owe it to the Internet for changing the way we shop and then in turn the way that we socialise. But now it is changing the way that we work too.

The first and most obvious benefit is that you are now able to access your files and software from any location on any machine. You are no longer tied to the physical world of needing to own a laptop, or even remember where your memory stick is. Everything is stored online on far away servers, and can be easily accessed as soon as you are connected to the Internet.

This is making it easier to work with much more flexibility. Businesses will be able to do without offices, and you won't need to be on your work computer all day. Instead you can simply log on at home, on the train, or anywhere you can get Internet access and get to work straight away.

But the cloud has more to offer than just the convenience of being able to work on any computer to use all your files. For one, there is the added degree of security and back-ups from the fact that you are no longer simply reliant on a single machine. In the traditional working environment, if your computer breaks down you lose everything. In your business that could be catastrophic if you haven't made back-ups of important files.

Even if it's not, it will certainly be time consuming to fix. The cloud eliminates this issue because there will always be backups available for you. You are secured even in the event of a disaster.

Another important benefit for working on the cloud is the fact that you are never going to run out of space. Modern computer programs require huge quantities of memory. Physical memory is expensive, external hard-drivers and company servers come at a price. Add to this the benefits of using cloud-based software, and you could really start saving your organization some money.

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Element Internet is a full service a digital agency perth in Australia offering a wide range of a online marketing strategy & advertising services.

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