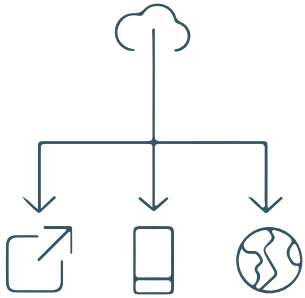


# BENEFITS OF CLOUD COMPUTING

## ELASTICITY



Users can scale services to fit their needs, customize applications and access cloud services from anywhere with an internet connection.

### Scalability

Cloud infrastructure scales on-demand to support fluctuating workloads.

### Ready-Built Tools

Users can select from a menu of prebuilt tools and features to build a solution that fits their specific needs.

### Security Features

Virtual private cloud, encryption and API keys help keep data secure.

### Storage Options

Users can choose public, private or hybrid storage offerings, depending on security needs and other considerations.

## EFFICIENCY



Enterprise users can get applications to market quickly, without worrying about underlying infrastructure costs or maintenance.

### Accessibility

Cloud-based applications and data are accessible from virtually any internet-connected device.

### Reduction in Equipment Cost

Cloud computing uses remote resources, saving organizations the cost of servers and other equipment.

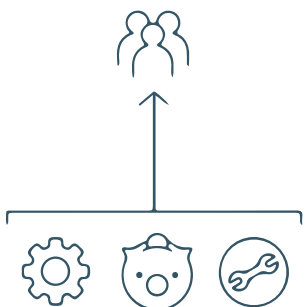
### Speed to Market

Developing in the cloud enables users to get their applications to market quickly.

### Data Security

Hardware failures do not result in data loss because of networked backups.

## STRATEGIC VALUE



Cloud services give enterprises a competitive advantage by providing the most innovative technology available.

### Collaboration

Worldwide access means teams can collaborate from widespread locations.

### Modernized Work

Cloud service providers (CSPs) manage underlying infrastructure, enabling organizations to focus on application development and other priorities.

### Regular Updates

Service providers regularly update offerings to give users the most up-to-date technology.

### Competitive Edge

Organizations can move more nimbly than competitors who must devote IT resources to managing infrastructure.