

A Good Time To Go for Cloud?

Written by Marco Attard
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Microsoft's W.Europe VP Klaus Holse Andersen urges SMBs to go for the cloud in order to become as innovative and competitive as their larger counterparts, saying cloud computing being up to 40x more cost-effective when compared to running one's own IT systems.



The company's cloud adoption study predicts 39% of SMBs paying for one or more cloud services within the next 3 years-- compared to today's 29%. On average, paid cloud service users will use 3.4 services (an increase from today's 2.0 services).

Meanwhile the global SME sector will go towards a hybrid infrastructure model-- in 3 years' time, 43% of workloads will be paid cloud-based, 28% remain on-premise and 29% will be either free or bundled with other services.

Andersen continues SMBs have roles as both users and developers, by driving cloud service adoption and innovation, with cloud technology potentially accelerating business opportunities for both Europe's ICT industries and SMEs.

Go [Size Doesn't Matter: Transforming Small Businesses in the Cloud](#)

Go [Microsoft SMB Cloud Adoption Study](#)

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