



# 5 MYTHS

## holding organizations back from the cloud

The days of basic storage and retrieval are behind us. To drive real business value, organizations need a content services platform that provides full process control, visibility, automation and immediate delivery of necessary information. It also needs to be able to evolve and grow with your business.

But as solutions become more complex and widespread across an organization, the more strain is put on IT staff tasked with supporting and expanding the platform. That's why the future of content services is heavily rooted — ironically — in the cloud. Investing in a cloud-delivered solution takes a lot of strain off in-house staff and puts the responsibility into the hands of those who know the platform best. Despite these compelling reasons to look to the cloud versus an on-premises deployment, some organizations might still be hesitant.

Below, we debunk five common myths surrounding cloud-based deployments to highlight the true benefits of a cloud content services platform:

### 1 **“The cost of running our solution in the cloud is too high!”**

**68%** of business and IT leaders surveyed by IDG\* cite cost as an advantage of the cloud. That's because, while in some cases the initial cost may seem higher, there are actually a number of factors and costs to consider for an on-premises deployment — like hardware, support staff, training and extended deployment times — that really drive up the price over time.

### 2 **“It's too big of a risk to leave our data's security in someone else's hands!”**

**52%** of those surveyed\* listed security as an operational advantage of the cloud, with only 22 percent listing it as an advantage for an on-premises deployment. The right cloud providers constantly evaluate and evolve their expert practices to protect their customers' data — removing the strain and resource cost of internal security teams attempting to prepare for all forms of threats.

### 3 **“Our performance and availability will take a hit by relying on a**

**78%** of business and IT leaders\* cited availability as an advantage of cloud-based platforms. Moving to a hosted content services solution can actually reduce downtime of applications and offer up to 99.99 percent availability (a downtime of (at most) 52 minutes a year!).

### 4 **“Hosting our platform in the cloud gives us less flexibility to change it!”**

**70%** of those surveyed\* believe that choosing the cloud actually gives them more flexibility than going with an on-premises deployment. Just as you and your staff are experts in your field, the engineers who manage cloud platforms are experts in their field. Working with a hosted solution means working with the people who built it and are experts in it. This makes deployments faster and can provide valuable insight into the options you have when evolving your solutions.

### 5 **“We can't trust a cloud solution to keep up with our industry and**

**44%** of those surveyed listed compliance as an advantage of the cloud. Researching and implementing the right processes and reporting is a colossal task within the process of deploying a content services platform. Partnering with a cloud-based solution provider that has experience in your industry and region removes the burden of keeping up with the ever-changing world of regulatory compliance.

To learn more of the truth about content services delivered in the cloud, visit [naviant.com/blog/maximize-the-benefits-of-the-cloud-with-a-cloud-first-mindset/](http://naviant.com/blog/maximize-the-benefits-of-the-cloud-with-a-cloud-first-mindset/)

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\*Source: IDG Resource Services, 2018

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