The positive outcomes of your cloud

An unpredictable economic climate and a constantly changing technological landscape are conspiring to create one of the most challenging business environments for decades.

Yet with challenge comes opportunity. With the tectonic shift in technology, HP Enterprise Services is bringing innovative and dynamic cloud solutions to help businesses like yours respond quickly to market demands and compete successfully.

Let cloud give you the power to extract a host of positive outcomes:

**Expand and grow**
Cloud technologies allow you to enter new markets and grow your global reach. IT systems can be rapidly scaled-up to accommodate new users as companies grow, and systems can be seamlessly joined to cope with mergers and acquisitions.

**Increase speed of execution**
You’ll no longer have to struggle over determining the right time to make an IT investment. Cloud offers the potential to upgrade business and functional applications rapidly with an R&I period that’s short and simple to calculate.

**Reduce costs**
You can react quickly to any peaks in demand without having the extra capacity on-site, by supplementing your existing capacity with a cloud solution. Cloud aligns usage with need, resulting in cost savings and faster access to services.

**Reduce CapEx**
Cloud computing offers the potential to shift significant capital expense to operating expense. You won’t have to commit to spending money on the infrastructure, project management and testing required for on-premise IT solutions when you can buy the services, as and when you need them, from the cloud.

**Improve customer experience**
Cloud-based services can add value for your customers by improving the user experience. The provision of consistently responsive and highly personalised services will help to secure customer loyalty and attract new customers.

**Increase productivity**
Cloud computing has a significant impact on provisioning. By moving applications and processes to the cloud, you can redeploy IT personnel to focus on more productive, higher-value projects.

**Power**
The cloud increases the speed at which you can offer new products and innovative services, giving your business a real competitive edge. At the same time, the flexibility of cloud ensures you only pay for what you need, reducing overall costs.

**Reduce your carbon footprint**
With the significant energy costs required to run large data centres, enterprises are increasingly looking at ways to reduce their power costs and carbon footprint. Cloud presents a significant opportunity to achieve both.

**Be more competitive**
The cloud gives you the power to extract a host of positive outcomes:

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**Contact us**
Find out more about how a move to the cloud can benefit your business.

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