



**LIFT AND SHIFT CRITICAL
BUSINESS PROCESSES TO THE CLOUD**
CLOUD FOR BUSINESS

SMART CHANGE STARTS HERE.



KEY BENEFITS OF CLOUD SOLUTIONS?

While cloud solutions are widely known for their agility, scalability, and affordability, there are other benefits that your organization should consider.

Flexibility

As your organization grows, cloud solutions make it easy for you to accommodate new customers, services, processes, technologies, and locations without disrupting your existing operation or user productivity.

Security

Many cloud-hosting data centers can be more secure than an on-premises server. Vendors typically employ third parties to perform routine security penetration testing and vulnerability assessments of their data centers. In addition, most hold accreditations such as ISO 27001 and SSAE-16 attestations that validate such best practices.

Innovation

Point releases and major updates are usually included in a cloud solution subscription. With access to the latest features and functionality, you can deliver more innovation and value to your customers.

IS THE CLOUD SAFE?

The recent history of public clouds has demonstrated that brand-name, multitenant, public cloud services are highly resistant to attack, providing a more secure starting point than most traditional in-house implementations. The cloud business model and the realities of internet visibility provide huge market incentives for service providers to put a higher priority on security than is typical of end-user organizations. This includes physical security, their technical and process approach, and their undertaking of formal third-party security evaluations.

LOOK TO THE CLOUD FOR AGILE AND SMART SOLUTIONS

The cloud is the perfect environment for large enterprises. It allows for easy, rapid deployment of critical applications that don't require overtasking IT personnel, especially when budgets are tight. The cloud provides a flexible environment where innovation can thrive without the expensive on-premises overhead. Cloud SaaS providers can lift some of the costly security related tasks of the proper due care and due diligence that managing a server and a data repository can demand.

Cloud for enterprise can deliver intelligent business communication applications, education and training for employees and a centralized way of managing key business processes while tracking and auditing that activity. These are just some of the possibilities that shifting key business applications to the cloud can bring to life.

TOP USE CASES FOR THE CLOUD



**Business
Communications**



**Education
and Training**



**Secure
Information
Management**



**Business Process
and Account
Management**

CAN THE CLOUD SAVE YOU MONEY?

Many organizations choose the cloud as a way to reduce hardware, software, and payroll costs. While this may be ideal for some organizations, it requires due diligence by your company's financial experts. The cloud also creates opportunity for purchasing IT solutions as an operational expense (OPEX) instead of a capital expense (CAPEX).





WHAT CAN THE CLOUD BRING TO YOUR BUSINESS?

Business Communications

How you communicate can say a lot about your organization and its respective brand. Leveraging a cloud-based multi-media application can give your communications staff flexibility to vary the message in multiple formats and delivery methods that are most relevant to recipients and hedge more positive responses.

When multiple stakeholders need to regularly collaborate, a savvy content management and sharing system can help provide version control to prevent confusion and obsolescence for both internal and external communications.

An intelligent cloud based email solution can offer governance and automation in the way messages are managed and routed appropriately.

Training and Education

Organizations who invest in continued education for their employees are setting themselves and their staff up for success. In doing so, how you make it available becomes critical. It should be convenient and consistent, and include simulations and exercises that maximize learning retention. Cloud-based computer based training (CBT) can provide choices that can be delivered in various styles.

In today's threat laden business environment there has never been a more critical time to take advantage of security awareness training for your staff, which can be served up in sophisticated, yet simple real world simulation campaigns. Phishing attacks have wreaked havoc and have been the culprit of some of the most recognized and damaging data breaches to date. You can leverage this type of training to empower your employees to become your front-line defenders against malicious cyber criminals that are out to infiltrate your organization.

For educators, a convenient and intelligent testing and grading solution can help to reduce costs and give the gift of time back to instructors by leveraging the cloud for test grading and local MFDs that can facilitate a plain paper bubble sheet output process.



Secure Information Management

How information is managed matters with considerations for privacy management and security during the general everyday exchange of information. Whether it moves internally in the form of an email or when it is shared beyond your domain through a collaboration and sharing solution, governance is paramount.

Utilizing a cloud-based encryption application at the file level can help ensure that your data remains secure, no matter where it must travel. Through enterprise digital rights management (EDRM), document and data owners have the ability to control access in real time, granting or revoking that access anytime and anywhere. It provides tracking and auditing capabilities in real time or post-delivery.

The best part of this type of data loss prevention (DLP) solution is that it doesn't require that users change the way they normally work. It is transparent to users and they can implement this file-level security right from within their business software, such as Microsoft® Office applications, and even from within popular email and web browsers. It has never been easier to secure your organization's data and precious assets.

Business Process and Account Management

Bringing order to complex business environments can be easier with the right resources. Right sizing an inefficient office document workflow can be less of a burden when a comprehensive SaaS suite of management tools are at your fingertips. An intelligent and centralized administrator dashboard can present the kind of business analytics controls that can help you to make critical cost savings decisions.

With more and more users gravitating to mobile devices, it's important that the user experience on a platform is designed in a responsive format, consistent with that of a desktop computer while bringing together features, functionality, and information from the various aspects of your business into a single pane of glass. When it comes to solutions that help you manage your MFD fleet, look for solutions that can deliver:

- Billing information
- Meter information
- Service information
- Summary information
- Device details
- Order and shipping information

These types of centralized accounting and management solutions are intuitive, easy to navigate, and provide a knowledge base to help administrators gain access to needed information quickly and succinctly.

LEVERAGE THE NEW OPPORTUNITIES OF THE CLOUD

The lift and shift strategy of moving on-premise applications and processes to the cloud is happening more and more today, notably as part of the trend toward digital transformation.

Organizations are finding they are able to do more with budgets and focus on their core business, rather than expending capital and taxing their precious resources to maintain a status quo.

The Canon Solutions America Cloud for Business can help your organization leverage these new opportunities. We offer a wide range of solutions that can help increase your agility, operational efficiency, security, and productivity, while offering a cost-effective alternative to expensive, and IT intensive, on-premise options.



For more information about how the Cloud for Business can empower your business without a lot of heavy lifting, contact your local Canon Solutions America sales professional or visit csa.canon.com

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