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Cloud is changing business.
Forever.

Learn how cloud technologies make your businesses more profitable by enhancing user and customer experience.

01 Cloud: changing the world of work

Why the shift to cloud?

Increasing demand is driven by global trends:

- **Changes in working practices:** remote working, hot-desking, rise of the gig-economy, increased collaboration, demands for more productivity and the need to instantly retrieve information from anywhere at anytime.

- **Growing commercial pressures:** the rising costs of buying and servicing IT assets, defending against cyber-threats, keeping technology up to date and employing specialist technical staff.

- **Rising customer expectations:** the need to offer a consistent and end-to-end customer experience with benefits like personalisation, rapid response, effective social presence, on-demand subscription-based services, omnichannel coverage and robust data security.

UK firms are now the sixth biggest users of cloud services among EU countries and take-up is growing across every sector of business.

Cloud technology is revolutionising the way the world does business delivering greater:

- **Flexibility**
- **Functionality**
- **Availability**
- **Security**

These benefits are giving customers a richer, more rewarding experience and employees a more productive, lifestyle-friendly place to work.

Cloud helps transforms businesses into more customer-centric and attractive working environments to:

- Drive down costs,
- Streamlines processes,
- Opens new revenue streams
- Empowers customer interactions
- Support flexible working
- Engenders a more positive and efficient work culture.

All these changes help to grow bottom-line, motivate staff and make organisations more agile and market-competitive.

Your e-guide to the benefits of moving to the cloud

This e-guide explores why so many organisations are turning to cloud. It details the advantages that cloud technologies offer, both to external customers and employees (internal customers). It shows how adopting cloud can help your business to differentiate and become more profitable. Most importantly, this e-guide tells you how Charterhouse can accelerate your own digital transformation.

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02 Why does cloud make sense for your business?

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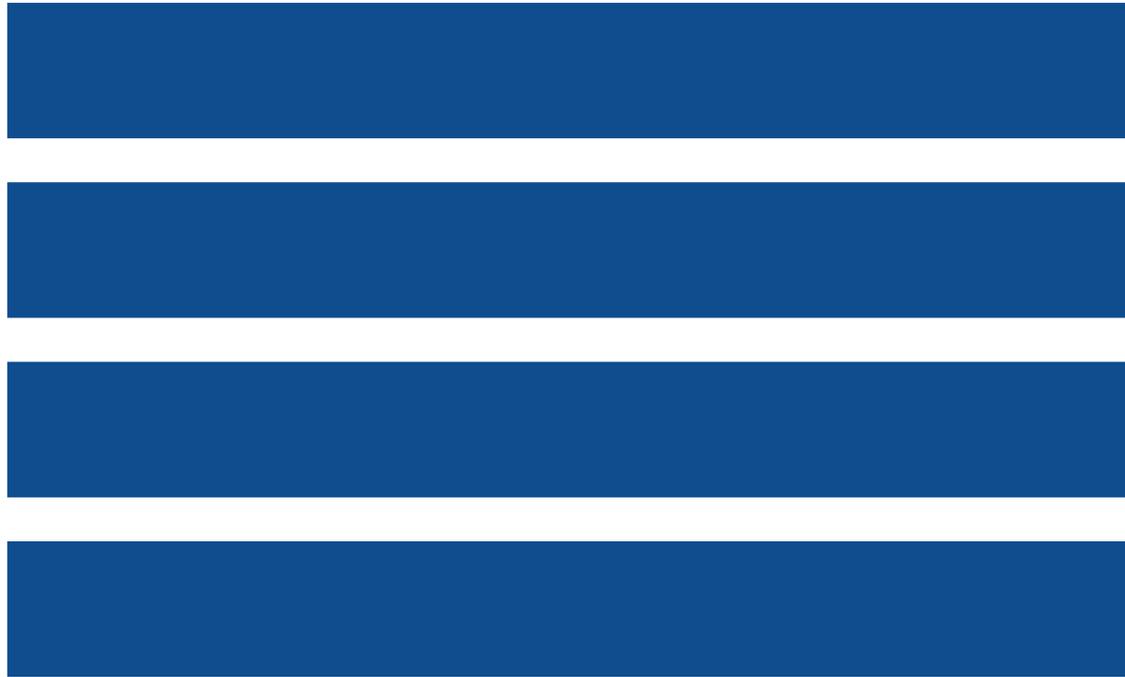
2.1   Better experiences for your customers

Understand the customer journey

Cloud better equips you to deal with changing customer expectations. It connects your customers to your brand 24/7 from any location across multiple contact channels. Cloud based customer experience applications enable a seamless, consistent and hassle-free journey for every customer across every interaction as it ties together all your marketing, customer enquiries, sales fulfilment and after-care functions.
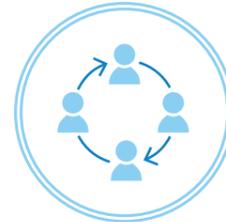
Customer experience is the new currency

Whichever way your customers choose to interact with your business, they expect to be treated as unique individuals. Often, their loyalty hinges on your ability to tailor interactions to match their specific preferences across every channel, device and environment. Cloud provides a 360-view of each customer's data, behaviours and purchase history. It makes it easier to capture, access, manage and share their data business-wide. All of this gives you a deeper understanding of who your customers are, and the insights to target them intelligently with exciting functionality, personalised content and relevant offers which are more likely to convert to sales.

Protect your customers

Alerted by news stories of security breaches and data thefts at high-profile retailers, consumers are becoming increasingly savvy and selective about how their personal data is stored and used. Businesses need to step up to the highest standards of security and compliance without adversely impacting the customer experience. Cloud helps businesses to retain the confidence of their customers by offering a more secure environment than most on-site servers can achieve, with automatic upgrades of deterrence, prevention and cyber-attack detection measures.

CUSTOMER EXPERIENCE

In practice Charterhouse improves fan experience:

Thanks to Charterhouse's Fusion cloud platform, fans of two top Premier League football clubs enjoy interactive, content-rich entertainment via their smartphones, from the moment they buy tickets, through to stadium entry, pre-match activity and the match itself. Fans can access tickets on their mobiles, share photos and videos, study team stats, order merchandise, connect with friends and followers, and even upgrade their seating to get a better view of the match. As well as creating fun, personalised experiences for fans, cloud technology helps to boost club revenues by growing sales revenue, encouraging loyalty and driving engagement on social media.

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2.2 Competitive edge for business owners

Work more profitably

By delivering much-improved customer service at a lower cost, cloud technologies help you increase sales and improve your bottom line. In fact, cloud gets your business working more cost-efficiently at every level. Having a sharp, company-wide view of data makes reporting and strategic decision-making more timely and informed. Meanwhile, cloud-based workforce management tools save time by reducing manual tasks and ensure you have the right resources to meet customer demand. Collaboration tools promote team working and drive productivity. Employees across the business can access relevant information and people to resolve customer queries more quickly. Central and secure cloud storage means your data can be readily accessed, shared and updated in real-time to minimise delays, reduce effort and cut time-cost.

Attract and recruit the best talent

Every organisation relies on good people to keep it thriving and successful. So ensuring your internal customers are happy and motivated is just as important as servicing your external customers. Cloud technologies release employees from the formalities of nine-to-five, on-premise working. Instead, a digitalised work environment is more mobile, tech-driven and team-orientated and gives your people the freedom to work when and where they want. This creates a highly skilled, highly motivated and extremely effective workforce.

Become agile and innovative

Your business needs to adapt quickly to meet the evolving demands of your customers and changing trends in the marketplace. Cloud empowers businesses of all sizes and types by putting the latest technologies within easy reach. It enables your business to deploy innovative processes and applications rapidly to keep your business cutting edge. Cloud gives your business the agility to change course easily when required and stay one step ahead of your competitors.

Cut costs and risk

Cloud lets you focus more on growing your business, and less on managing your IT. It cuts the cost and effort of buying, maintaining and updating an IT infrastructure as you will always have access to the latest software versions. You save on capital expenditure and can upscale or downsize capacity as required. Having less bulky hardware frees-up valuable office space for revenue-generating activities. What's more, if disaster strikes, having your data and applications in the cloud keeps everything safe enables business continuity and helps your business to recover faster.

In practice - Cloud: improving efficiency and output quality for manufacturers

As Industry 4.0 sweeps the manufacturing sector, cloud is a key enabler in helping manufacturers embrace digital technologies, AIT and IoT. Charterhouse cloud solutions help organisations to achieve better visibility, productivity and product quality up and down their supply chains. They increase collaboration and efficiency by providing a real-time exchange of data between stakeholders, as well as supporting the collection and processing of data from IoT and robotic devices. Cloud plays an essential part in helping manufacturers navigate the Industry 4.0 revolution.

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2.3 Happier, more productive employees

More flexible working

Your 'internal customers' are your organisation's most valuable assets. But living and working in an always-on world that's connected across time-zones places increasing demands on your employees to keep up and stay productive. Cloud is the great enabler, making it easier to stay on top of workload when out of the office, at home or on the move. By supporting remote working and 24/7 availability, cloud technologies allow users to plug into the office wherever and whenever they want, and achieve more without upsetting their work/life balance.

This all helps to keep your staff happier, highly motivated and more focused on servicing your external customers.

Connected and collaborative

Cloud makes work more convenient for your employees by providing a single, secure hub for all their company data, files, applications and tools. Shared access to diaries makes planning and co-ordination easier. Documents and other assets can be created collaboratively, and stored and updated centrally. Teams and projects are more visible and manageable with minimum effort. Customer issues can be tracked and resolved without delay.

Cloud technologies help your people to produce more without the burden of extra effort and stress.

Turn employees into advocates

Research proves that young people prefer to work for companies that invest in technology. A 2016 survey* revealed that over 80% of millennials believe the presence of tech in the workplace would influence whether or not they accepted a job offer. Digitally-driven businesses find it easier to draw in the best talent by offering high-tech perks and progressive work practices.

Also, having a flexible, collaborative and forward-thinking work environment will make it less likely your employees move on, and more likely they recommend your business to others.

*"Future Workforce Study," commissioned by Dell and Intel, 2016
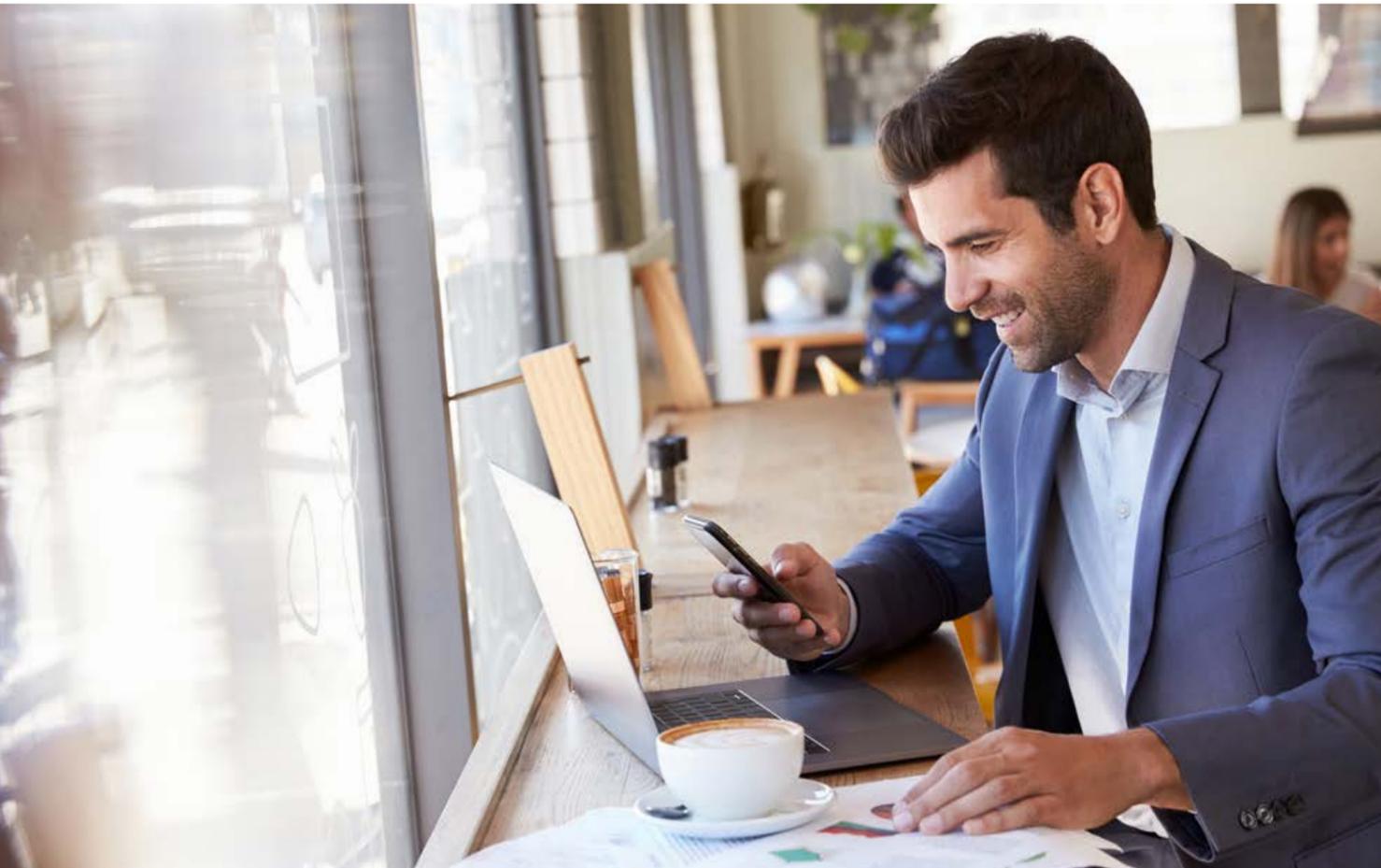
In practice - Cloud: helping law firms to attract the best talent

Charterhouse cloud solutions provide legal firms with all the benefits of a digitalised workplace. But improved efficiency, collaboration, security and mobility are not the only factors that make cloud such an attractive proposition for legal practices. Thanks to their flexible, user-friendly, work environments, the most digitally-enabled firms are best-placed to hire on-board and retain, the brightest high-flying lawyers.

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2.4   Renewed focus for your IT people

Turn IT into an innovation centre

When you migrate your business to the cloud, your inhouse IT people play a critical role in ensuring a successful transition. But once the dust has settled, they are free to focus more of their time on strategic IT issues, and less on resolving routine hardware-related technical problems. Moving to the cloud brings a range of benefits to your IT function:

More security

As well as providing a more secure environment than on-premise servers, cloud enables the easy recovery of sensitive data (eg when a laptop is lost or stolen).

More flexibility

Cloud-based services lets you manage capacity more effectively and applications, without the need to buy and install new equipment.

No capex

As cloud computing is a pay-as-you-go service, no capital expenditure is necessary to cover the cost of buying IT hardware.

Automatic updates

Servers and applications are managed by Charterhouse, so there is no need to worry about maintenance, software updates or security issues.

Easier disaster recovery

Ideal all businesses, cloud-based backup and recovery solutions are quick to implement and cost effective.

More sustainability

Cloud helps you to minimise your carbon footprint by reducing energy consumption of on premise equipment.

In practice – Cloud: helping financial services companies to maintain compliance

As financial services providers face an ever-changing regulatory landscape, cloud enables them to continuously optimise their compliance with the likes of GDPR, MiFID II and PCI-DSS. Charterhouse cloud solutions are tailored to the individual needs of each financial business, helping them to fulfil regulatory compliance, promote customer loyalty and differentiate their customer services while cutting operational costs.

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03 How can Charterhouse accelerate your move to the cloud?

Charterhouse Voice & Data deliver technology solutions that drive business success.

For more than 25 years, internationally renowned organisations have trusted us to design, provision and support the technology that underpins their operations.

We make it as simple as possible to work with us. Our partnerships with leading technology providers, our unrivalled experience and our industry expertise combine to give customers confidence that we will deliver to their requirements, every time.

Fusion: supporting your digital journey

Fusion is Charterhouse's highly available hybrid cloud platform, delivering secure collaboration, customer experience and IT applications to users, wherever they are. With a 99.99% SLA, your employees and customers can rely on the highest levels of uptime.

Functionality, flexibility and security

We provide a choice of flexible and agile solutions that allow you to pay for what you need and react quickly to market conditions. We integrate our core network with public and private cloud environments to deliver secure applications to your users on their devices of choice.

Consultancy, service and monitoring

Fusion is underpinned by market-leading consultancy and support services. Working closely with you to gain a deep understanding or your business requirements, our consultative approach includes:

- **Discovery**
- **Design**
- **Deployment**

This ensures we deliver your platform for innovation.

Monitor and Manage

Once your Fusion platform is in place, our service desk provides proactive 24/7 monitoring of all your critical applications. Detailed performance and utilisation reports give you essential insights and the confidence you need to make informed decisions and grow your business.

Find out how Fusion can power your digital transformation.

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Contact

Book your free transformation consultancy session today

Charterhouse Voice & Data

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