**Top 5 Reasons Why Businesses Use The Cloud**

Previously, when people used to run applications or programs from software downloaded on physical computer in their buildings, cloud computing came into the scene and revolutionized the entire work culture. Simply put, cloud computing is computing based on the internet and this solution is growing in popularity, among SMBs and enterprises alike.

In 2014 alone, small businesses spend almost $100 billion on cloud computing services. So why are so many businesses moving to the cloud? Here is an Infographics from CloudyBuddy about the top 5 reasons why businesses use cloud.

**Meta:** Is moving to cloud just a trend or does it really makes life easier? This Infographics shows the top 5 reasons why businesses use the cloud.

Taken as an important IT decision previously, cloud has now become a necessary company decision that enables it to function. The fact is that cloud has revolutionized global work cultures. Here are the top 5 reasons why businesses are opting for cloud technology.

**It Offers In-Depth Analysis And Better Insights**

Most of the businesses opt for cloud to support their analytics efforts. See how:

**54 % companies use analytics to get insights from big data**

**59% companies use cloud for extensive data sharing**

**59% intend to use cloud to access and manage big data**

**It Enables Better Collaboration On Data**

Bone of the biggest advantages of cloud is that it allows data to be accessed from anywhere. This allows better cross functional collaboration. Take an example from the leading organizations:

**58% collaborate across their ecosystem using cloud**

**59 % improve the integration between development and operations with cloud**

**It Answers To A Variety Of Business Needs**

Cloud enables companies to form a link between technology and business outcomes. This is why companies are extensively migrating business functions to the cloud.

**18% messaging**

**60 % storage**

**30 % applications**

**It Favors The Development Of New Products And Services**

Cloud provides businesses with valuable capabilities. See what the leading organizations have to say about this:

**54% companies use it to innovate their products & services**

**24% are able to offer additional products & services**

**It Gives Proven Results**

From exponential growth to increase efficiency, businesses on the cloud are realizing the benefits of cloud in every sector.

**40% were able to cut down IT costs**

**55% saw an increase in efficiency**

**49% saw improvement in employee mobility**