The Silver Lining
- Cloud computing will save you money, but the real benefits are far broader -

Sydney, Australia, August 20, 2013 —Ralf Moller, General Manager Marketing at logistics software provider WiseTech Global, says many companies mistakenly look only for cost savings when considering the adoption of cloud computing, when in reality the benefits are more wide ranging.

In 2006, Amazon.com made what seemed like a very odd decision – it became a computing services provider opening up data centers all over the world. This quirky little side arm to what was supposed to be an online retailer is now worth $1.5 billion.

To understand why this business has been so successful, it's important to understand what it is that Cloud Computing offers, and how it fits into your business.

A Cloud is a large, complete, highly-redundant, suite of computing resources provided in a highly-reliable form across multiple data centers. A Cloud provides 24x7 service, low-cost, guaranteed service levels, failover and disaster recovery.

And although it was initially met with skepticism when introduced, Cloud Computing has proven to be many times more reliable than its predecessors, and less expensive than internally-run computer systems; especially for small and medium business, which can run anywhere from five to five thousand users.

While it's easy to focus on the affordability, reliability and flexibility of Cloud Computing there are other benefits which are just as valuable, but less obvious. Specifically, Cloud-based software is able to transform the entire software selection and deployment process.

Most companies will only replace their enterprise applications once every ten or 15 years, and typically only after their current systems are on their last legs. The cost of purchasing and implementing traditional software solutions is significant. A small transport company can spend anywhere between $50,000 and $100,000 on a new software system before there've even logged in, let alone tested it.

And how do you know if a software solution will work well for you? You can put together a detailed list of requirements, ask for demonstrations and do reference checks; but you'll really only know if it's the right system for your business once it goes live, and then, if you've made a mistake, will be too late.

Imagine if you could run trials on the software in your business before you committed? This is part of the attraction of the Cloud; you can trial Cloud software on a monthly basis for less than it costs to fill up one of your prime movers. And even if you decide to go ahead and deploy it, you can do so at a minimal cost compared to traditional software systems, because you don't need to buy and deploy new servers, or find staff to run them.

Cloud software, by its very nature, needs to offer a more intuitive user experience, and in most cases it's designed so that users can get up and running as soon as they have received their login details. This means the vendors of Cloud software put a lot of energy into the user experience so that the software is both intuitive, and supported by online help, 24x7 support and

other tools that enable customers to get what they need quickly and get online at a fraction of the cost.

Moreover, Cloud software providers aren't hampered by the typical tender process in which suppliers are forced to cut their prices to the bone, and customers are inevitably left unhappy with the service made necessary by unprofitable contracts. The selection process for Cloud Computing is more like a trial test before you buy similar software that enables transport companies to operate a few routes for a new customer, to fine-tune their service and price before committing, or walking away.

In the same way as this kind of competition forces transport providers to offer a more effective service, the emergence of Cloud Computing is also forcing software vendors to constantly improve the quality of their products, or risk being left behind by a new player.

The Cloud not only saves money and IT resources, it also enables companies to select and deploy new software solutions with much less risk, providing the freedom to deploy advanced software that significantly improves their productivity and competitiveness - that's the silver lining in every Cloud.

About WiseTech Global®

WiseTech Global is an international technology development company dedicated to delivering innovative, market-specific software solutions. WiseTech Global key brands include CargoWise, a global leader in logistics technology solutions with clients holding more than 90,000 licenses across a customer community of 5, 000 sites in 105 countries; TransLogix, a leading supplier of transport and logistics technology solutions for Australia and New Zealand; and eHealthWise, a provider of electronic data services for the healthcare industry. Headquartered in Sydney, Australia, the company operates worldwide from offices across the U.S., Europe and Asia. For more information visit www.wisetechglobal.com; www.cargowise.com; www.translogix.com.au; and www.ehealthwise.net