

# Lessons for cloud success:

## What SMB early adopters have learned about the cloud.

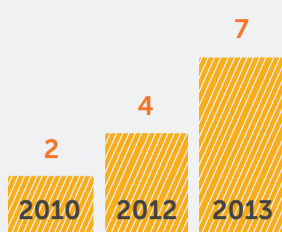
The Small and Medium Business Cloud Application Trends Survey, conducted by Techaisle and sponsored by Dell reveals that a growing number of businesses are using cloud applications to gain a competitive advantage.

### Lesson 1 Choose a single trusted partner that can support you end-to-end.



**69%**  
prefer to purchase cloud applications from a single trusted vendor

Cloud applications are on the rise:



Average number of cloud business applications used by SMB's



**50%** noted challenges in keeping track of different SLAs



**43%** found it challenging to coordinate multiple vendors for integration

### Lesson 2 Careful planning and preparation are keys to successful implementation.



**49%**  
experienced longer than anticipated deployment cycles



**41%**  
complained about limited integration with other apps



**40%**  
noted lack of training

### Lesson 3 Flexible application integration ensures maximum ROI.

Key integration benefits:



**54%**  
improved operational efficiency



**52%**  
improved employee productivity



**52%**  
improved connectivity with partners

Integration wish list:



**63%**  
would like to easily modify integrations



**58%**  
would like to enhance existing integrations



**54%**  
would like integrated business analytics

### Conclusion Cloud applications offers compelling tactical and strategic advantages.

Key benefits:



lower Total Cost of Ownership (TOC)



faster deployment time



automated upgrades & updates

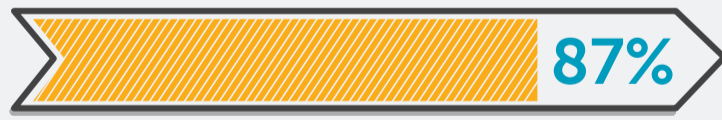


**81%** believe cloud has enabled them to get to market faster

gained capabilities they were previously not able to afford



**85%**



**87%** provided them with a competitive advantage

Dell Cloud Business Applications fulfills many of the needs identified in the survey, delivering a family of trusted, integrated cloud applications and services that enable new business processes and deliver rapid time to value.



The power to do more

For More Information, Visit [www.dellcloudapplications.com](http://www.dellcloudapplications.com)

Useful links:

\*Research conducted by Techaisle on behalf of Dell based on a sample from Techaisle's SMB cloud computing technology panel. NAME OF REPORT, DATE OF REPORT AND LINK TO THE REPORT

- [Dell Cloud Business Applications -dell.to/DellCloudApps](http://DellCloudApps)
- [SMB Cloud Application Trends Survey - dell.to/CloudAppSurvey](http://SMB Cloud Application Trends Survey - dell.to/CloudAppSurvey)



- [Twitter - #dellcloudbizapps](https://twitter.com/dellcloudbizapps)

The SMB Cloud Application Trends Survey – Dell Cloud Business Applications and Techaisle, December 2011

Source: <http://www.dellcloudapplications.com/crm-resources/whitepaper-cloud-adoption-lessons-success>

Press release: <http://content.dell.com/us/en/corp/d/press-releases/2012-3-06-smb-cloud-app-study>