Lessons for cloud success:

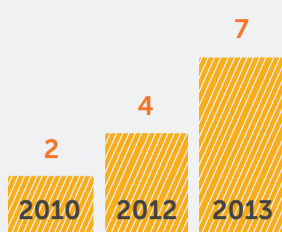## What SMB early adopters have learned about the cloud.

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.

Cloud applications are on the rise:

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

2010	2012	2013
2	4	7

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
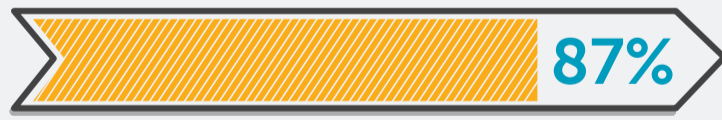
automated upgrades & updates

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.

DELL
The power to do more

For More Information, Visit **www.dellcloudapplications.com**