

THE CLOUD REVOLUTION

Why Cloud Computing Drives Today's Business Environment

Considered the main driving force of the **ongoing digital revolution**, the cloud has quickly become one of the most popular forms of modern technology - one that provides its users with **brand-new opportunities**.

Enabling you to use its virtual **space for running your data-driven systems and services**, it gives you a chance to improve your business efficiency and reduce operational costs significantly.

Guaranteeing **ease of access and financial flexibility, necessary for reacting quickly to ever-changing market conditions**, cloud-based solutions are being adopted by a rapidly growing number of companies of all sizes and industries.

In other words, the cloud is gaining momentum – just look at **the facts and figures below**.

THE CLOUD IN NUMBERS

Sources: Forbes, IDG Cloud Computing Study, SkyHigh Networks

By the end of 2020

67% of enterprises

infrastructure and software will be cloud-driven solutions

76% of businesses

are moving their systems and data to the cloud to **accelerate IT service delivery**

77% of enterprises

already have **at least one application** or some part of their IT infrastructure in the cloud

54% of enterprises

say that IT must increase its collaboration with other business units **as a result of cloud investments**.

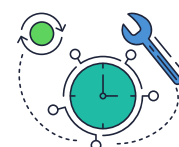
71.3% of all cloud services

currently in use are enterprise focused.

The remaining 28.7% are consumer-oriented solutions.*

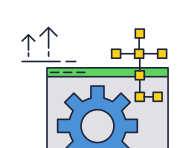
WHAT ARE THE KEY BENEFITS?

Sources: 2018 IDG Cloud Computing Study, SkyHigh Networks*



Fast Implementations

Using a cloud-based solution means **evading all of the time-consuming project implementation processes**. In other words, you can have a cloud system or service running in a matter of days.



Instant Access to Data

With the possibility to **connect with the cloud from almost any location**, users are guaranteed to have instant access to **business-relevant information**.



Flexibility of Provision

With clouds, the range of functionalities can easily be **scaled up or down**. Thus, it is much easier to **find the right offer** – one that meets your financial and operational requirements.



Reduced Costs

Thanks to many possible business models, you are **no longer obliged to sign any long-term contracts** requiring large financial investments.



Hardware-level Reliability

Modern cloud systems are designed to provide a **seamless working experience** – one that will never compromise your business efficiency.



Modern, Advanced Security

Considering that 85% of companies are said to **store sensitive data in a cloud** environment (source: Vormetric), all of that information has to be **as secure as if it was stored in a well-guarded vault**.



Dynamic Work Optimization

By using the cloud and outsourcing your IT operations, you can focus more on other tasks that are just as important for your company's growth.



BUT... CAN IT DRIVE CUSTOMER LOYALTY?

So we thought, "hang on, what if we create **a modern, technologically advanced IT solution for improving customer loyalty** that will embody all of the mentioned benefits of the cloud?"

And that's what we did.

The result is **Comarch Loyalty Cloud (CLC)** - a new, cloud-based platform that allows you to **design, run, and manage immersive loyalty programs with minimal effort and at a low cost**.

Available in **fixed-term subscription or pay-as-you-go model**, CLC gives you the chance to bypass the time-consuming implementation process and **get instant access to an intuitive interface** for building personalized loyalty schemes, as well as **monitoring your customer engagement performance in real time**.

If you **expect** innovation and guidance, Comarch Loyalty Cloud is more than what you are looking for.

LEARN MORE AT THE
COMARCH LOYALTY CLOUD OFFICIAL WEBSITE

FIND OUT MORE

