

/Market*Developer*

10 Advantages of the Cloud



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Gain full control of your CRM at 50% of the typical cost



MarketDeveloper is a powerful automated cloud based CRM. We have a short video of 1.m 15s you can [watch here](#) or read the ten advantages below.



01/ **Everything, everywhere all the time**

Most Online Marketing Services are delivered over a secure internet connection so functionality is available to accredited users wherever they are. All that's required is a browser and an internet connection. Systems can be "platform agnostic" so any device can be used to securely access marketing data.

02/ **Predictable costs**

Charging models often come in the form of a monthly pay as you go service, so ongoing operating expenses are predictable and simple to budget for. Additional upgrades are usually included in this price meaning you always have the most up to date version of the software.



03/ **Speed of implementation**

Online CRM Systems are highly configurable and much faster to deploy than traditional systems, ensuring businesses have minimal project start-up costs and disruption as all the technical stuff is handled by the supplier. The standard of convenience and flexibility of cloud computing is apparent from the beginning!

04/ **Environmentally friendly**

In the cloud you only use (and pay for) the server space you need, which decreases your carbon footprint. As well as having a positive impact on the planet it is also convenient for the cloud user, as there is no need to worry about server space.

05/ **No hardware / software maintenance**

No software is 'delivered' as the code is held and maintained on the provider's servers, meaning all data storage, cleaning and manipulation take place on the CRM system itself. Essential maintenance is handled by the provider and often takes place without the client even knowing it's happening!

06/ **No risk of your marketing system**

Cloud CRM providers will often send out automated software releases as part of the ongoing contract, so you always have the very latest release and the most up to date functionality. As with most things in cloud computing this process is handled entirely by the supplier.





07/ **Cap-Ex Free**

Cloud computing services are delivered through the web and your data is stored in a super secure server. For the majority of solutions all that is required is a web browser, on any device, bypassing the need for capital expenditure altogether, this offers both security and convenience.

08/ **Disaster recovery**

MarketDeveloper's UK based Data Centre has 11 different choices of utility supplier. However if the Data Centre were to go down a back-up Centre would take over automatically. We have had no interruption of service since 2005.



09/ Security / data loss / document control

Webroot recently discovered that UK businesses spent an average of 18 days a month maintaining on-premise security. Hosted CRM providers usually handle all server maintenance and security provision. As a result there is **no need to hold any data locally on portables or memory devices, minimizing risk.**

10/ Low execution risk

As there is no software bespoke, and users access a 'platform' that is tested every time it is switched on, there is very, very low risk of project failure. This also means that set up fees are markedly lower than traditional in house or MSP outsourced builds.

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