



Privately Speaking

Insights on private company growth
from private company insiders

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Ascend to the cloud, but attend to the risks

In roughly ten years, cloud computing—basically, a democratized, internet-based network offering virtually unlimited processing power—has all but supplanted the traditional onsite data center for companies large and small, public and private. While the ongoing exodus to the cloud is undeniable, the emphasis among private companies, in particular, on cost and operational efficiencies necessitates a clear, sustainable, scalable strategy.

This issue of *Privately Speaking* explores the current cloud market, with a focus on why companies adopt the cloud, identifying the key risks and highlighting how private companies can manage those risks in order to unlock broad cloud value.

Why do companies move to the cloud?

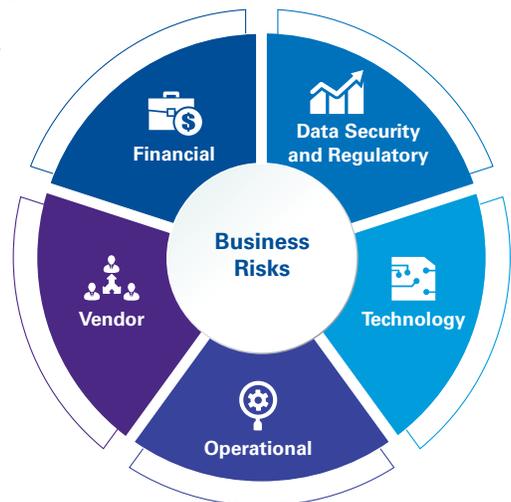
According to the 2016 Harvey Nash/KPMG CIO Survey, there are numerous motives for adopting a cloud computing model, but three primary reasons top the list:

- 1 Improve agility and responsiveness
- 2 Accelerate product development/innovation
- 3 Save money

Five key cloud computing risks

Cloud computing is transforming business on many levels, such as driving cost efficiencies, better enabling mobile workforces, improving alignment with customers and leveraging data to facilitate insight gathering.

All positive, clearly, but at the same time the move to the cloud presents several key risks that must be addressed (see graphic).



Unlocking cloud value

For the foreseeable future, enterprises will work with multiple private and public cloud platforms. We recommend three important steps for ensuring an efficient transition:

- 1 Adopt an enterprise-wide cloud strategy
- 2 Integrate effective cloud governance
- 3 Deploy an integrated consumption platform

“Advances in digital technologies such as cloud computing, artificial intelligence, blockchain and others are turning traditional business models upside down. The speed and impact of these technologies suggests a new “new economy” is upon us. Private companies must maintain robust information security, risk management and internal audit activities to balance risk, while maximizing the benefits of the cloud.”

—Christopher L. Cimino, Partner, Private Markets Group, Advisory Services

Learn more...

To dig deeper into the cloud computing story visit ***Journey to the cloud*** and download our full report.



For more insight into the risks associated with moving to the cloud, download ***How to manage five key cloud computing risks***.



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