



## **2010 to be *the year of the cloud* for UK small businesses**

- Half of UK SMEs to be in the cloud by 2011
- Plans to implement cloud computing up by two thirds in last 15 months
  - Over 80% not planning to improve internet connection
- Full report available for download from [www.easynetconnect.net](http://www.easynetconnect.net)

London, 5 January 2010 – 2010 is set to be the ‘year of the cloud’ for UK SMEs, following a huge change in outlook over the past 15 months, but many are still failing to implement formal strategies to help safeguard their businesses, according to a report released today by business ISP, Easynet Connect, available for free download from <http://www.easynetconnect.net/Industry-Insight/Whitepapers-and-Reports/Cloud-Computing-2010.aspx>.

Compared to a similar report issued by Easynet Connect in October 2008, the report shows a significant increase in small businesses using or planning to use cloud computing within 12 months (22% at the end of 2008 vs. 50% at the end of 2009). Those with longer term plans to deploy cloud computing within five years has gone up by approximately two thirds, rising from 47% in 2008 to a staggering 73% in 2009. In addition, the number of businesses stating they would never move into the cloud has halved over the last 15 months from 53% to just 27% of those surveyed.

Despite the huge move to the cloud, the last 15 months has seen little increase in the number of businesses putting in place safeguards such as increased security and more reliable internet connections. For example, 85% do not plan on taking extra security measures and 71% do not have any formal strategy in place for implementing cloud computing. In addition, over 80% of businesses are not planning to increase their internet bandwidth and the majority of respondents (80%) are still using asymmetric connections such as ADSL broadband as part of their connectivity packages, as opposed to symmetrical connections such as [SDSL](#) and [leased lines](#). This means many businesses may be lacking the bandwidth and, more importantly, the upload speeds needed to fully support cloud computing.

Small businesses appear to be more convinced than they were in 2008 by the main benefits of cloud computing. Whereas in 2008, 35% believed cloud computing would save them money, this

has climbed to 51%. Similarly, in 2008, 35% saw cloud computing as helping enable home working, now 43% consider this to be true.

Chris Stening, managing director, Easynet Connect, said "Cloud computing has been on the business radar for some time and our report proves that we are at the tipping point for mass adoption amongst small and medium sized businesses. As a company which itself has adopted cloud computing, we find it worrying that the vast majority of companies aren't taking basic measures to prepare themselves for such a significant shift in their business operations, such as creating a formal migration strategy, increasing security, ensuring they have a reliable and good quality internet connection or considering the impacts on their bandwidth and data demands."

"Small businesses are using up more bandwidth than ever before, with applications like video conferencing, IP telephony, media streaming and large file transfers all competing with cloud applications for vital bandwidth. Businesses should specifically consider their upload and not just download speeds, as these can be vital for supporting cloud computing and sending data efficiently. Symmetrical internet connections such as SDSL and leased lines are therefore increasingly attractive for small businesses today. Many companies will reach a point where their Internet connection is the most important part of their business continuity plans, which is why it is vital they are aware of how their bandwidth is being used and how reliable it really is."

### **Key Facts/Highlights**

- At the end of 2008, 53% of SMEs said they'd never adopt the cloud. Now just 27% share this view.
- Compared with last year's timeframe of adoption within 5 years, 73% plan to make the switch in this timescale, compared to 47% at the end of 2008.
- Larger SMEs (with 50+ employees) are the keenest to adopt cloud computing, with 66% already using the cloud or planning to do so within 12 months.
- 81% are not planning on increasing internet bandwidth.
- 80% of businesses are using ADSL connections which may not supply the upload speeds needed to support cloud computing.
- Sales, media & marketing companies are the most cloud-savvy, with 30% already using cloud software and 40% planning to do so within two years.
- London is the most cloud-savvy region, with 70% of SMEs to be using cloud computing within 12 months and among the fewest never planning to do so (at 17%).
- Only 13% of SMEs claim cloud computing isn't secure enough and just 9% say it isn't reliable.

- Only slightly more SMEs are increasing internet bandwidth as they adopt the cloud (19% in 2009 vs. 13% in 2008), although this is still very low.
- In 2009 Easynet Connect successfully deployed a cloud based CRM and customer services platform code named 'Decorum'.
- Businesses advised to examine their overall bandwidth and Internet reliability requirements - specifically their upload needs and the comparative benefits of ADSL and SDSL connections.
- Further advice upon how to prepare for and migrate to cloud computing solutions available upon request
- The new report is based on the response of 255 IT decision-makers in SMEs across the UK
- The previous report was based upon interviews with 270 SMEs and published in October 2008. It is available for download from <http://www.easynetconnect.net/Industry-Insight/Whitepapers-and-Reports.aspx>

#### Relevant Links

- Could 2010 be the year SMEs fully embrace cloud computing [www.easynetconnect.net](http://www.easynetconnect.net)
- 2008 report <http://www.easynetconnect.net/Industry-Insight/Whitepapers-and-Reports.aspx>

#### Tags

- Easynet Connect, Cloud Computing, SureStream, SDSL, ADSL, business broadband, EtherStream, Internet

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#### About [Easynet Connect](http://www.easynetconnect.net)

Easynet Connect is a leading provider of quality connectivity and internet access for small to medium size businesses.

Established in 1994 and part of BSkyB Group, Easynet Connect is one of the largest networks in the UK with 6030km of fibre and last mile access to more than 70% of UK businesses via a network of more than 1,200 unbundled exchanges.

Easynet Connect was the first provider in the UK to provide DSL services over an unbundled local loop and has pioneered managed LLU services for business. The services range from business

class ADSL and SDSL through to high-quality, leased line equivalent and Ethernet based services. Our SDSL coverage is currently the most extensive in the UK.

We offer a range of uncontended symmetrical speeds up to 1Gbps, all backed by 24x7 UK-based network monitoring and customer support, 99.9% Service Level Guarantees and an enviable 95% First Time Fix rate.

Our 20-day installation pledge for our EtherStream and SureStream products is the shortest of the few installation pledges currently available on the market.

For more information visit [www.easynetconnect.net](http://www.easynetconnect.net) or call 0800 053 1777