

## Migrating to the cloud

### The pros

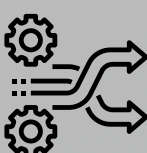


#### Scalability

Only pay for **what you use** and scale to meet demand

#### Cost effective

No **upfront** capital or operational costs, subscription base



#### Flexibility

Work from anywhere, any time on any device

#### Secure

Protect your **data** without expensive security solutions



#### Environmental

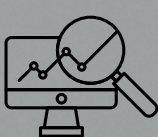
**Lower energy bills** and improved sustainability reporting for your business

### The cons



#### Connectivity

You need a reliable internet connection or you may experience disruption



#### Data sovereignty

Depending on your business, you may be required to keep data in a specific jurisdiction



#### Cost predictability

It can be difficult to predict costs over time