



## Meet Us in the Middle

### Fueling the digital transformation of midsize businesses

Cloud levels the playing field for medium-size businesses, equipping them with the same technologies as their enterprise counterparts. With the cloud offering midsize businesses the full functionality of practically every enterprise-grade application, this is a market segment prepared to compete.

Thanks to the maturity of cloud-computing technology, the cloud now offers practical, real-world solutions to businesses of all sizes. The cloud accelerates a medium-size businesses' agility, scalability, and responsiveness. It has revolutionized the economics of the way many midsize companies conduct business.

**TOP SIX CHALLENGES FACING MID-SIZED BUSINESSES** .....**1. Infrastructure limitations**

Growing businesses need technology that scales with them, providing the additional storage and computing power they need—when they need it.

**2. Rapid rate of change**

Technology is changing rapidly, and without sufficient internal technical expertise and large IT budgets, medium-size businesses are at a disadvantage in keeping up.

**3. Security and compliance mandates**

Businesses of all sizes are facing an increasing compliance burden, primarily surrounding the safe storage of sensitive data.

**4. Keeping systems up and running**

IT availability is vital for medium-size businesses, where even brief downtime can jeopardize profitability and company reputation.

**5. Backup and disaster recovery**

Medium-size businesses need secure, reliable, and cost-effective disaster recovery and business-continuity protection.

**6. Protection from cyber threats**

Midsized businesses understand they must combat cyber attacks, yet most lack sufficient internal resources to combat them.

**BUSINESS REQUIREMENTS FOR MID-SIZED BUSINESSES** .....

- **Security and disaster recovery**  
Cloud applications are updated automatically, fixing any bugs or identified vulnerabilities. Data are stored offsite, routinely backed up, and made available through redundant systems.
- **Connectivity and reliability to ensure continuity**  
Critical applications must be available at all times. Firms must be able to continuously monitor their infrastructure to prevent any potential downtime.
- **Communication and collaboration**  
Medium-size companies must encourage and support productivity, and facilitate productive communication and collaboration across the organization and in customer-facing communications.
- **Solutions that scale**  
To retain their competitive edge, medium-size companies must be able to rapidly scale, pivot, and address changing market conditions, new product or service offerings, and potential disruptions.
- **Always-on accessibility**  
An increasingly mobile and distributed workforce expects their “office” to be wherever they are located.

**WHY CLOUD?****Access to enterprise-class infrastructure**

Cloud delivers affordable access to enterprise-class solutions, including scalable computing power, storage options, networking, and databases—with predictable cost structures.

**Scalability**

Cloud provides virtually unlimited data-storage capabilities, growing as companies' need for more storage grows. Resources can be added or shelved in response to growth or a change in focus.

**Security and disaster recovery**

Disaster-recovery protocols are aided by the fact that data is stored offsite, routinely backed up, and made available through redundant systems.

**Cost-effective**

Cloud models can be economical and help reduce operational expenses. Companies save on the upfront costs associated with hardware and software, as well as overhead costs on power, cooling, and maintaining equipment.

**Promotes collaboration**

In a world where remote work is commonplace, cloud-based applications offer the ability to collaborate with remote employees, locally or internationally.

**Cyber security**

To protect themselves, midsize businesses need comprehensive yet cost-effective network security solutions to mitigate risk to their business and prevent the financial and reputational damage created by a data breach.

**CONTACT US TO LEARN MORE**

Freemind Solutions  
959 Corporate Way  
Fremont, CALIFORNIA 94539

[www.freemindsolutions.com](http://www.freemindsolutions.com)