

# What are the main service points of cloud computing?

Cloud computing refers to a collection of online services that offer businesses a cost-effective solution to increase their IT capacity and functionality. Businesses can choose what sort of cloud computing solution fits their needs.

Businesses can choose where, when and how they use cloud computing to ensure an efficient and reliable IT solution.

The following infographic will explain the three main cloud deployment models and the services that can be delivered by them.

## SaaS (Software as a Service)

*Used by end users*

This cloud computing solution involves the deployment of software over the internet where customers access programs over the web, via a subscription or a pay-per-use model.

- It is a valuable tool for CRM that need a lot of web or mobile access – such as mobile sales management software.
- SaaS is managed from a central location so businesses don't have to worry about maintaining it themselves
- Ideal for short-term projects

## PaaS (Platform as a Service)

*Used by software developers*

This is where cloud computing providers deploy the infrastructure and software framework, but businesses can develop and run their own applications:

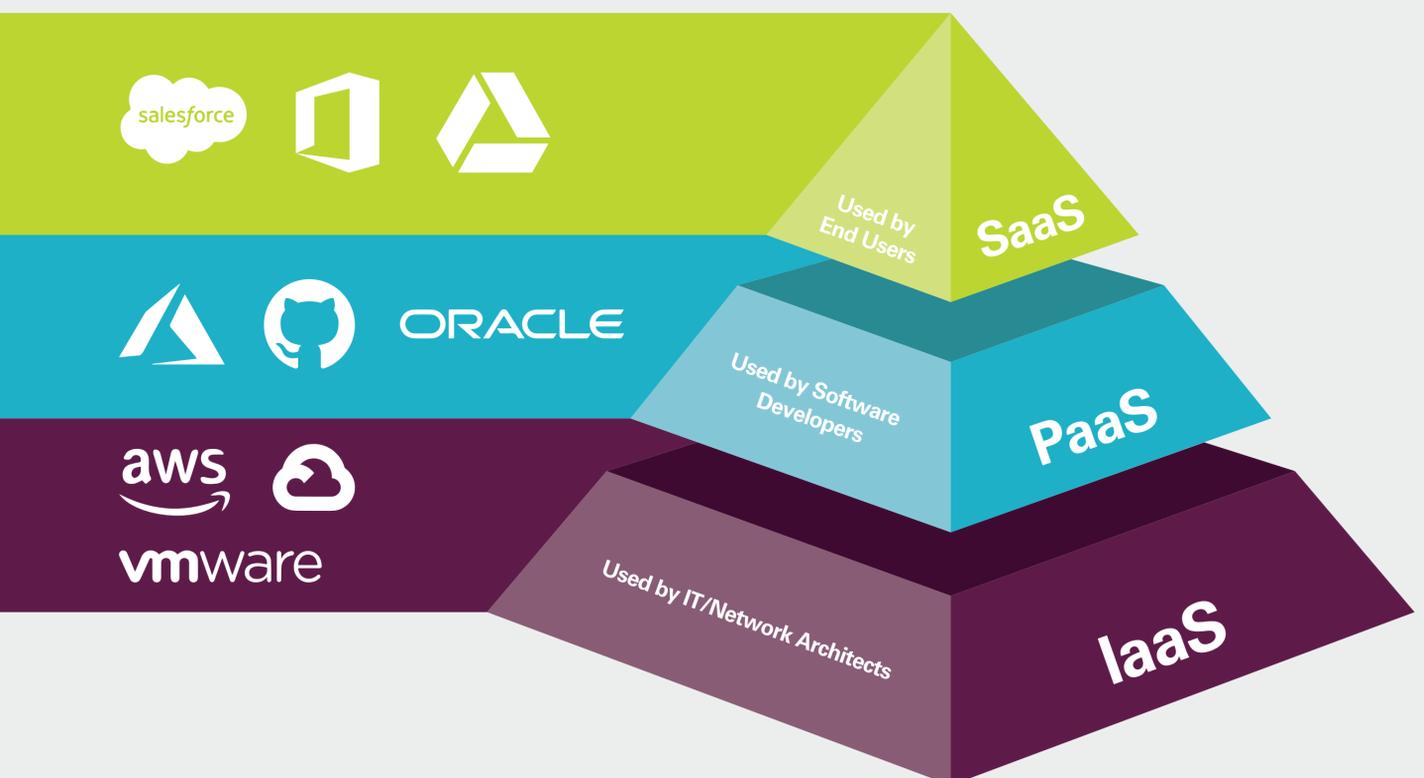
- Web applications can be created quickly and easily via PaaS, and the service is flexible and robust enough to support them.
- PaaS solutions are scalable and ideal for business environments where multiple developers are working on a single project.
- Used for situations where an existing data source (such as a CRM tool) needs to be used.

## IaaS (Infrastructure as a Service)

*Used by IT/network architects*

This cloud computing solution involves the deployment of software over the internet where customers access programs over the web, via a subscription or a pay-per-use model.

- It allows for the flexibility, reliability and scalability that many businesses seek with the cloud
- Removes the need for hardware in the office
- Ideal for small and medium sized organisations looking for a cost-effective solution
- IaaS is a fully outsourced pay-for-use service and is available as a public, private or hybrid infrastructure



### Discover more benefits

Learn more about how you can make the most of cloud computing.

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