1. Efficiency / cost reduction
2. Data security
3. Scalability
4. Mobility
5. Disaster recovery
6. Control
7. Market reach
8. Automatic Software Updates

1. Efficiency / cost reduction

By using cloud infrastructure, you don't have to spend huge amounts of money on purchasing and maintaining equipment.

2. Data security

Cloud offers many advanced security features that guarantee that data is securely stored and handled. Cloud storage providers implement baseline protections for their platforms and the data they process, such authentication, access control, and encryption.

3. Scalability

Different companies have different IT needs — a large enterprise of 1000+ employees won't have the same IT requirements as a start-up.Using cloud is a great solution because it enables enterprise to efficiently — and quickly — scale up/down according to business demands.

4. Mobility

Cloud computing allows mobile access to corporate data via smartphones and devices, which is a great way to ensure that no one is ever left out of the loop. Staff with busy schedules, or who live a long way away from the corporate office, can use this feature to keep instantly up-to-date with clients and coworkers.

5. Disaster recovery

Data loss is a major concern for all organizations, along with data security. Storing your data in the cloud guarantees that data is always available, even if your equipment like laptops or PCs, is damaged. Cloud-based services provide quick data recovery for all kinds of emergency scenarios.

6. Control

Cloud enables you complete visibility and control over your data. You can easily decide which users have what level of access to what data.

7. Market reach

Developing in the cloud enables users to get their applications to market quickly.

8. Automatic Software Updates

Cloud-based applications automatically refresh and update themselves.