

To modernise or not to modernise?

The money saving question

Whether you haven't considered modernising systems that you've moved to the public cloud, or you're thinking about making the change, it's worth keeping in mind what the benefits are of doing so. As today's digital landscape changes and public cloud providers begin to adjust their pricing strategies, modernising systems for the move to the public cloud has never been more crucial. Take a look at some other reasons why you should consider changing.

Scalability, growth, innovation

Public cloud providers are adjusting their pricing, most notably by reducing or eliminating data transfer or 'egress fees'. This means the benefits of migrating to the cloud are clearer than ever. Egress fees have always been a sticking point for businesses when it comes to efficiently using cloud services.

With influential figures like Google Cloud leading the elimination of these charges, and others like AWS following suit, there's a clear message – the cloud is becoming more accessible and customer-friendly. This change isn't only about competitive pricing though. It's a response to regulatory pressures, market demands, the need for greater compatibility across cloud platforms and a recognition that hybrid cloud is here to stay.

The journey to escaping the cloud isn't just about escaping fees. It's about taking a look to the future where agility, scalability and innovation are at the very forefront of business options.

Benefits to migrating

Migrating to the public cloud comes with many benefits. It isn't just about the obvious cost savings from cloud provider's reducing egress fees. Businesses can take advantage of the cloud for its scalability, letting them scale resources up to meet business growth.

The cloud also allows for new innovations, like exploring the capabilities of generative AI, without the restrictive costs of an on-premise infrastructure. The global reach of the cloud also lets businesses provide services closer to their customers, meaning better performance and user satisfaction.

Let's talk

If you're thinking of partnering with a managed service provider to help with your cloud modernisation and migration, get in touch with ProActive. Speak to one of our Solutions Consultants to find a solution that will work for your business, time scale and budget.

You can contact us by booking a meeting, giving us a call or requesting a callback.