Ditch the desktop

Cloud migration saves your business money—upfront and in the long run

2022

The one-size-fits-all solution never really fit anyone's business.

Growing your business to mid-market scale and beyond used to mean investing in costly desktop software, often billed as an all-inclusive package. The lengthy implementation of these complex solutions could upend day to day business operations for weeks at a time—all while saddling your business with features you don't want or need. Desktop software rapidly outdates, is expensive upfront—and brings with it a laundry list of ongoing maintenance and management expense.

There's a better way.

Consider the cost-effective power of the cloud. At a significantly lower cost, cloud solutions can be implemented quickly and with minimal disruption to your workflow. When you embark on a cloud migration journey, you discover an immediate, positive impact on operational efficiencies—and your bottom line.

Table of contents

Business is better in the cloud

When you examine the costs of a desktop solution, you'll realize the software price tag is just the beginning. Hardware. Integration. Training. Maintenance. Employee testing. Not to mention the user licenses, and customization, implementation, and activation fees. In addition to these hard costs, chances are you're paying more overlooked hidden costs as well. Like the cost of unused servers and features you don't need.

Migrating to the cloud eliminates most—if not all—of these needless costs. With a Software as a Service (SaaS) cloud solution, your costs are transparent: subscription fees, user licenses, hosting. That's all.

In the cloud, you pay for what your business wants, needs, and uses—nothing more.

A 2017 study revealed that **25%** of physical servers had been running unused for **6 months[1]**, costing businesses an estimated

$30B[2]

[1]Zombie/Comatose Servers Redux, 2017
[2]Article: Your zombie server action plan, enterprise.nxt, 2019

Lower capital investment and risk with more benefits

Because cloud solutions operate on a subscription model, you'll minimize upfront implementation costs and gain a flexible, customizable tech stack that can scale and adapt as your business changes and grows.

Along with a lower initial capital investment than an upfront license, pay-as-you-go software can be canceled at any time, reducing the risk of trying a cloud solution on for size.[1]

The true cost of desktop software

$ **The software +**

$ Server

$ Backup server

$ Cables

$ Network switches

$ Backup generators

$ Routers

$ Updates

$ Backups

$ Licenses

$ Implementation

$ Training

$ Maintenance

$ Office space to house servers

$ Power and utilities for offices

[1] The 15-minute guide to calculating the true cost of an ERP

Saving time is saving money

Enterprises that migrate to the cloud gain the **potential to improve delivery of IT services by 25% to 50%**, freeing up IT staff to focus on better serving business customers.

In addition to saving you time on employee training, cloud-based solutions significantly reduce the effort and expense involved in buying, configuring, and testing infrastructure.[1]
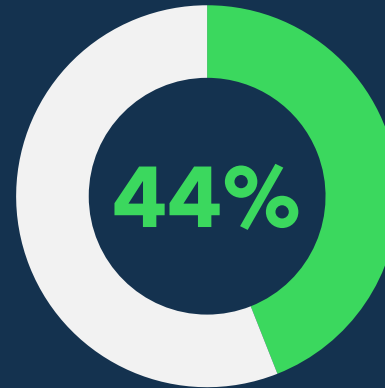
[1]The 15-minute guide to calculating the true cost of an ERP

Eliminate hidden costs

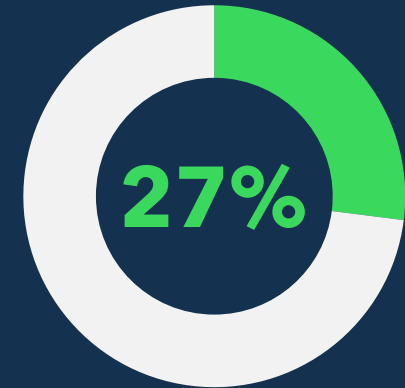Your time is important, and your money should go toward the essentials for running and growing your business.

Migrating to the cloud doesn't only save you time and money—read on to discover more benefits.

You may decide it's time to hit refresh on your desktop.

Survey respondents ranked their most important tools and motivators for QuickBooks Online migration

44%

Discounted price
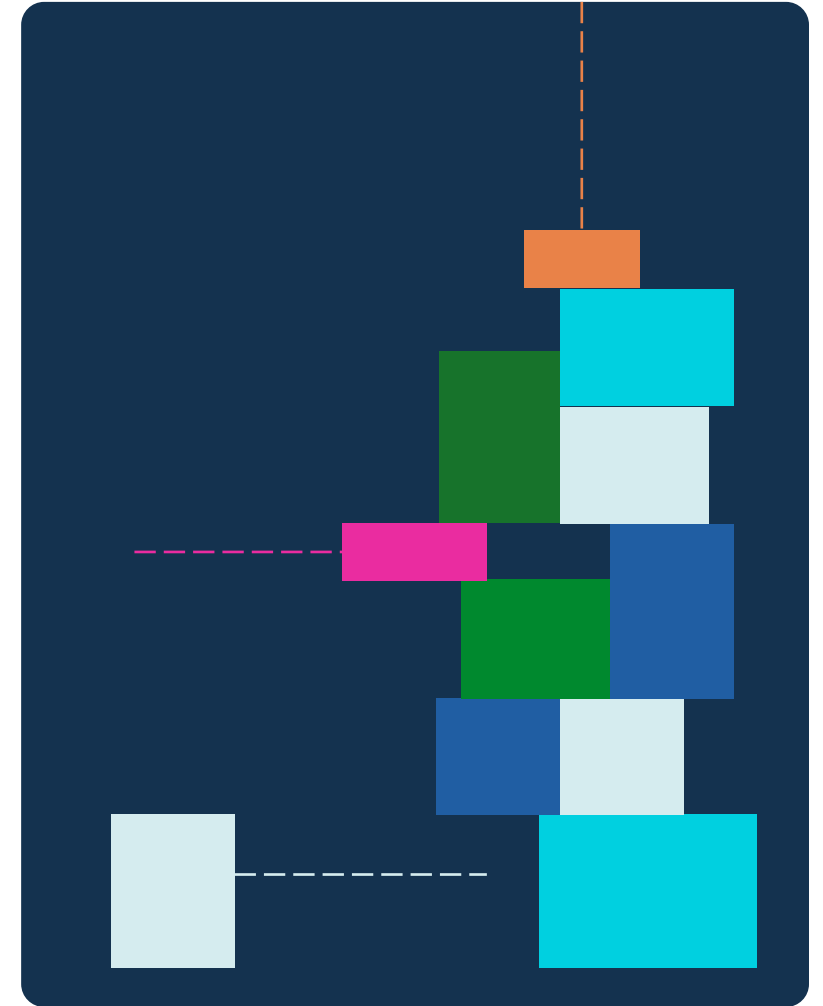
27%

Easier migration process

Pay less for a better fit for your business

Shelfware. That's the parts, pieces, and features of a desktop solution that your business doesn't need or use. You pay for it—and a server to house it, and an IT staff to manage it—but it sits on a shelf.

Cloud eliminates shelfware. And composable cloud architecture is the designer alternative to buying off the desktop rack.

Composability describes the mindset, modular technology, and flexible processes that enable organizations to innovate and adapt rapidly to changing business needs. And composable cloud software allows your business to build a solution tailored to your needs. Your industry. Even specific user roles.

By choosing a financial and business management cloud solution with known and proven app integration capabilities, you can stack and arrange a composable cloud solution that **is never too much, and always enough**.

Don't get caught paying for what you don't need

Team leaders want software designed for their function. A company's head of HR would choose to integrate their preferred solution made for and by HR professionals, instead of an desktop vendor's proprietary (and expensive) add-on module conceived by engineers. At other times, the functions are irrelevant to their business. Think of a construction company that has no need for ecommerce software. [1]

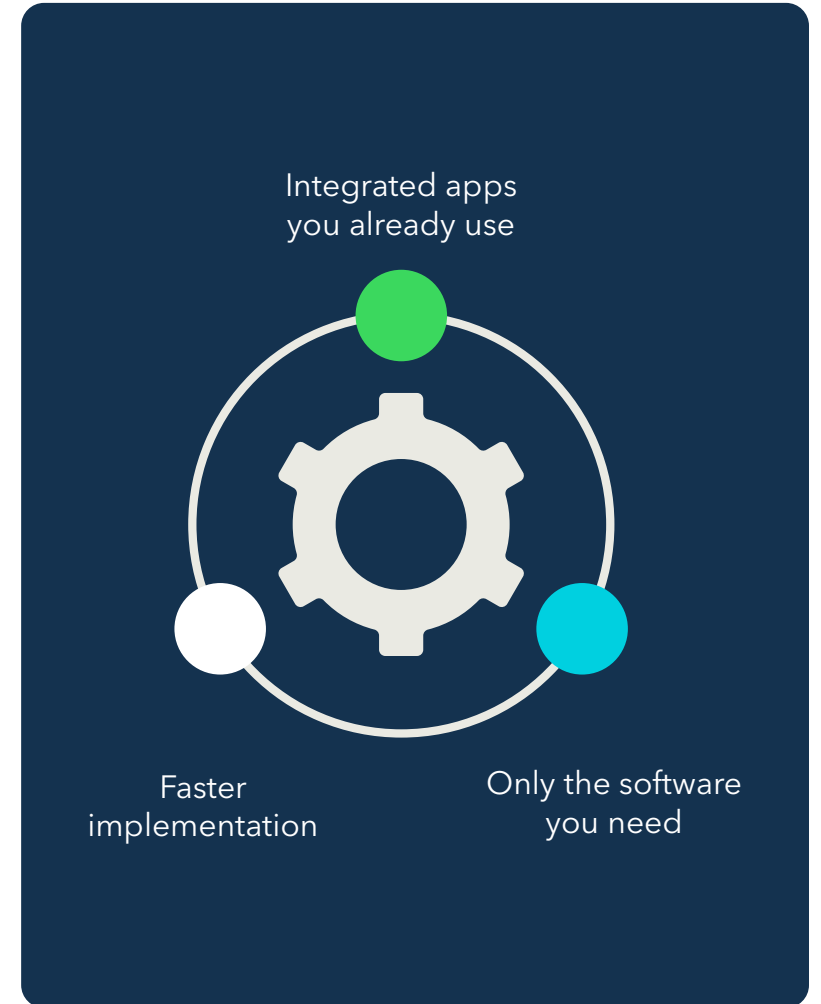[1] The 15-minute guide to calculating the true cost of an ERP

The right software for the right price

Another significant cost that comes with implementation, in addition to data migration, is expensive software add-ons necessary to customize the solution to your exact needs. Resellers may sell you on the fear that you'll need to "future-proof" your business, but the truth is most businesses only use the core financial modules of desktop packaged solutions and don't require all the extras. Most of these add-ons resemble the extended warranty car dealerships say you desperately must have.

Many modern companies already invest in best-in-class solutions that make all-in-one desktop functions unnecessary, like Salesforce for customer relationship management (CRM) or Hubspot for marketing. Many of these specialty solutions integrate with each other, or connect through tools like Zapier, enabling businesses to create an all-star team of apps at a much lower cost.

On the IT side, desktop software companies and third-parties often charge large fees for integration, partly because they want you to use all of their software, which increases your bill. But another aspect of this, for example, is the IT costs of a bespoke integration of your current CRM into their software.

Integrated apps
you already use

Faster
implementation

Only the software
you need

Composable, cloud architecture solutions are tailored specifically to your company's needs.

You only pay for and install what you need, resulting in lower power costs, lower staff costs, and includes upgrades and support so you're never alone while always working with the latest technology.

Can your desktop do that?

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QuickBooks Online is simply the best solution for small to medium sized business. The integration solutions expand as the business grows. **You get the functionality of a larger mid-size market solution at a much better price point.**

**Paula Finestone, accountant,
HAFDOG Consulting Group**

Keep your focus on what matters

Manage your business, not costly hardware. Cloud migration adds flexibility to your workflow by reducing data silos for more insight and intelligence.

Less effort managing systems means more focus on growth, development, and building customer relationships.

You should factor in how long it will take to implement your new software.

Desktop implementation can take up to several years, with the majority ranging between

6 to 12 months

[1] The 15-minute guide to calculating the true cost of an ERP

Empower your employees to do more, faster

Cloud-based solutions save valuable time that would be spent training employees to use new software and hardware. The enhanced accessibility of cloud migration increases efficiency by allowing team members to collaborate from anywhere on any device.

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While many large enterprises select the cloud to save money– and they do generally save

15% to 40%

of IT operating costs–its primary benefits are increased agility and better performance.

https://www.bcg.com/publications/2019/enterprise-applications-cloud-ready-prime-time

Cloud migration also protects your data against loss due to physical damage. When there is always a secure and accessible copy of your data, your organization will avoid the cost of hardware storage and maintenance, and recovery in the case of data loss.

It's the little things that can make a big difference.

Collaborate seamlessly with your team, knowing your data is protected.

By migrating to the cloud, you get to control where you put your time and money.

Growing businesses say that QuickBooks Online Advanced delivers

488% ROI.[1]

1 June 2022 Forrester study The Total Economic Impact of Intuit's QuickBooks Advanced Online
https://quickbooks.intuit.com/r/trends/quickbooks-advanced-costsaving-benefits-forrester-tei-study/

Make it easier and more affordable to run your business better.

Migrating to a cloud software solution saves you money in the costs you can see—and the costs that can hide in plain sight. Grow your business and your ROI without disrupting workflow. Gain automation power and shift your focus to the high-value tasks and relationships that matter most.

If we've inspired you to learn more about QuickBooks Online, please reach out. We're here to answer your questions.

Thank You