

Solutions Provider Shares His Insights On Cloud Computing For SMBs



By Christine Kern, contributing writer

Keith Fletcher, COO at Speros, a business technology solutions provider, presented “What Things Every Small Business Owner Should Know About Cloud Computing” at the recent Savannah Chamber of Commerce SMART Luncheon.

Cloud computing for SMBs delivers scalability, reliability, and anytime, anywhere accessibility from any device. It also can provide a consistent computing experience for users and improved productivity. It also enhances security and offers a means to backup and disaster recovery. “Your experience with technology is being improved by the cloud,” Fletcher said. “The Cloud lets you scale and grow, and it is much more reliable.”



But Fletcher pointed out the cloud is not a single, generic entity, and SMBs need to find the applications that are right for them.

In a guest column for *Business Solutions*, Arnie Bellini, co-founder and CEO of ConnectWise, commented that SMBs also need IT solutions providers to be successful. “Many small businesses try to take on the challenges of IT on their own, but soon realize it’s just too much to handle in addition to trying to establish a profitable business. Even on a shoestring budget, they still need Internet access, a reliable telephony system, a computer, and accompanying applications,” he said. “IT solutions providers are uniquely positioned to help SMBs keep growing. They own the relationships, not vendors or distributors. They have conversations with small-business owners every day. They’re the super hero problem solvers who get the network back up and running so the business can keep going. Small-business success truly is in the hands of IT solutions providers.”

Fletcher said SMBs should look for a dedicated team to support their IT needs. He also discussed the benefits of cloud services – including predictable fees. Fletcher concluded, “The cloud makes great business sense.”

The Speros Cloud was completed in 2011, and is housed within Speros' Savannah data center. The Speros IT professionals monitor the system 24/7 to ensure that the data center is secure, fully protected, and not susceptible to power outages or glitches. Real time back-ups go to Atlanta, San Diego, and Ontario, Canada.

Fletcher's presentation at the Savannah Chamber of Commerce SMART Luncheon can be viewed [here](#).