

## **P R E S S   R E L E A S E**

### **Business Consulting Network International: Cloud computing— business demands meet technological potential**

San Francisco, May 25, 2011

The industry-savvy experts of .BCNI outline the near future of universal acceptance of cloud computing and point out the pros and cons from the business view. The investment cycle that began in the final years of the last millennium—driven by local installations of e-business and especially ERP software with high maintenance, operating and upgrade costs—is drawing to a close. The end of this cycle coincides with the emergence of the technological potential of cloud computing.

**Read the whole outlook as expert article or take a look at the summary below:**

#### **Cloud computing—benefits and risks for enterprises**

Businesses that keep their data and systems in the cloud benefit from a high degree of flexibility combined with low costs. The risks, however—information security, data privacy and compliance—are not to be underestimated. One major risk is the transmission of data across international borders between various servers and computer centers.

#### **Cloud computing revolutionizes business models, processes and enterprise IT**

The crucial factor in the next phase will be whether the selected applications can be integrated with one another so that more and more applications and eventually the entire enterprise IT can be moved to the cloud. This will be the key challenge in the years to come.

#### **Cloud computing transforms provider market**

Experts see the international IT sector facing a paradigm shift that will usher in far-reaching changes to the applications industry.

#### **Notes to Editors:**

##### **About Business Consulting Network International**

Business Consulting Network International is a marketing and communications consultancy and full-service implementation agency with industry-experienced experts for marketing, business development and communications, and clients in Europe and overseas.

Especially for companies seeking to enter European markets and to expand their market share the BCNI core team has been complemented by proven European legal, tax, EU, and Business Process Outsourcing (BPO) experts to provide an advanced One Stop Shop service portfolio. Providing expert advice in whether, how and where to start in Europe and expand the European market share up to professional services around marketing, product and sales, supporting all legal and tax aspects, and offering comprehensive administration services as Business Process Outsourcing (BPO), the Business Consulting Network International experts are the experienced partner at all stages of the European market entry or during market expansion. A broad experience in the management of large international projects and state-of-the-art technology ensure full insight and high efficiency for the clients at any stage.

Business Consulting Network International is located in Dusseldorf, Munich, Brussels and San Francisco.

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