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A CLOUDY POTENTIAL

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Mahmud looked at a table titled 'current status' on the Sirvoy software interface. There were 16 check-ins vs. 10 check-outs and the occupancy rate was at around 80%. He quickly changed the view to check what the split of the guests were by nationality. Then he jumped to another page to view room allocation. The yellow and green rows showed him the sources of the booking. A significant portion of business was driven through Agoda. Mahmud made a note to step up promotion on the hotel booking site.

As Operations Director of Richmond Hotel and Suites, a boutique hotel in Uttara, Mahmud's key responsibilities include increasing sales and ensuring a seamless staying experience for all guests. The cloud-based software at 60USD/month seemed to be well worth the investment. It's quite intuitive. Not only can he access important analytics easily but he can also take informed decisions pertaining to business strategy.

What is Cloud Computing

Cloud computing is a computing technology that allows remote consumption of computing resources.

From a consumer's perspective, take Hotmail and Gmail for instance; or Dropbox and Googledrive for that matter. You don't really need to purchase a computer to access contents. Rather you can access them from any part of the globe from any machine.

From an enterprise's perspective, cloud computing constitutes subscribing to a software and logging in to the system remotely. A collection of servers and softwares networked together allows easy consumption of software services. For a company like Richmond Hotel and Suites, this basically means avoiding a hefty investment in on-premise hardware, software, licensing and paying an IT guy for maintenance. All Richmond Hotel and Suiteshas to do is to subscribe to the Software as a Service (SaaS)and consume its IT requirement, on demand.

According to IDC the worldwide public cloud services reached a total market size of $45.7 billion. This market is expected to experience a robust growth rate of 23% on a CAGR basis until 2018.

The cloud market loosely consists of three models – Software as a Serviceor SaaS – where businesses subscribe to an application that it can access over the