

# Cloud Storage for Small Businesses: A Short Beginner's Guide



## Cloud Storage and Small Business IT in Cary

As data has become more and more important to the success of small businesses, finding efficient ways to store, access, and manage that data has become crucial as well. Fortunately, cloud storage offers an opportunity for small businesses to store, access, and manage their data without spending tens of thousands of dollars on expensive hardware, servers, or IT equipment. In fact, when it comes to small business IT in Cary, Apex, & Morrisville, you could say that implementing [cloud storage](#) is crucial to the future success of your business. To help you gain a better understanding of this technology, let's take a deeper look into the different types of cloud storage and the many benefits that it provides.

### Types of Cloud Storage

There are three main types of cloud storage: [public, private, and hybrid](#). Each has its own set of advantages and disadvantages.

#### Public Cloud

The public cloud is the most common type of cloud storage. An example of this would be Google Drive. When you create a gmail account, you're essentially being given free access to the cloud.

The obvious benefit of the public cloud is that it's often either free or significantly cheaper than the other two options on this list. The downside, however, is that you're significantly limited in how you can customize or secure your cloud storage to suit the unique needs of your business. So, while it can be a great option to gain an understanding of how cloud storage works, it's typically not the best option when it comes to optimizing your small business IT in Cary, Apex, & Morrisville.

#### Private Cloud

The private cloud is a type of cloud storage that you, or a third-party vendor, host. While going the private route will require a higher initial investment in infrastructure, you're able to control every aspect of how cloud storage works for you. From security and maintenance to the level of storage you utilize, everything is handled by the host (whether that be in-house or a vendor that provides small business IT in Cary, Apex, & Morrisville).

## Hybrid Cloud

The hybrid cloud is a mix between both the public and private cloud. Most businesses that utilize cloud storage do so through this hybrid approach as it gives you the best of both worlds. For example, a small business may handle collaboration for marketing materials or exchanging ideas through the public cloud as this a cheaper and more efficient option. For customer and employee documents and other critical assets that need to remain secure, however, a private cloud may be used to ensure the protection of those assets.

## Deciding on the Right Cloud Storage for Your Business

In the end, deciding on the right cloud storage will come down to the unique [needs of your business](#). For smaller businesses (1-5 employees), the public cloud will likely be more than enough to support your needs. As your business grows, however, the need for a hybrid approach that incorporates the private cloud (and keeps your data and assets secure) is recommended. If you have any questions about cloud storage, we'd love to help. Simply [fill out the short contact on our website](#) and one of our friendly IT experts will be in touch ASAP. We can't wait to serve you!

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