Dark Spectre of the Cloud still Haunts' UK Business

Submitted by: Esker UK

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Derby, UK – 25th October 2012 This Halloween, it's not ghosties or ghoulies or long-legged beasties drawing shrieks of fear from businesses across the country – it's 'The Cloud' (http://www.esker.co.uk/cloud_computing/).

A survey on attitudes towards cloud computing conducted by Esker (http://www.esker.co.uk/home.asp) , specialists in document process automation, has shown that 83% of survey respondents are still too afraid to host their corporate IT Platforms, Infrastructure and Software (http://www.esker.co.uk/cloud_computing/) within the Cloud.

With no software or hardware to install, cloud computing has companies up and running and seeing a positive impact on their businesses in little to no time. Applications are run on a shared data centre, based on multi-tenant architecture and are flexible enough for everyone to customise to their own specific needs.

Cloud –based services are scalable, secure, reliable and affordable, yet it seems survey respondents still regard the Cloud and its many solutions with the same level of fear and suspicion as the black arts.

When asked what they feared most about cloud computing, the overwhelming concern was 'data security' with 73% of respondents citing this as their main reason for not utilising cloud-based solutions. This was followed by concerns over 'privacy' (53.3%), 'accessibility' (50%) and 'risk' (50%).

Other key areas of concern were 'cost' (40%) and 'lack of control' (40%).

Sam Townsend, Northern European Marketing Manager, Esker has been shocked by the findings; "despite increasing adoption rates, it would seem that we in the UK are still a nation of 'Nephaphobes' – afraid of the cloud.

It's a natural human reaction to fear what we don't understand, so Esker is working hard to dispel some of the myths which surround cloud computing and help assuage any fears.

Understandably data security is the number one concern surrounding cloud based solutions. Not only is it a top priority for business but it's also of paramount importance to us too. Esker has always maintained the highest levels of data privacy and pledges to continue to protect the security and privacy of any personal information that its customers, employees, partners and others provide.

We are proud to be Safe Harbor certified and awarded the TRUSTe's Privacy seal. These Certifications provides us with the formal opportunity to demonstrate our competence in protecting the confidentiality and privacy of personal data held within any of our cloud based solutions.

We are confident more and more businesses will begin to realise the potential benefits of the cloud and cease to view it as a dark, forbidding spectre which could cast a shadow on business resilience".

About Esker

Esker is a recognised leader in helping organisations eliminate manual processes, gain process visibility and control, and reduce the use of paper by automating the flow of documents into, within and out of the organisation. With patented document delivery automation software and hosted document delivery services, Esker offers a total solution to automate every phase and every type of business information exchange. Customers achieve significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months.

Founded in 1985, Esker operates globally with more than 80,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin.

About Safe Harbor

In order to be Safe Harbor Certified, organisations must comply with the seven Safe Harbor principles covering: notice, choice, transfers to third parties, access, security, data integrity and enforcement. These principles are intended to give individuals more control over the accuracy and transfer of personal data.

About TRUSTe

As a leading independent third party online privacy solutions provider, TRUSTe's privacy seal is recognised and trusted by millions of consumers as a sign of responsible privacy practices with the highest standards for protecting personal information. TRUSTe's program requirements including transparency, accountability and choice regarding the collection and use of personal information

For more information, visit www.esker.co.uk.

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