



# CLOUD COMPUTING

Delivering, flexible, cost effective, efficient  
and stable remote workforce capabilities.

# Plugging into the clouds

Cloud computing is a general term for anything that involves delivering services and systems over the internet and is fully managed by a provider, therefore the end user needs nothing but a personal computer and internet access.

So why is cloud computing such a significant technology and how does it benefit industry, in particular the recruitment industry?

In short, it has the ability to 'unshackle' the computer using recruitment population from their desks and provide them with a flexible, cost effective, efficient and stable remote workplace.

This new found flexibility has the dual benefit of improving productivity, in part due to reduced travel time and it offers work life balance choices never before available to the general workforce.

Typically, the term *cloud* is used as a metaphor for the internet, based on how the internet is depicted in computer network diagrams. Via this so called cloud, applications, systems and services normally offered within desk bound PC networks are now made available via the internet, thus enabling access to the resources required for efficient remote workforce productivity.

Also, cloud computing shifts the processing power, application management, virus protection and disaster recovery strategies to IT professionals managing a particular network. This empowers end users to remain focused on delivery business results.

The systems and applications delivered via the Recruit DESKTOP platform are done so via the cloud computing concept and therefore, licensees under the model can maximise recruitment productivity whilst maintaining a flexible work environment.



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