

The Benefits of Hosted Solutions to Your Customers

In today's world, all of us have at least heard of the term "The Cloud". There those who use it to some extent, and then there those business entities which deploy their entire Information Technology Infrastructure into the Cloud. The Cloud obviously has many advantages to it, which include the following:

- 1) On demand services;
- 2) Scalability (you can increase or decrease the amount of services you require based upon our needs);
- 3) An affordable price.

It is probably the first one which is the most appealing to people and businesses. With this, you can get any service or software package you need with just a few clicks of the mouse, and it will be made ready to you in just a matter of seconds. The technical term for this process is known as a "Hosted Solution", and it can be specifically defined as follows:

"Hosted solutions are technology services offered to you or your company by a provider that hosts the physical servers running that specific solution somewhere else. They are usually contracted for a period of time, and are built for you specifically."

If you are still a traditional brick and mortar store, there is nothing wrong with that. But you may want to consider seriously of having hosted solutions in way of products and services to your [customers](#). It will bring them a lot of benefits, and to you, a nice increase in profitability. Here they are:

- 1) It is accessible 24 X 7 X 365:

With your [online store](#), (which will come as a SaaS software package) it will always be up and running. It is not your responsibility, rather, it is the responsibility of the SaaS companies which offer this. Thus, your customers can buy what they want, whenever they want. This is particularly advantageous in the holiday season, when people are scrambling at the last minute to do their shopping.

- 2) Higher levels of [security](#):

When your customers shop at your online store, they will be assured that their information will be used privately, especially when it comes to credit card transactions. Most SaaS companies of today offer a complete SaaS software package to secure your online store. Some of the features include high levels of encryption, and certificates which show that your website is legitimate and authentic.

- 3) Instant [collaboration](#) tools:

One of the most important things that a customer can leave with you is their feedback, and how their overall shopping experience was like. Your online store should come with

an extra option in which you can instant message or chat, with your customers in real time. You may not always be by your phone all the time, but you can always hire somebody who solicit your customer feedback and suggestions in real time. With a collaboration tool, you can also set up a forum where customers can interact with others, and discuss new ideas for your products and services.

4) The speed to market:

Let's face it, you always want to stay ahead of your [competition](#). You want to keep building that proverbial "better mouse trap". If not, your customers will go to your competitor in a heartbeat. By using an online store and its related hosted solutions, you can bring your new products/services to market in just a matter of seconds. This will not only solidify the shopping experience of your existing customers, but you will get new ones as well.

Hosted solutions can bring many more benefits apart from the ones just described. In business today, you need to not only keep your existing customers, but you need to bring new ones on board quickly. This can be done by ensuring that they have a great online shopping experience, and using hosted solutions can give you that edge.