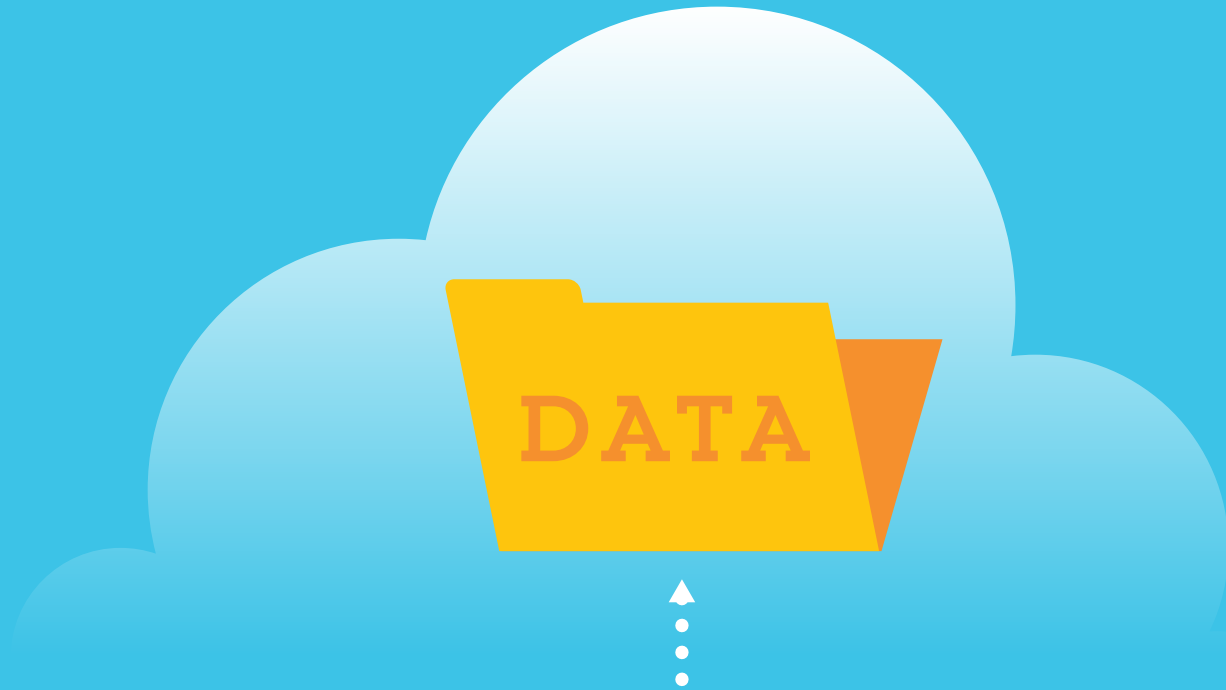# CLOUDY

WITH IMPROVED PRODUCTIVITY

Guide to the Cloud: IS IT TIME TO MOVE YOUR PROPERTY MANAGEMENT SOFTWARE TO THE CLOUD?

WHAT EXACTLY IS CLOUD COMPUTING?

In the simplest terms, the **"cloud"** means you're storing and accessing data and programs over the Internet, instead of your computer's hard drive.

DATA

DATA

Cloud computing covers any application that users can access through their Web browsers, desktops or mobile apps, while the actual business software and user data are stored on remote servers.

IS EVERYONE REALLY MOVING TO **THE CLOUD**?

You may have noticed that, over the last several years, business software has been moving online. This isn't a fad! It is called **Software as a Service (SaaS)**. When implementing Software as a Service, you subscribe to an application accessed over the Internet, while the provider manages the infrastructure and platforms that run the application.

SERVICE

SUBSCRIBE

75%

of businesses have already transitioned their operations to the cloud.

Businesses are now using cloud-based applications for every part of their business, like **customer relationship management (CRM)**, **HR**, and **accounting**.

EXAMPLES OF CLOUD-BASED SOFTWARE INCLUDE:

GMAIL

NETFLIX

salesforce.com
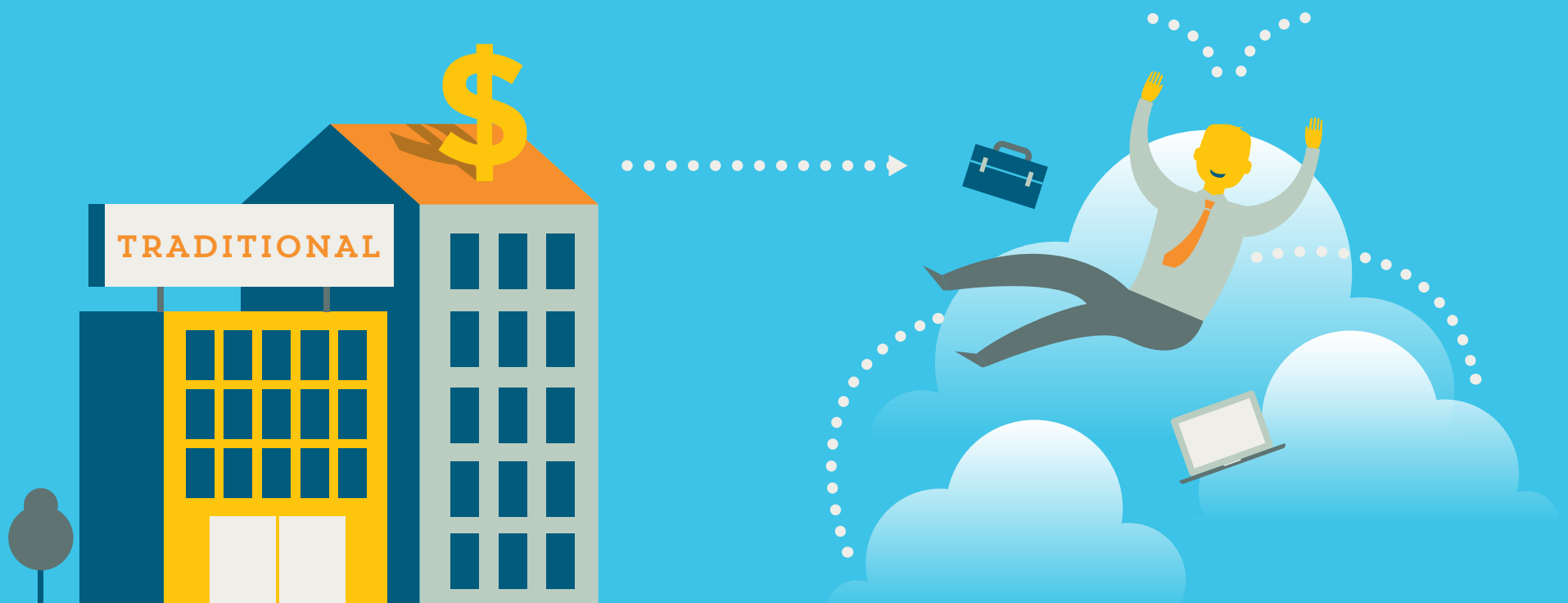**S**uccess On Demand.™
SOFTWARE

facebook

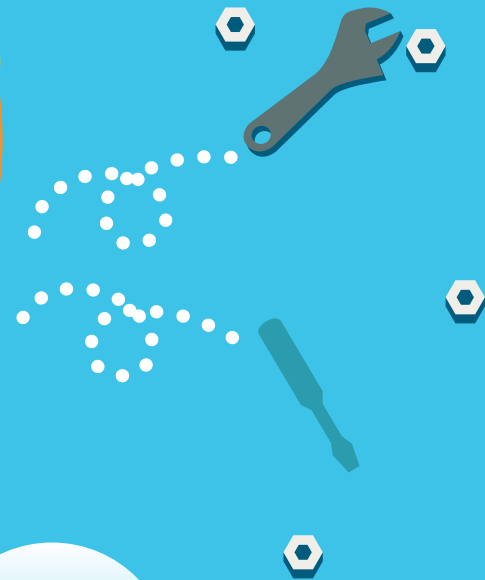GoToMeeting

appfolio™
Property Manager

Traditional business applications have always been very complicated and expensive. You're looking to streamline your property management business and be more productive, not make more work for yourself.

THE CLOUD CAN HELP YOU DO THIS.

TRADITIONAL

Cloud-based software eliminates a lot of problems for your property management company because you don't need to manage hardware or software—that's the responsibility of an experienced vendor.
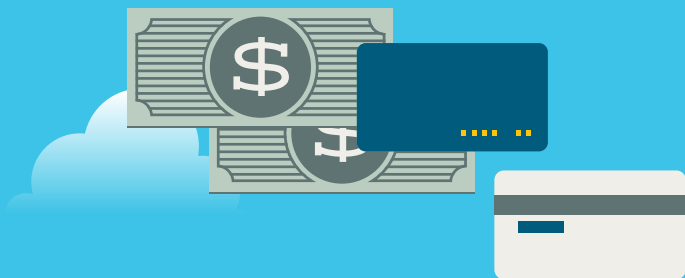
INSTALL

IT IS MORE SCALABLE, MORE SECURE AND MORE RELIABLE.

USING THE CLOUD IS A HUGE COMPETITIVE ADVANTAGE FOR YOUR PROPERTY MANAGEMENT BUSINESS.

SET TIME

Modern software makes you look good to new owners and residents.

Automatically post vacancies to listing sites and your website.

Easily accept online rental payments and application fees.

Upgrade your website, and look even more professional.
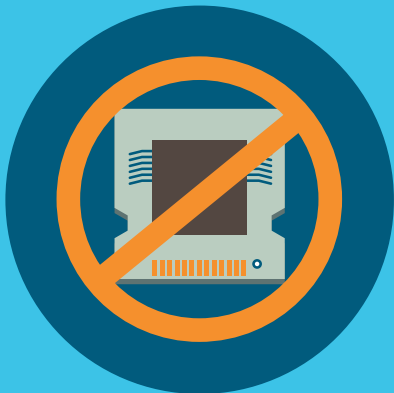
USING THE CLOUD SAVES YOU TIME AND MONEY...
PLUS, YOU CAN WORK FROM ANYWHERE!

Low cost of entry and initial investment.

Automatic and continuous upgrades.

No need to buy more hardware.

AMOUNT $30.00

SEND

Send payments online—no postage or checks.

Finally reach your goal of a paperless office.

⊕ppfolio™
Property Manager

DIVE IN DEEPER

WITH THESE OTHER GREAT RESOURCES:

- Keys to a Successful Website: A Checklist for Property Managers (eBook)

- Selecting the Right Property Management Software: What You Need to Know (eBook)

- Learn more about AppFolio's Web-Based Property Management Software

Sources:
www.ft.com/cms/5e231aca-a42b-11e1-a701-00144feabdc0.pdf
www.rightscale.com/pdf/rightscale-state-of-the-cloud-report-2013.pdf
www.pcbdesign007.com/pages/zone.cgi?a=91873
www.pcmag.com/article2/0,2817,2372165,00.asp
www.ibm.com/cloud-computing/us/en/what-is-cloud-computing.html
www.salesforce.com/cloudcomputing