S E L F - S T O R A G E

ADVERANK™

Cloud's IN THE Forecast

CLOUD'S **IN THE** FORECAST

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IN THE CLOUD

"**Cloud**" is in the forecast for self-storage operators and all businesses in general. But what does "**Cloud**" really mean and why did Adverank choose to operate in the **Cloud**?

By now, you've heard the terms and phrases Cloud computing, "**in the cloud**," and Cloud software. Simply put, Cloud refers to delivery of computing services over the Internet to replace traditional servers, databases, software, analytics, etc.

In the case of Adverank, self-storage operators are receiving **Software as a Service (SaaS)** via the Cloud for a simple, budget-friendly monthly fee. Today, SaaS is quickly becoming the most common Cloud-based software delivery model because of its numerous benefits and this popularity will continue to surge.

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LITTLE TO NO MANAGEMENT

Adverank chose the SaaS model for several reasons, but perhaps the most important reason was because SaaS applications require little to no management and zero maintenance from the customer.

Adverank.Cloud Screen Shots

Gartner forecasts worldwide SaaS software revenues to exceed $145 billion at the end of 2022, while International Data Corporation (IDC) projects the worldwide market for SaaS will grow to $302.1 billion by 2025.

All the servers, networking equipment, storage hardware and operating software required to run the application are owned and managed by Adverank. Updates, security patches, backup, etc., are also managed by Adverank, eliminating those headaches from the customer.

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ACCESS ADVERANK FROM ANY DEVICE

Another benefit to our customers is the quick adoption of Adverank without the need to purchase additional equipment, install software on remote devices, or purchase complex license agreements.

Further, SaaS customers can scale up quickly as their business grows since Adverank runs in the Cloud.

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One of the greatest benefits to self-storage operators is the ability to access Adverank from any device connected to the Internet, allowing portability and sharing across multiple platforms – desktop, mobile, tablet, etc.

Access

Having access to key performance indicators on the go has been beneficial to our clients who have no desire to be tethered to a desk to review spreadsheets, printouts, or take notes during a call or meeting.

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CENTRALIZED ANALYTICS WAS THE BASIS

The future of Adverank is also enhanced by operating in the Cloud for several reasons.

The growing need for API connections has been a fundamental part of our software development. Self-storage operators utilize several software providers for Property Management Software (SiteLink, Storable, etc.), PPC (Google, Bing, etc.), and other services. Adverank can access API connections from multiple vendors for our customers, which is especially important for multi-site operators that have varying platforms across their brands.

Centralized analytics was the basis for the development of Adverank. Utilizing the Cloud to gather data from multiple sources allows users to view their data from a single point of discovery, highlighting key insights from any device at any time, thus accelerating business intelligence and decision making.

Further, one of the most impactful developments you will see from Adverank in the future is the employment of Artificial Intelligence (AI) to drive deeper, data-driven understanding of the needs of target consumers.

AI is a game-changer in business, with the market anticipated to expand at a CAGR of 38.1% from 2022 to $1.8 trillion in 2030, as recently reported by Grand View Research, Inc. This is one of the most exciting developments we look forward to building into the future of Adverank.

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Adopting SaaS solutions will allow NextGen operators to dig deeper into contextual insights, improve internal collaboration and operations, and increase customer engagement to gain a true competitive edge in the marketplace.

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Living and operating in the Cloud is **here** and in the future.

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