

# The truth about cloud technology



## What exactly is the cloud?

'Cloud technology' is the biggest buzzword in software right now, but it's more straightforward than you might think. In fact, chances are you're already using it every day!

The term "cloud" is used to describe any software or website that enables you to access data via an internet connection. Basically, anything you use online or on a mobile device is in the cloud. Think Netflix, Uber, Gmail and all of your fave social media platforms. Simple, right?



gain a new flexibility to work in a way that suits you



benefit from multi-layered data protection and security



86%

of people look at their phone more than 10x a day



81%

of people would like to access business info on the go



95%

of people would use a cloud appointment book



## Will cloud tech change the way I work?

We hope so! Cloud technology has so much potential to transform the hair and beauty industry for the better. By letting you access your business information from a smartphone, tablet or computer, cloud technology gives you a new flexibility to do business when, where and how it suits you.

Our favourite perks of using cloud tech are:

- Do business when you're at home or on the go
- Access information from anywhere in the salon
- Create a guest experience that is second-to-none.
- Enhance your guest experience.



provide a  
flawless,  
one-on-one  
experience  
for your  
guests



access  
information  
from a  
smartphone,  
tablet or  
computer



89%

of people  
check their  
phone within  
an hour of  
waking up



81%

of people  
check their  
phone within  
an hour of  
going to sleep



**77.8% of salon,  
spa and barbershop  
owners would like  
a way to see what's  
happening in their  
business when  
they're not there.**