

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?

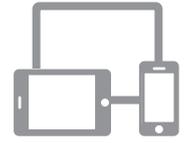
We hope so! Cloud technology has so much potential to transform the hair and beauty industry for the better. By letting access your business information from a a smartphone, tablet or computer, cloud technology gives you a new flexibility to do business when, where and how it suits you.

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.**