

# BUYING CLOUD SERVICES: A PRACTICAL GUIDE FOR BUSINESS OWNERS



+1 (877) 800-7672

[www.qosmsp.com](http://www.qosmsp.com)



# Buying Cloud Services: A Practical Guide for Business Owners

Moving to the cloud sounds simple until unexpected costs, downtime, and security gaps appear. Many companies invest in cloud services expecting flexibility and performance, only to end up with complicated systems they barely use.

Before choosing a cloud provider, use this practical framework to avoid costly mistakes and make smarter technology decisions.

## 1. Don't Move Everything to the Cloud at Once

One of the biggest mistakes businesses make is migrating everything to the cloud at once without a clear strategy.

### Ask providers:

The reality is, not every application or workload needs to live in the cloud right away.

### The Bottom Line:

Start with the systems causing the biggest operational issues or limiting productivity.

### Pro Tip:

Ask providers how they prioritize cloud migration phases. If they can't explain the process clearly, that's a warning sign.

## 2. Security Should Never Be an Afterthought

Many providers claim that cloud environments are secure by default. That's only partially true.

### Look for:

- Multi-Factor Authentication (MFA)
- Endpoint Detection & Response (EDR)
- Backup and Disaster Recovery
- 24/7 Threat Monitoring
- Data Encryption

## **Red Flag:**

If security discussions happen only after pricing conversations, you may be dealing with a reactive provider instead of a strategic one.

## **3. Downtime Costs More Than You Think**

Cloud downtime impacts productivity, customer experience, and revenue.

Ask providers:

- How they handle outages
- What their uptime guarantees are
- How quickly they respond to critical issues
- Whether they provide proactive monitoring

A reliable cloud partner focuses on prevention, not just fixing problems after they happen.

## **4. Scalability Matters More Than Features**

Some cloud platforms look impressive but become difficult and expensive as your business grows.

**Ask questions like:**

- Can the solution scale as we add employees?
- Prices will surge over time.
- Remote teams access systems securely.
- How easy is it to expand storage and resources?

The right cloud environment adapts to your business, not hindering it.

## **5. Understand The Shared Responsibility Model**

A common misconception is that cloud providers handle all security and maintenance automatically.

The Bottom Line:

Cloud security is a shared responsibility between your business and the provider.

## **Make Sure You Know:**

- Who manages backups?
- Who handles compliance?
- Who monitors user access?
- Who responds to security incidents?

If responsibilities are unclear, problems will eventually appear.

## **6. Don't Ignore Disaster Recovery**

Many businesses only think about backup solutions after losing data.

### **The Bottom Line:**

- How often do backups run?
- How quickly can systems be restored?
- Where are backups stored?
- Whether disaster recovery testing is included?
- A strong cloud strategy keeps your business operational during disruptions.

## **7. Pricing Should Be Clear And Predictable**

Cloud pricing can become confusing quickly.

### **Watch For:**

- Hidden migration fees
- Extra support charges
- Data transfer costs
- Storage overages
- Long-term contract penalties

### **The “Gotcha”:**

Low monthly pricing often excludes necessary security, monitoring, or support services. Transparent providers explain costs before onboarding starts.



## **The Bottom Line:**

Cloud services should improve performance, security, and flexibility, not create stress and complexity.

Evaluate providers carefully, ask direct questions, and avoid rushing into long-term agreements.

## **Next Steps**

Before speaking with a cloud provider, list your business's top technology problems over the last year. A reliable cloud partner focuses on solving those problems first, not pushing products or contracts.