

# The New Way Things Work - The Cloud's Impact on IT and the Tech Sector

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The cloud's impact on technology and business is already profound and we are in the early stages of adoption. In the startup world, cloud services have reduced the cost of bringing a product or service to market substantially. No longer do founders have to set aside a percentage of VC funds to buy servers and network equipment; they now just establish a credit line with a cloud provider and build in monthly operating costs for compute to their burn rate. The cloud has also allowed technologies to scale to a global level with far less IT operational staff. Going from idea to market has never been faster or cheaper...