



Why Cape Town's SMEs should drive the shift to remote working

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We could argue that South African businesses have been reaping the benefits of service apps for some time and are now finding ways to improve their competitiveness using cloud computing.

One way to do this is by attracting top talent, which is one benefit of hosting HR apps in the cloud. Others include reduced paperwork, employee self-service, faster onboarding and better management of performance, compensation, leave and employee data, all of which frees up time and resources to focus on increasing competitiveness, like expansion into new markets.

SA prioritises CloudOps

A further indication of the low emphasis on internal apps is the rating of operational apps, which are seen as critical by only 15% of respondents in Kenya and 10% in Nigeria. While still low in South Africa, at 30%, it was more than double the proportion of the other two countries combined.

Getting operations right is key to running a business effectively in the cloud. Ensuring peak performance and availability of apps with minimal downtime is crucial to meet the needs and expectations of users.



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Many South African organisations still manage this aspect of cloud computing themselves, whereas Kenyan and Nigerian organisations have largely outsourced this function to focus on better serving their customers through product and service innovation.

Business apps on par

One area where all markets are equal, however, is in business apps, with only small variations between the three countries measured. Nigerian respondents took them slightly more seriously than the rest, with 76% seeing them as critical, while 72% of South African companies and 67% of those in Kenya agreed.

Despite the greater emphasis on HR apps by South African businesses, there was a relatively even split across the

countries in terms of finance, logistics, marketing, accounting, and procurement apps.

Running apps in the cloud used to be a strategic business decision. Yet, with more and more apps becoming cloud native and more businesses pursuing a cloud-first strategy, African organisations are now focusing on how they can leverage the cloud to increase competitiveness, better serve their customers and innovate in their products and services.

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