

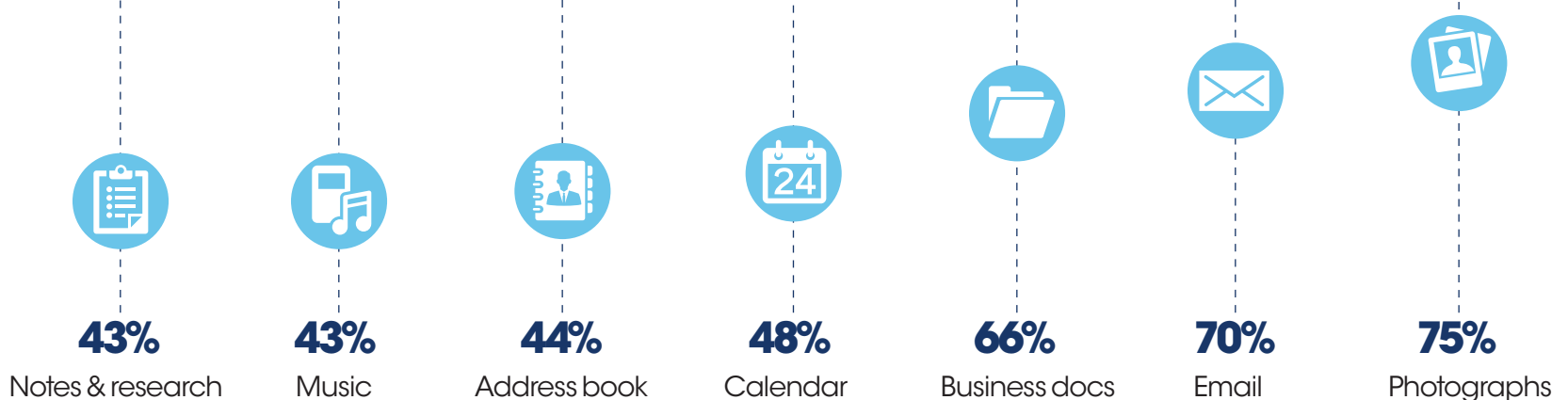
THE CLOUD

See those two words above? They are everywhere and seem to be working their way into our conversations and daily life more and more as each month passes ... and don't expect that trend to go anywhere but up in 2015. A magazine devoted to information technology proclaimed "the cloud" will be THE technology buzzword in 2015. Even in our own pages, our technology evangelist, Dr. John Flucke, proclaimed the cloud will be one of the top 10 dental tech trends of 2015 (check out all of his predic-

tions on Page 56 of this issue).

Yet, despite all of the talk about the cloud and the buzz surrounding it, our survey found very few dentists understand how it will affect them and their practices. In fact, as you can see in the graph to the right, 88 percent of our respondents said they currently don't use the cloud in their practices. Is that changing in the near future? Dental practice management software manufacturers are banking on it in 2015.

7 types of data most commonly stored in the cloud Source: Endurance International Group survey/Eclipse



75%

of people surveyed by Forbes use some form of cloud-computing platform.

Source: Forbes/Eclipse

86%

of companies use more than one type of cloud-computing service.

Most use **four**.

Source: Eclipse

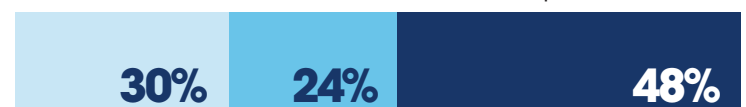
**\$150
BILLION**

The global cloud computing industry was estimated to be worth \$46 billion in 2008, and by the end of 2014, was predicted to be worth more than \$150 billion. Source: Eclipse

ON A SCALE OF 1-10....

0-3 4-6 7-10

Comfort level when dentists were asked to explain the cloud



How secure do dentists believe their data is when it is stored in the cloud?



How much have the security breaches at Target, Home Depot and other businesses impacted dentists' confidence in the safety of storing data in the cloud?

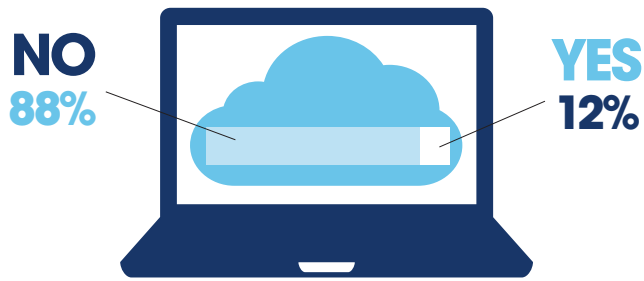


How easy do dentists believe it is to migrate data to the cloud?

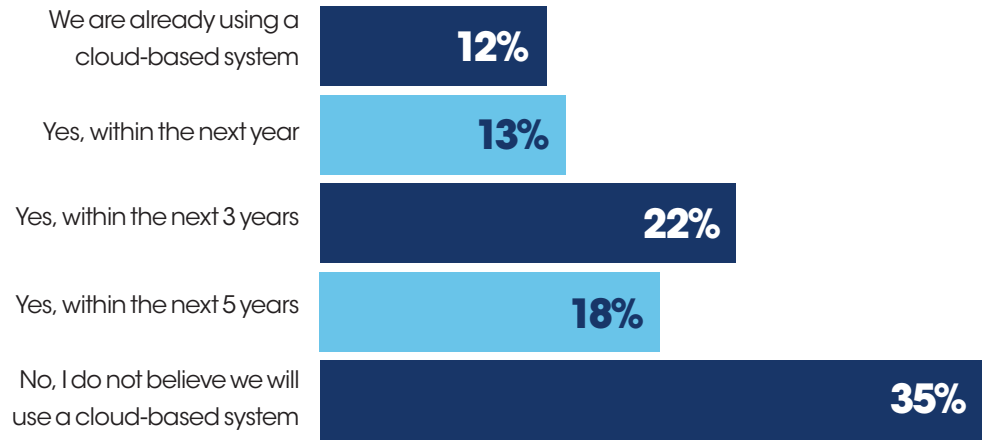


Source: 2014 DPR Survey. Some totals may not equal 100% due to rounding.

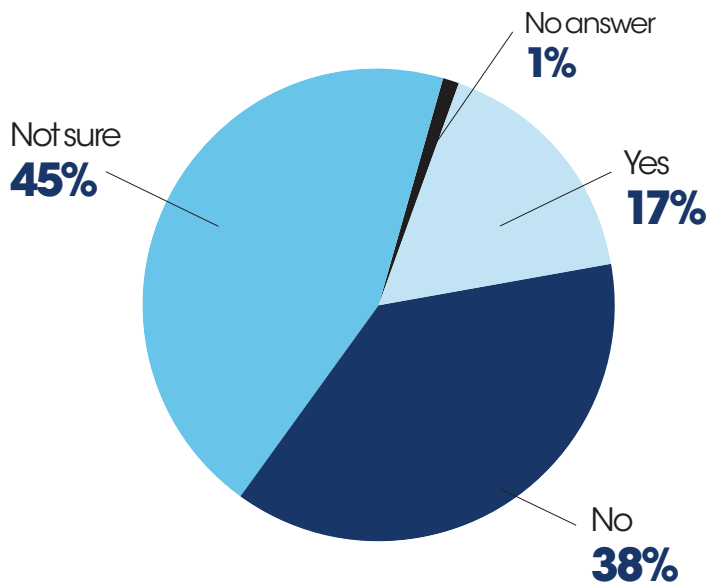
● **Dental professionals who currently use the cloud** *Source: 2014 DPR Survey*



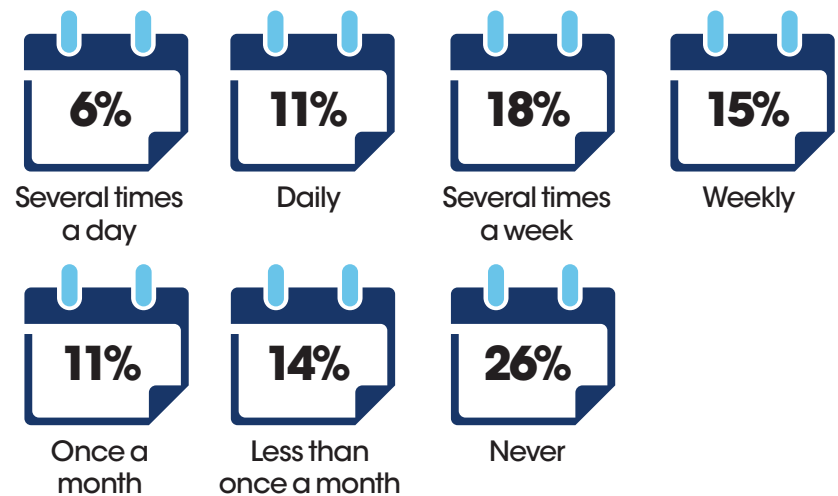
● **Dental professionals who believe their practice will use a cloud-based system in the future** *Source: 2014 DPR Survey*



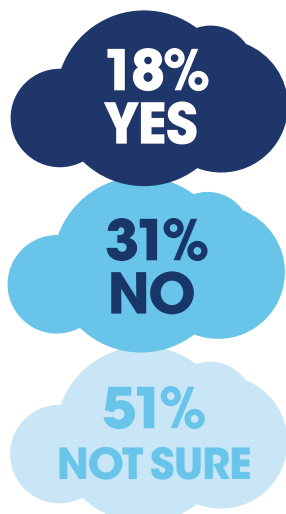
● **Do dental professionals believe the cloud will limit their options for software solutions (such as practice management, digital imaging, billing)?** *Source: 2014 DPR Survey*



● **How often do dental professionals need to access data while away from the office?** *Source: 2014 DPR Survey*

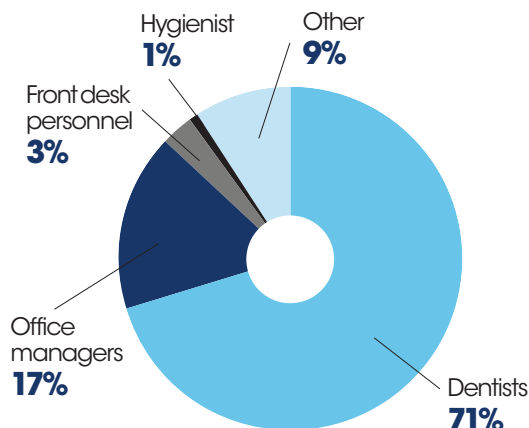


● **Do dental professionals believe switching to a cloud-based system saves money on IT services, hardware, etc.?** *Source: 2014 DPR Survey*



● **Staff members' involvement with the cloud** *Source: 2014 DPR Survey*

Who makes the decision to move to the cloud?



Who is most involved in the actual work needed to move to the cloud?

