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[Another Indication that Cloud Computing is Gaining Mainstream Acceptance](#)

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If you pay attention to the recent marketing of some big tech companies such as IBM and Microsoft, you will notice that more references are being made to the “cloud.” For example, Microsoft’s television commercials use the phrase “to the cloud.” When references to cloud computing start seeping into marketing material intended for the general public, it is another indication that cloud computing is gaining mainstream acceptance. And while I have discussed the benefits cloud computing can have on businesses, the Microsoft’s of this world realize that businesses are only half the market.

Consumers can benefit from cloud computing as well. Cloud computing allows for mobility. Whatever information or software that a consumer needs or wants access to is just an Internet connection away. However, until more consolidation occurs in the cloud computing space, consumers, like businesses, need to thoroughly investigate the cloud computing providers before deciding to use a particular provider.

