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# Reasons Why Cloud-Native Matters

## 1

### Scalable, Faster

Cloud-native is about how applications are created and deployed; a cloud-native application is assembled and composed on the cloud computing platform on which it is intended to run. Cloud-native applications are scalable, faster, automatically deployed, and support continuous delivery.

### High Availability

## 2

Cloud-native offers unlimited performance with minimal downtime. And minimal downtime means zero impact to your business. Just like the apps on your smartphone that notify you of upgrades, cloud-native applications are constantly improved and made available for use.

## 3

### No Overhead

All the heavy lifting has already been done for you. Simply dial up or dial down your storage and compute capacity as your data innovation and transformation initiatives evolve. There's no investment needed in hardware, IT resources, security, availability, redundancy nor is there any software or updates to install.

### Lower TCO

## 4

A cloud-native architecture allows you to access data in real-time and on your terms. Via a SaaS model, pay on a subscription basis, free up your team to do more customer-centric work as opposed to application maintenance, and watch your TCO levels dramatically fall.

## 5

### New Standard

Years ago, operating systems reigned supreme. With cloud-native, the web is now the platform. There is no longer any reason to download software to a desktop, server or mobile device. All you need is an internet connection, a browser and off you go. You're all set.

Learn more how cloud-native applications can help you win in the experience economy at [www.reltio.com](http://www.reltio.com)

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