

Title: How Irish SMEs Can Derive Value From The Adoption Of Cloud Computing

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Course: MSc in Management of Information Systems

Year: 2013

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## **Abstract**

Cloud computing is one of the most important technological advances over the last decade and has the potential to revolutionise the delivery of IT services to consumers (Brynjolfsson and Jordan, 2010; Marston et al., 2010). The main driver in the adoption of cloud computing services is the ability to optimise IT services with small upfront costs. This is particularly attractive to SMEs as it gives them access to innovative solutions that they previously could not afford due to skill shortages and financial budgets. However, key barriers prevent SMEs from deriving value in their adoption of cloud computing. The aim of the research study is to determine how Irish SMEs can derive value in the adoption of cloud computing.

The method for data collection for this research is a multiple case study approach, using interviews as the main data collection method and supported by pre-interview pilot testing of the research instrument used. As the bulk of the data collected in the study will be from interviews it will be of a qualitative nature. A thematic analysis will be used to pull the common threads of the interviews together to coherent conclusions.

A key consideration that has been taken into account for SMEs is the suitability of cloud computing for their organisation. It is hoped that this research will assist SMEs choose an approach most suitable in deriving value based on the organisational, financial, technical and security/data privacy themes associated with cloud computing.