

ACCOUNTING IN CLOUD TECHNOLOGIES: ADVANTAGES AND DISADVANTAGES

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Анотація: у дослідженні розглянуто переваги та недоліки хмарних технологій у сфері обліку, зазначаючи їхній значний внесок у покращення ефективності фінансового управління підприємств. Зокрема, зазначено, що разом із вигодами хмарних технологій існують ризики, такі як залежність від Інтернет-з'єднання, питання конфіденційності та безпеки даних, втрата контролю над інфраструктурою, і можливість збільшення вартості послуг з часом.

Ключові слова: хмарні технології, облік, безпека даних, доступність, інтернет-з'єднання, приватність.

Abstract: the study examines the advantages and disadvantages of cloud technologies in the field of accounting, noting their significant contribution to improving the efficiency of financial management of enterprises. In particular, it is noted that along with the benefits of cloud technologies, there are risks such as dependence on an Internet connection, data privacy and security issues, loss of control over the infrastructure, and the possibility of increasing the cost of services over time..

Key words: cloud technologies, accounting, data security, availability, internet connection, privacy.

In recent years, cloud technologies have become a key tool for many enterprises in the field of accounting. They offer new opportunities for efficient accounting and provide flexibility in working with financial information. However, along with its benefits, cloud technologies also carry certain risks that are important to consider.

In today's digital-oriented pace of life, businesses are increasingly using technology to optimize their work and increase efficiency. One such technological advancement is cloud-based accounting software, which is significantly transforming the way companies handle financial transactions [1].

Accounting in the cloud becomes a more convenient way to manage finances. It can be accessed remotely from anywhere with an Internet connection. This means that there is no need to use expensive and complex computer systems like those used in traditional accounting. This approach makes accounting services in the cloud accessible even to people who do not have technical skills [2].

Accounting programs, like other digital systems, can be used in the form of cloud services, often implemented as SaaS technologies. This means using cloud-based accounting software tools that provide a full turnkey service for a monthly or yearly subscription fee. The user gets full access to the solution and can use all its functionalities, while the hosting, maintenance, administration and support of the functionality remain the responsibility of the cloud service provider. The use of such cloud services allows you to automate accounting, as well as management, warehouse and operational accounting at enterprises of various industry formats [3].

Advantages of using cloud services for business [3]:

1. Savings on acquisition and operating costs: the transition to cloud technologies in business allows you to avoid significant costs for physical servers. Payment for cloud services can be more cost-effective and adapted to the real needs of the enterprise.

2. Business information security: placing and storing data in the cloud environment guarantees a high level of protection against machine viruses and unauthorized access. Access to services is controlled by the cloud service provider and the business owner.

3. Scalability: cloud solutions for business are easily scalable depending on the needs of the enterprise. A business can scale down or scale up its IT infrastructure based on current tasks.

4. Access: thanks to cloud technologies, the user can access the working database from any device with an Internet connection, which ensures 24/7 availability.

5. Speed: working in the cloud environment is free from the limitations associated with the speed of physical servers. The speed of cloud solutions depends on the speed of the Internet connection.

6. Administration: administration and technical support of cloud services is carried out by system administrators of the service provider, freeing the end user from worrying about technical aspects.

7. Backup: integrated backup systems in cloud technologies provide protection against data loss in case of unforeseen situations.

8. Renewal: automatic updates of software products in cloud services allow you to avoid overdue tasks and always use the latest versions.

Despite a number of advantages, the use of cloud services is also accompanied by certain limitations and risks, which can be noted in various aspects of business and users [4].

1. Dependence on Internet connection: the use of cloud services requires a stable Internet connection, and if it is not available, there may be problems accessing data and services.

2. Privacy and data security: the use of cloud services can raise issues of privacy and data security, which can cause indignation among users, since their data is stored on the servers of other companies.

3. Refusal of control over the infrastructure: users of cloud services partially lose control over the infrastructure, as computing resources and security aspects are managed by the cloud service provider.

4. Possibility of security problems: despite the significant security efforts of vendors, there are risks of security incidents such as data leaks or system attacks.

5. Cost: while cloud services may seem cost-effective at first, in some cases costs may increase over time or due to unexpected circumstances such as increased resource usage.

6. Limited customization options: some cloud services may limit users' ability to customize the infrastructure and software to their needs.

7. Lack of control over data location: users may not have complete control over where their data physically resides, as cloud services may use servers in different countries.

8. The possibility of changing the cost of services: the cost of cloud services can vary, sometimes resulting in unexpected costs for users.

Many of these issues can be resolved or mitigated with proper planning and cloud provider selection, but they remain a challenge when implementing cloud computing.

Today, cloud accounting technologies have become an integral part of the activities of many companies in the field of accounting. These technologies create new opportunities for efficient accounting and allow flexible work with financial information. Using cloud accounting software becomes a convenient way to manage your finances, as financial information can be accessed remotely from any device connected to the Internet.

The advantages of using cloud services for business include low acquisition and operation costs, information security, ease of scaling, access from any device, and faster and more automated accounting processes. These advantages significantly contribute to the improvement of efficiency and optimization of business processes.

However, it is also important to consider the disadvantages of using cloud services. Dependence on Internet connectivity, data privacy and security issues, loss of control over infrastructure, potential security issues, and increased costs are all factors to consider when using cloud technologies.

Regardless, with the right planning and choice of cloud service provider, these problems can be solved, and cloud computing can have a positive impact on business processes and accounting. There are some limitations and risks, but these can be managed with proper attention to detail and the right cloud strategy.

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