

Cloud Technologies as a Tool for Quality Improving the Efficiency of Marketing Activity

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Abstract: The article is devoted to the study of cloud technologies used to enhance the competitive advantages of the company. The examples of the introduction of cloud technologies in organizations are shown; the possibility of introduced innovations in the sphere of production is assessed. The article discusses the problems and possibilities of introducing and using cloud technologies in production activities. Using the tools of cloud technologies, enterprises analyze and can predict the ongoing production and technological processes, identify trends and predict market changes, and effectively shape economic development. The authors consider the main types of services in the cloud service system, as well as the advantages of their use, such as simplicity, convenience, mobility, accessibility, etc. An example of using a cloud server by the companies Happy Day and Italgaz Saratov is given.