



What Cloud Solution  
is Right for  
**You?**

Cutting Through the Cloud Clutter

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## Introduction

Historically, the majority of dental providers have opted for a dental practice management software with an on-site server. But that trend has begun to shift as more practices become familiar with the advantages of cloud computing.

Practices that had been victimized by natural disasters like floods, earthquakes, theft, or the COVID-19 pandemic, know all too well how such an event significantly impacted their business. Disasters like these were the impetus for many practices to switch to the cloud.

Much like a brand name such as “Kleenex” describes facial tissue, cloud computing has become a generic term – a catch-all for the delivery of computing services over the internet. Dentists can choose from several cloud-based practice management products but when they compare their options, they quickly understand that not all cloud-based solutions are the same. Not by a long shot.





## A Brief History of Cloud Computing

The idea of the cloud originated at a time when companies were frustrated that the technology, hardware, and software they had invested in was not keeping pace with innovations occurring in the market.

Businesses found themselves saddled with once cutting-edge software that required significant upfront financial investment followed by monthly maintenance fees. Software vendors struggled to innovate in this business model because the typical ongoing maintenance charge of between \$100-\$200 a month per customer did not create enough revenue to support their customers while aggressively innovating with new updates. It became clear that this business model was flawed, and a revolution was necessary.



## What is SaaS?

Software as a Service (SaaS) by definition offers a community of users the ability to utilize software that is typically much better than any one company could afford on their own. When done correctly, a true SaaS model delivers exceptional Service, Security, Accessibility, Disaster Recovery (Business Continuity), and frequent no-hassle updates to the software.

## The Introduction of Centralized Hosting of Business Applications and Cloud Computing

When the internet took hold in the 1990s a concept known as Software as a Service (SaaS) took off. The big idea of SaaS was for customers to get “more for less.” They not only received more advanced solutions with less investment in hardware and software, but gained a new level of partnership and service from technology vendors.

SaaS freed businesses from the technology hassles of yore. SaaS providers were able to install software updates, back up customer data and increase security measures - all remotely.

Modern cloud computing began to gain traction thanks to the launch of Salesforce in 1999, Amazon Web Services in 2002, LinkedIn in 2003, and Facebook in 2004. When Amazon.com released its Elastic Compute Cloud product in 2006, cloud computing became part of everyday life as more consumers learned of its power.

The business idea of the cloud disrupted the technology business model of the day in a significant way demanding real-time development with modern technologies and shorter contractual commitments to create constant competition and innovation in the market.





## Elements of a True Cloud Solution

### Tier 4 Data Center

A Tier 4 data center is an enterprise class data center with redundant and dual-powered instances of servers, storage, network links and power cooling equipment. It is the most advanced tier of data center and provides the level of service and protection that businesses expect.

### A Proven Record of High Performance

You need a network that's ready to work when you are. Curve has 99.99% uptime.

### Cybersecurity Protection

Your solution should include best-in-class cybersecurity protection, including 3rd-party intrusion testing.

### Remote Access

Software is easily accessible through a browser on any computer, tablet, or smartphone. It should not require additional software to log in, allowing users to access the platform from anywhere.

### No On-site Servers

No server on-premise means no upfront hardware costs, no server maintenance and no associated IT labor costs or software updates to install.

CURVE'S  
HISTORICAL UPTIME  
**99.99%**

## Additional Benefits



### Reduced Cost

Cloud computing eliminates the capital expenditures and resources needed to run and manage your own infrastructure. The embedded cost of a server-based model – hardware, software, support, utilities, and IT management – adds up fast.



### Speed

Cloud computing services are known for their speed thanks to continuous updates that are automatically installed. You can typically perform complex computing like pulling reports with only a few clicks, giving businesses the efficiency they need.



### Scalability

Cloud computing services include the ability to scale elastically. In cloud speak, that means delivering the right amount of horsepower when and where required. For example, you can use more or less computing power, storage, and bandwidth right when it's needed and from the right geographic location.



### Security

Cloud providers typically offer a broad set of policies, technologies, and controls that strengthen your overall security posture. These tools protect your data, users, and infrastructure from potential threats.







## Are All Cloud Offerings the Same?

The short answer is no.

What separates **outstanding cloud providers** from the pack boils down to several key characteristics:

1. The cloud is their single focus rather than one part of a larger portfolio of products.
2. The company has a demonstrated financial investment in its solution.
3. Company leadership has deep cloud experience.
4. Software has been adopted and is used daily by tens of thousands of users.
5. Product reviews are consistently high.
6. The platform is flexible and enables integrations with popular 3rd-party products to deliver added functionality and freedom of choice to customers.
7. You own your data and have access to it anytime you want. (By the way, at Curve, it's as simple as a click of a button to download it on demand!)

# What Makes Curve's Cloud Solution Stand Above the Rest?

## World-Class Service Guaranteed

Curve delivers **true Software as a Service** with a commitment to world-class service wrapped around our software. That includes 24/7/365 customer care, automatic product upgrades, data security and backups, training, and more. Any cloud-based solution that is not providing this level of service is not using your monthly subscription responsibly.

There is only one version of our software, which enables Curve's customer support team to see exactly what you are seeing. They don't have to log in or replicate the problem. Instead, with your permission, they'll access your system so they can resolve the issue in real-time.

## Customer Service

It's not true SaaS if you can't get help when you need it or it takes a long time just to connect. Call us with a problem, we'll answer within a minute and get it resolved in less than eight minutes, on average.

Curve enables you to communicate with Customer Service in the way you prefer whether it is an online ticket, email, or phone call.

**Around  
the Clock**  
CUSTOMER CARE



## Security: Your Data is “Cleverly Hidden” Through Our Data Storage Methodology

Curve hosts our cloud applications at an Amazon Web Services (AWS) Tier 4 data center, where state-of-the-art security is built into all facets of the data center from the ground up.

AWS is designed to protect mission-critical business applications, like Curve Dental, with fully redundant systems and availability zones.

The data storage and retrieval methodology that we use guarantees data durability because it automatically creates and stores copies of all the individual objects across multiple systems, which means built-in protection and redundancy.



Your data is “cleverly hidden” in many separate parts, in different places should an intruder get access. Your data is safe yet available when you need it and protected against failures, errors, and threats.

## Single Platform Solution

Curve SuperHero™ is the industry’s #1 all-in-one practice management solution that delivers everything a practice needs in a single system, including scheduling, billing, patient engagement, imaging, charting, reports/dashboards, and more.

The key benefit is that all data is stored in one place, eliminating the need to sync information from multiple software. This protects you from data loss and eliminates inefficiencies, complexities and costs of working with multiple disparate software platforms.

## Software Delivery and Performance

AWS is an ISO 27001 certified Information Security Management System (ISMS), a leading international standard focused on information security, published by the International Organization for Standardization (ISO), in partnership with the International Electrotechnical Commission (IEC).

Curve is ISO 9001 Certified, which is the world’s most recognized Quality Management System (QMS) standard. In fact, Curve is one of the only dental software solutions to have ISO certification. All Curve quality processes undergo intense scrutiny through internal and third-party audits in order to ensure that these standards are maintained.

These certifications require a significant investment of time and money and assure the end user that Curve’s processes do not degrade over time.

Curve SuperHero is a single platform and database that manages all sensitive data – including imaging. Our ISO certifications ensure the integrity and safety of your data. Annual 3rd-party intrusion detection and security audits are included in your regular fees to ensure your data is secure from the latest cybersecurity threats.

## Performance/End-User Experience

Curve will invest \$60M into our SuperHero solution over the next 3 years.

The result is additional features, product enhancements, continual security updates, and improved services to impact your business-critical functions.

This level of investment and continuous improvement has enabled us to consistently deliver an uptime performance of 99.99%.

## Upgrades/System Updates

Curve provides a continuous delivery of product updates that enhance your investment with low risk and no disruption to you.

Our development team delivers new releases in the background overnight or while you work, so you don't need to worry about downtime or other IT hassles.



**Frequent,  
Dependable,  
& Automatic**  
PRODUCT UPDATES

## Data Accessibility

You own your data – and you should have access to it whenever you'd like. With Curve, you have complete access anytime. All you need to do is push a button, and your data is ready to download.

## A Rich Ecosystem

A rich ecosystem of integration partners means you can use other software that you want because most likely, your preferred software is in our ecosystem.

Curve strategically built our API to allow partners to connect. In SaaS, you want to have configurability as well as the ability to mix and match the elements that make sense for you.



**24/7**

**ACCESS TO YOUR DATA  
ANYTIME WITH JUST  
THE PUSH OF A BUTTON**

## Conclusion

While cloud computing has become a generic term, clearly not all cloud solutions are the same. Since we began developing our Curve SuperHero cloud-based practice management software in 2004, we've invested heavily to honor our commitment to delivering the best software experience with world-class support. Our single platform model means that our sole focus is on evolving our software to keep up with the ever-changing dental profession. That's why more dental professionals count on Curve Dental than any other cloud-based practice management software.

### Checklist

What to Look for in Cloud Software

To schedule a demo,  
visit [curvedental.com](https://curvedental.com) or call **+1 888-910-HERO**.





## What to Look for in Cloud Software

### Is it true cloud-based software? Make sure that your solution...

Can access software directly from a browser without needing to log in to a server.

Stores everything in a data center, not in an on-premise server room or in the software vendor's office.

Has a data center built on a series of servers, with layers of security and intrusion detection wrapped around them.

Allows you to easily extract your data whenever you'd like.

Is true SaaS, with world-class service wrapped around the software – including customer care, automatic product upgrades, data security, backups, training and more.



**SEE A REAL-LIFE COST COMPARISON OF WHAT IT LOOKS LIKE WHEN YOU MOVE FROM AN ON-PREMISE SERVER TO CURVE SUPERHERO.**

Read how Dr. Jason Streeter modernized his practice, reduced tech headaches, and saved over 50% on his monthly costs.

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