

Digital Transformation for SMEs: The Strategic Role of Cloud Computing

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Abstract: *In the contemporary business landscape, Small and Medium Enterprises (SMEs) occupy a pivotal role in driving economic growth, fostering innovation, and creating employment opportunities. However, despite their significance, SMEs often face considerable challenges in adopting cutting-edge technologies due to limited resources, constrained budgets, and insufficient technical expertise. Against this backdrop, digital transformation has emerged as a vital mechanism for enhancing operational efficiency, improving customer engagement, and maintaining competitive advantage. Central to this transformation is cloud computing, a paradigm-shifting technology that enables businesses to access scalable computing resources, sophisticated software applications, and storage solutions without heavy upfront infrastructure investments.*

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