



# Cloudreach Company Overview

February 2017

# Enabling Innovation

We have empowered some of the largest and best known enterprises in the world to realise the benefits of cloud.

Cloud technology has made it possible for everyone to innovate quickly, in completely new ways and at a far lower cost than ever before. For this reason, tomorrow's leaders in every sector will be whoever can make the most of cloud technology.

Access to virtually unlimited technology resources means that innovation can come from anywhere. In fact, most disruptive organisations are agile startups that leverage cloud technologies which allows them to scale indefinitely but also to fail fast, cutting the cost of innovation. AirBnB or Uber, for example, made a big impact in their industries in a very short period of time.

But you don't need to be a startup to be innovative and fast to market. Dozens of large organisations are also revolutionising existing markets and creating new ones. Examples range from Pearson who aim to become the "Netflix of Education" to Philips who are inventing new markets within the healthcare industry. The common theme is that they use cloud technologies to do so.

Will you be the future digital revolutionary?



# Key Differentiators

## Market Leading Cloud-Native Enabler



**10 offices across North America and Europe**



**Partner of AWS, Microsoft and Salesforce**



**Full life cycle coverage for Mode 1 and 2**



**Born in the Cloud**



**Unique Software and Products**



**400+ Certifications**

Cloudreach are a leading cloud-native and global cloud enabler. Since 2009 we have empowered some of the largest and best known enterprises in the world to realise the benefits of cloud technologies. For example, in 2012, we were the first company in world to move a true enterprise data center to the cloud, for Kempinski Hotels.

With offices across seven countries, Cloudreach is the only cloud-native company with significant presence in both Europe and North America. Our mission is to support customers with intelligent and innovative cloud adoption by providing capabilities to enable, integrate and operate cloud platforms. Our primary cloud platform partners are AWS, Microsoft and Salesforce, whose cloud platforms underpin everything we do.

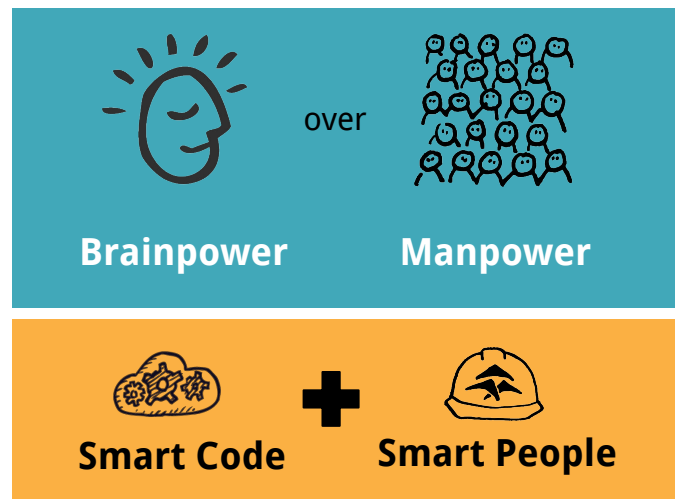


# Intelligent Cloud Adoption

We believe that successfully adopting cloud at scale requires brainpower, not just manpower.

Cloud technologies eliminate the need for tedious, manual work and enable a large degree of automation. By taking an intelligent and innovative approach to cloud automation and tooling, you can streamline your processes and reduce human error.

For this reason, our first consideration will always be software (whether it's ours or our partners') and this, supported by cloud specialists, will drive repeatable, automatable processes within your organisation. Small, agile teams of innovative thinkers can deliver large outcomes. This is the cloud-native approach.



## We Enable. We Integrate. We Operate.

**We Enable:** Cloud platforms represent the most powerful technology available, but require enablement for customer use. This includes everything from setting up your cloud billing and governance through to assessing and migrating environments (including security and best practices) or simply assisting with engineering and setting up cloud infrastructure for customer teams to use. We leverage smart code for repeatability, consistency and security, whether our own software like Cloudeach Sceptre or that of trusted 3rd party partners. We provide smart people to translate customer requirements into working solutions.

**We Integrate:** We go beyond a traditional systems integrator, and have expertise and tools which can help customers integrate any application or business process. Whether this is integration of application data from SAP to your CRM system, or from devices to AWS's or Microsoft's native IoT platforms, we can help. Smart code comes in the form of products such as Cloudeach Connect, our any to any integration platform as a service (iPaaS) to increase the value of information stored in your business. Smart people connect applications together using business logic.

**We Operate:** We provide cloud Managed Services, helping our customers operate their cloud environments in a range of models, from traditional ITIL based Managed Services for Mode 1 environments through to Agile Operations for Mode 2 applications. Beyond that, we also help organisations with ongoing financial, security and governance management, providing for instance advanced billing, threat management and policy enforcement. Our cloud management product Cloudeach Conductor is the smart code that provides automation, orchestration and security whilst the smart people in our Operations team enhance customer teams with DevOps culture and processes aligned to business needs.



Penguin  
Random House  
UK

“Our **partnership with Cloudearch** has helped us accelerate our cloud adoption and quickly deliver new and more innovative solutions to the business. **The expertise and experience Cloudearch have**, helped us put together a framework and support model that ensures consistency and security across our cloud estate.”

**Mat Pearsons**

Head of Infrastructure Architecture  
Penguin Random House

## HEARST

“**Cloudearch has been a strategic partner** for Hearst from architectural planning through rollout and beyond. As our needs have expanded, so has their commitment to **supporting our business.**”

**Philip R. Wiser**

Chief Technical Officer  
Hearst Corporation



“With dozens of offices spread around the world, **Discovery needed a global partner** to work with on our journey to the Cloud. Cloudearch fits the bill perfectly. Within a very short period of time they understood our goals, provided a clear plan and have been **a true partner** in helping us deliver that plan – allowing Discovery to focus on creating more compelling content.”

**Richard Reid**

Vice President – Global Platform Services  
Discovery Communications



“As a world leader in weather and climate services the Met Office supports Governments, businesses, the general public, armed forces and a diverse range of organisations worldwide. **Cloudearch bring us a depth of expertise** which has significantly accelerated our use of cloud technology. **They are great to work with** and easily integrated into our teams, quickly adding value”

**Nic Bellingham**

Deputy Head of IT Infrastructure & Operations  
The Met Office