

Cloudmore recruits MD from Cobweb Solutions in the UK

London, June 10th 2010 – Cloudmore is delighted to announce the expansion of its European market reach into the UK. To secure a fast expansion Cloudmore has made a prestigious recruitment in signing Mark Adams, the former managing director of Cobweb Solutions, to lead the UK and Ireland business. Adams has during the last seven years been responsible for building Cobweb from a small player to the largest Microsoft SaaS Hoster in EMEA.

“Adams is the right man for the job! He is a well-known name in the cloud service industry and IT community in the UK. We have been looking for someone just like him to lead our next big step and he has the right competence, the local knowledge and knows the cloud service market better than most” says Michael Wicander, CEO Cloudmore. Mark Adams commented “I have seen considerable resistance from the reseller channel to the new delivery models in recent years but Cloudmore’s model removes the barriers of channel conflict and low margins and most importantly, leaves plenty of scope for differentiation and adding value”.

Cloudmore, the leading cloud service distributor is looking forward to repeating the success it has already had in the Nordic and Irish markets in the UK. With its 100% channel focus Cloudmore enables all types of IT resellers to quickly be able to offer a complete suite of cloud services to their end users and thus benefiting from new revenue opportunities underpinned by good margins, created by the move to Software as a Service and the Cloud Computing delivery models. “At last there is a player that makes it possible for each and every IT reseller to offer their end users the complete range of cloud services.” says Mark Adams.

With a broad and continually expanding suite of services that are provided by the 3rd party vendors, services providers and ISV’s, Cloudmore is ideally positioned and focused to help the IT reseller channel remove the barriers to success and build meaningful, sustainable revenue streams. Michael Wicander, CEO and one of the founders of Cloudmore, continues “The UK will be an important market for us, and Cloudmore along with its partner vendors will make significant investments to help resellers achieve success with SaaS and Cloud Services”.

Garbis Bedoian, Manager for Continental Europe at Iron Mountain Digital and one of Cloudmore’s key vendors commented “Cloudmore has already become an important channel partner for us in the Nordic region. Cloudmore’s entry into the UK will further increase the rapid growth of server and desktop data protection solutions available through Cloudmore resellers”.

Cloudmore already has a number of resellers in the UK and Irish market and with ever increasing interest in our offer, pointing to the enormous potential; local presence is increasingly important. Cloudmore will be running a series of nationwide roadshows to showcase vendor services and demonstrate how easy it is get started selling Cloud Services.

For more information:

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About Cloudmore:

Cloudmore, headquartered in Stockholm, Sweden, is a cloud service distributor with current presence in Sweden, Finland, Norway, Denmark, UK and Ireland. Cloudmore offers service providers and software vendors (ISV) the opportunity to sell and market their services through a wide reseller base. ISVs are offered not only a more cost efficient way to manage the partner eco-system and associated sales and marketing activities, but are also introduced in a meaningful context of complementing services. Resellers are, through Cloudmore, able to sell and market a relevant set of cloud services with full customer ownership, including support and billing relationship. www.cloudmore.com