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About us

Cloudware, or Software as a Service (SaaS), has been around for a long time. Think of Hotmail or Salesforce.com and you get the picture. What hasn't emerged until now is a one-stop resource for the research, comparison and selection of cloudware.

That's where Compare Cloudware steps in. As the first website to recognise the importance of choice, independent advice and easy access to cloud providers, we cut through the hype and confusion of choosing on-demand software and services.

With a solid understanding of marketing and sales, cloud technologies and services, we provide the first comprehensive digital sales channel for vendors and a trusted source of advice for growing businesses.

For vendors and businesses alike, Compare Cloudware offers a user experience that is focused on what they really need. Vendors can target growing businesses efficiently and cost-effectively. Businesses can access a unique guide to services and applications available in the cloud and use an online comparison tool to find the perfect solution.

Compare Cloudware. We're opening the cloud for business.

Discover how cloudware is changing the way we work.

Security

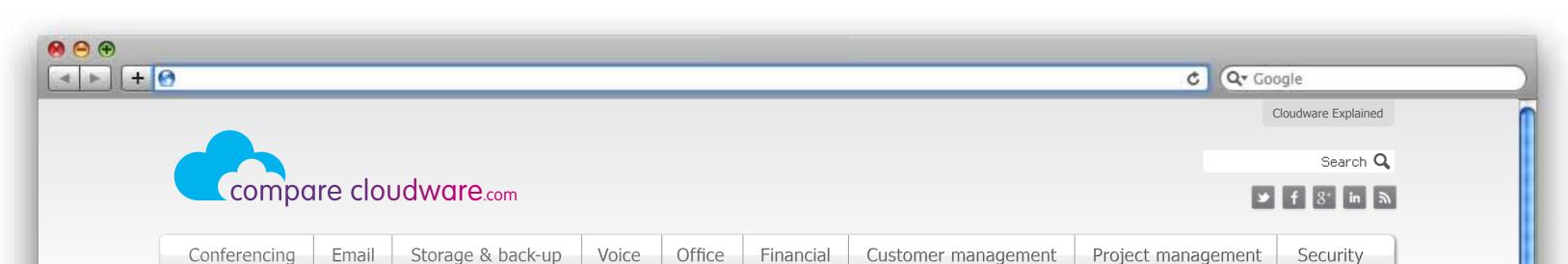


Find out how business are making huge savings using cloudware.



Take a look at the ten things you did'nt know about cloudware.

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Management team

Compare Cloudware was founded by a team of professionals who have been at the forefront of the IT sector for many years. Their combined knowledge of the technologies and systems of virtually every major IT provider has provided the insight necessary to make Compare Cloudware a unique one-stop marketplace for cloudware users and vendors.



Andrew Miller, Managing Director

As the Managing Director of Wilson Miller, a leading technology marketing agency, Andrew has worked with some of the leading brands in information and technology including AT&T, HP, Cisco, McAfee, Cable&Wireless, and NEC. He has over 20 years' experience in marketing and technology and has previously worked with major players like the WPP Group and PricewaterhouseCoopers.



Gary Gould, Director

Prior to his current role as EMEA Theatre Marketing Director for Panduit, Gary was the Global Launch marketing lead for Cisco Systems, covering the service provider, broadcast and enterprise technology franchises. An active member of two leading technology sector marketing associations and a long-standing associate of the CIM, Gary has over 15 years' experience in the IT and Communications sector and has worked with major brands including BT, Verizon, Virgin Media, and Cable&Wireless.



Ian Wilson, Director

Ian Wilson is the founder and Creative Director of Wilson Miller, a leading technology marketing agency. For the last 15 years, he has created marketing campaigns for many leading technology brands including Cisco, Telewest, RSA Security, ICL, Verizon and Demon. Prior to founding Wilson Miller, Ian spent 15 years working in creative roles for flagship agencies such as JWT, McCann Erickson and Holmes & Marchant.



Caroline Read, Finance Director

Caroline joined the Wilson Miller Group in 1999, bringing with her a wealth of experience in media accountancy, having previously worked in Fleet Street for several years. Key to Caroline's skills is a deep understanding of the Wilson Miller concept and need for flexibility and understanding that each client has different requirements and therefore an individual approach to finance is required.

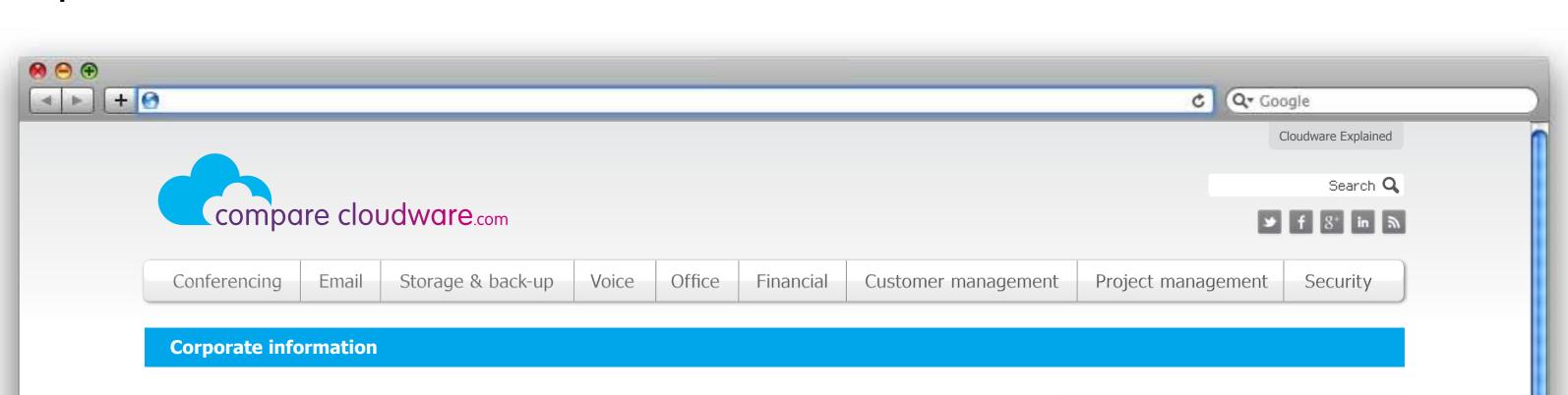
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Cloudware, or Software as a Service (SaaS), is moving into the mainstream. Its ability to reduce costs and simplify IT operations has been known for a long time, and the expansion of broadband internet access has now moved it from the wish-list to the to-do list for many businesses.

A few concerns remain, however. How do you shortlist and compare the hundreds of cloudware solutions out there? How do you cut through the jargon and get to the meat of the argument: what it can do for you? And how do you know that the cloudware you choose will deliver on its promise?

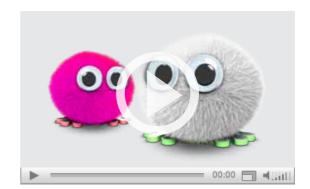
That's what Compare Cloudware is all about. Our vision is to be the one trusted source any business needs for any kind of cloudware.

A source that can be relied upon to simplify the selection and shortlist process for business, streamline the sales process for cloudware providers, and provide an open, honest forum for everything to do with cloudware.

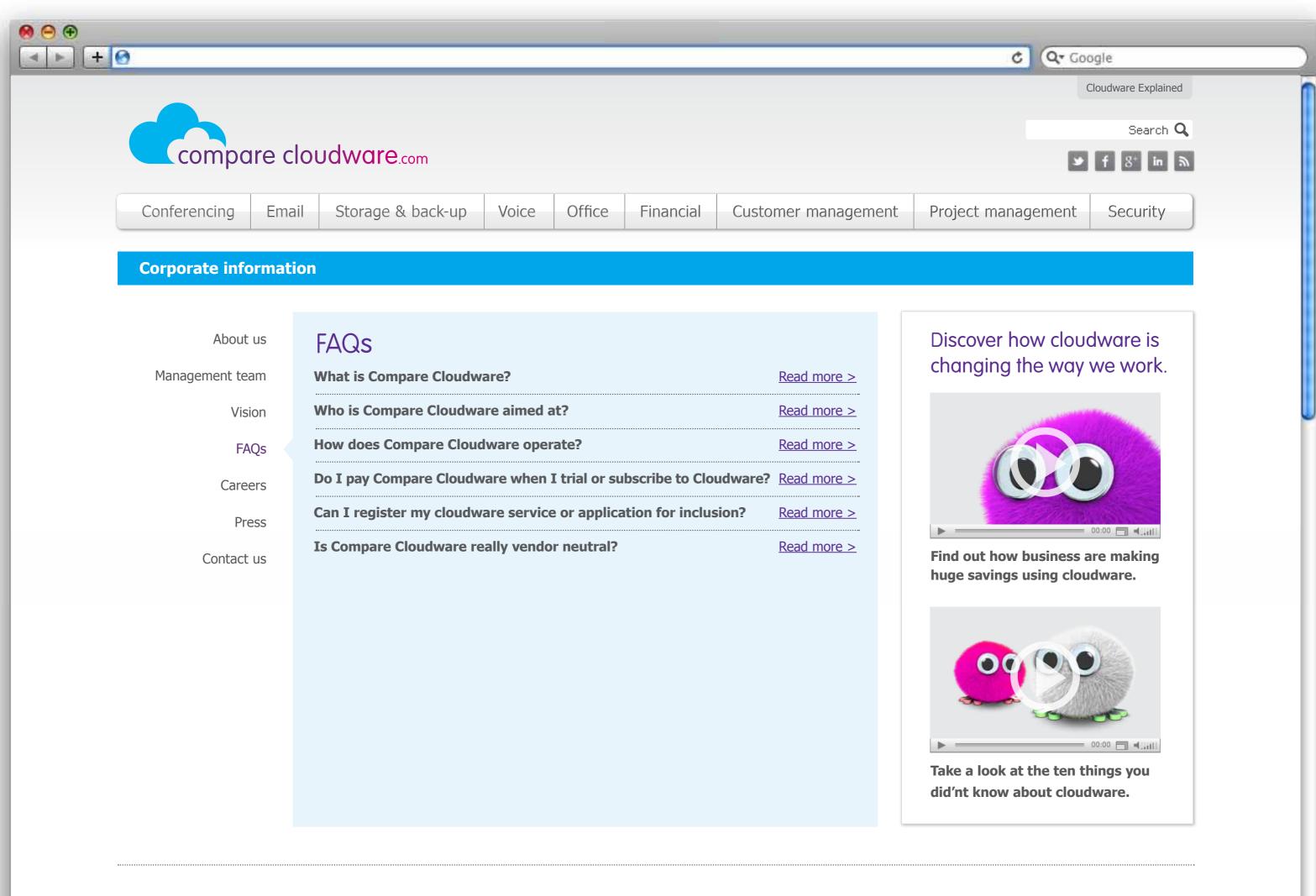
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What is Compare Cloudware?

Storage & back-up

Compare Cloudware is the first ever website to provide a comprehensive, neutral and userfriendly online guide to services and applications available in the Cloud. In seconds, potential users can identify and find the cloudware they need, alongside reviews and user opinions that will inform them if it is the cloudware they really want.

Office

Voice

Who is Compare Cloudware aimed at?

There are two audiences for Compare Cloudware. Potential users can use a dynamic comparison tool to find the cloudware they need — and compare it with similar offerings. Vendors, meanwhile, can access a cost-effective route to the growing businesses they want to talk to.

How does Compare Cloudware operate?

At Compare Cloudware, we actively seek cloudware vendors and offer them the opportunity to feature their services and applications on the website. In every cloudware category, we are building relationships with every established and emerging vendor, so that potential users have a genuine opportunity to compare similar products and decide which is the best option for their needs.

Do I pay Compare Cloudware when I trial or subscribe to Cloudware?

No — Compare Cloudware operates on a commission basis with cloudware vendors. Endusers enjoy every commercial advantage normally offered by vendors, including free trials and low price subscriptions.

Can I register my cloudware service or application for inclusion?

Yes — we're always looking for cloudware vendors who want an easy, cost-effective route to demonstrate and market their products. Call us on 0000 000000 and we'll arrange a meeting to discuss the opportunities in more detail.

Is Compare Cloudware really vendor neutral?

Yes, it is. The comparison engine that drives Compare Cloudware has been developed to provide a true comparison of cloudware services and applications based on a fixed set of features. End-users gain because the comparison is factual. Vendors gain because it highlights the key advantages of their products.

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Security

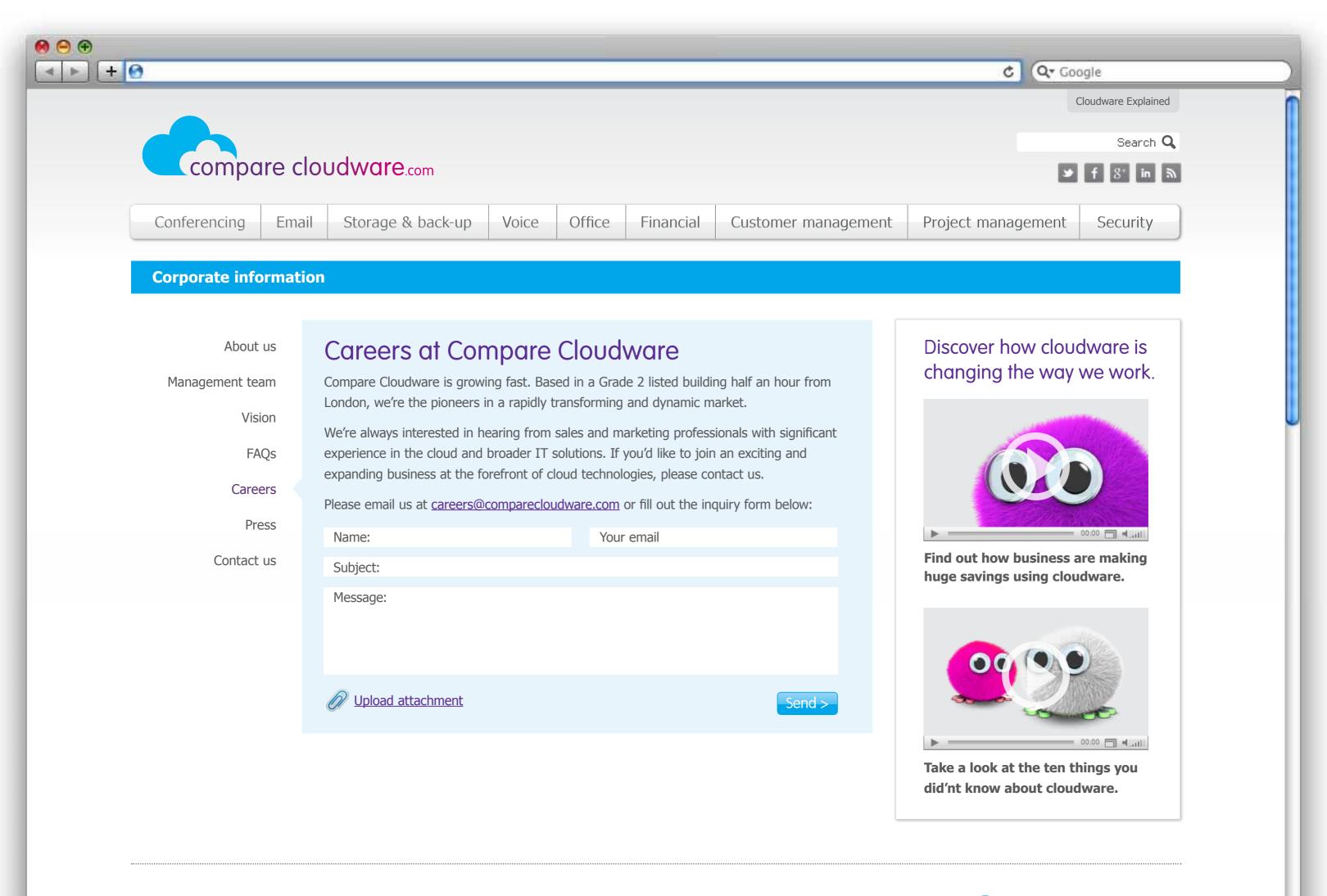
Project management



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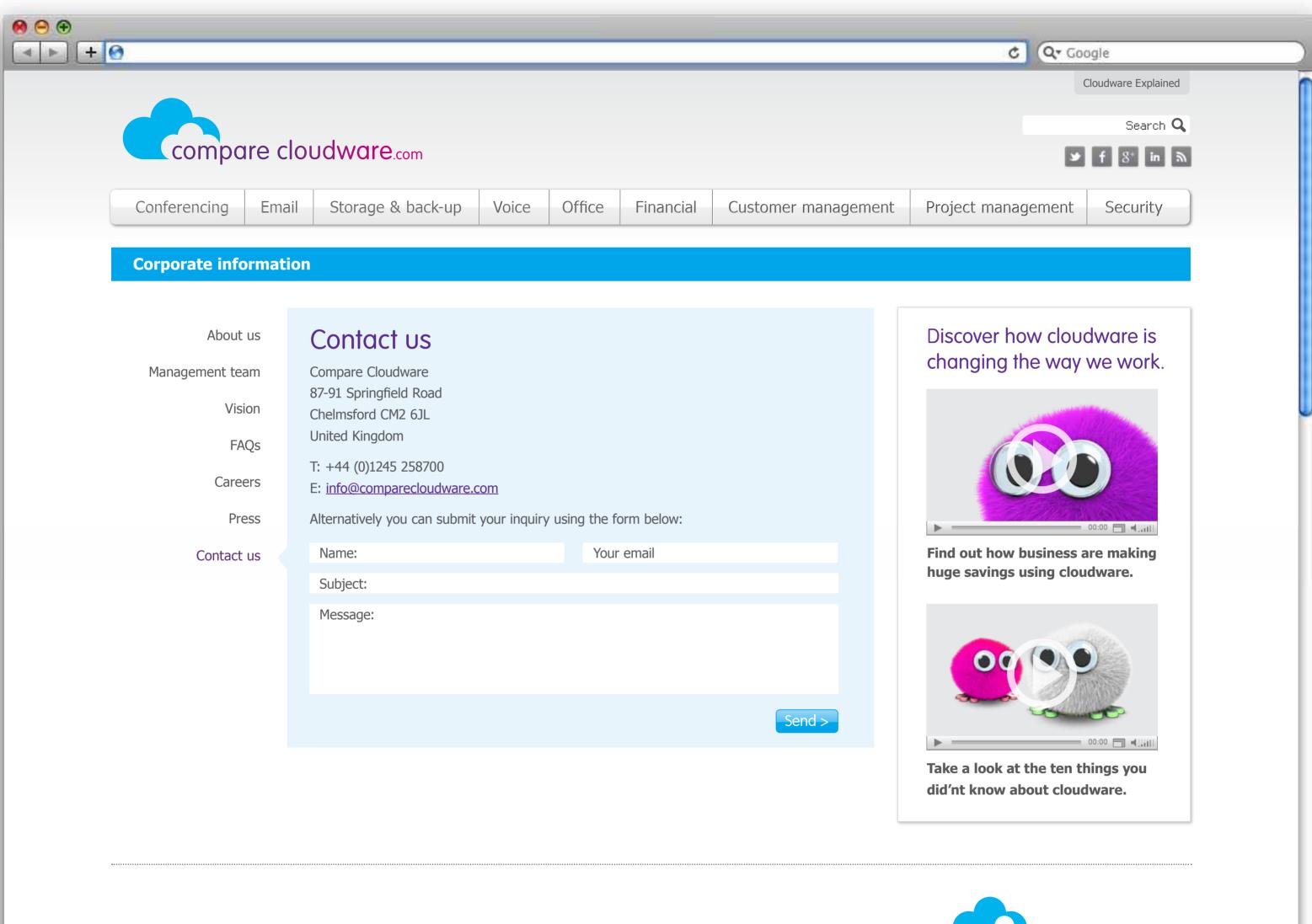
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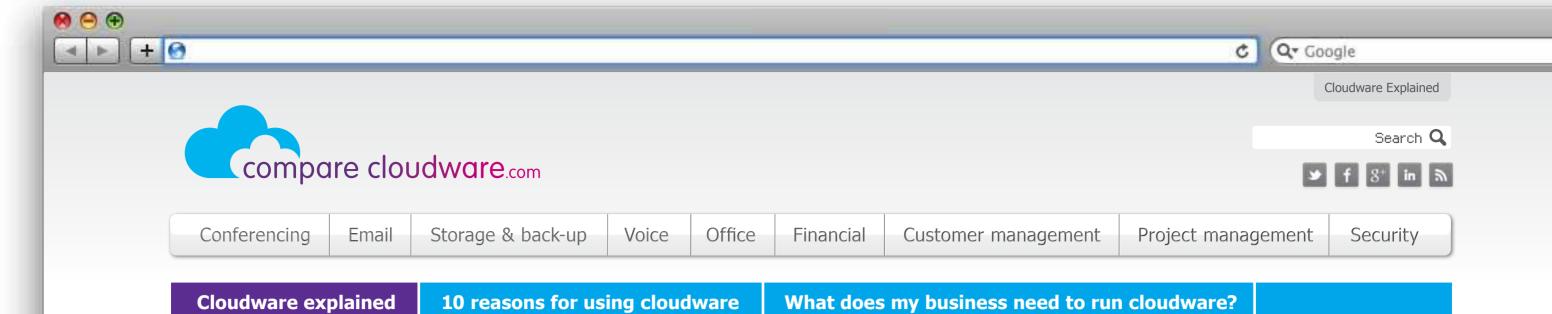
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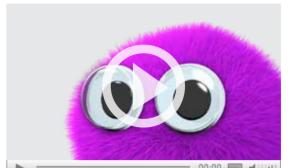




Cloudware is changing the way companies, enterprises and organisations work, but what exactly is it, what are the advantages and why is it generating so much interest? This short guide will give you the answers and turn you into a cloudware expert.

What is cloudware?	Read more >
Why 'cloud' and 'cloudware'?	Read more >
How long has cloudware been around?	Read more >
Why the increased interest in cloudware?	Read more >
What are the operating benefits of cloudware?	Read more >
What are the cost advantages of cloudware?	Read more >
What types of organisations use cloudware?	Read more >
What is available as cloudware?	Read more >
What does my company need to run cloudware?	Read more >
Can I integrate cloudware with other applications?	Read more >

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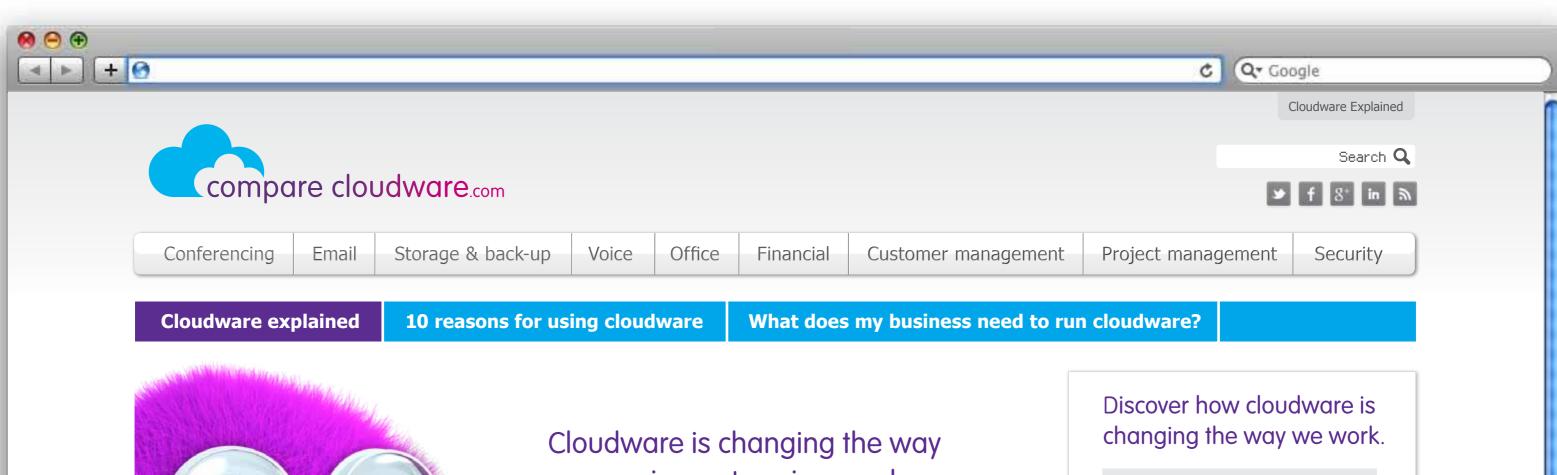
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Take a look at the ten things you did'nt know about cloudware.



Realise the huge benefits of comparing cloudware.





companies, enterprises and organisations work, but what exactly is it, what are the advantages and why is it generating so much interest? This short guide will give you the answers and turn you into a cloudware expert.

What is cloudware?

Cloudware is any application or service delivered through an internet browser to PCs, laptops or smartphones. Users don't need to buy and install software on their machines, and neither do they need high-end hardware. Because everything is accessed through the cloud, an internet connection is all that is required.

Why 'cloud' and 'cloudware'?

The term 'cloud' derives from the use of a cloud-shaped symbol in system diagrams that show the set of services and technologies required to deliver applications over the Internet in real-time. 'Cloudware' is a natural and logical extension to express how it differs from traditional hardware and software.

How long has cloudware been around?

Longer than you think. Hotmail, for example, has been providing its web-based email service since 1996. Salesforce.com, one of the world's most popular Customer Relationship Management solutions that is delivered online and paid for on a subscription basis, started up in 1999.

Why the increased interest in cloudware?

The spread of the internet, in particular broadband access on a range of devices, has moved cloudware from a niche position into the mainstream. Users now know that, wherever they are, they can access cloudware applications and services on their PC, laptop or smartphone.

What are the operating benefits of cloudware?

The three major operating benefits are time, simplicity and flexibility. With a traditional hardware/software-based setup, companies and organisations need to install, maintain and update applications on multiple machines. In addition, servers are often required to store and back up data. Because Cloudware is accessed online, all of the maintenance and storage is handled by the cloudware provider. Users can literally sit down and work without having to address any technical issues. Companies and organisations, meanwhile, can make moves, adds and changes in seconds.

What are the cost advantages of cloudware?

The first major cost advantage of cloudware is that it moves the cost of using applications and services from capital expenditure to operating expenditure. Rather than paying a large up-front sum for software, it is paid for on a subscription basis, so businesses only pay for what they actually need. The second cost advantage is that cloudware can be accessed on any PC, laptop or smartphone with an internet browser, reducing the need to invest in the latest hardware. The third advantage is that cloudware applications and services can be turned on or off as required, so seasonal fluctuations in business can be accommodated without penalties.

What types of organisations use cloudware?

Every type of organisation, business, enterprise and public sector body is now turning to cloudware as a viable, cost-effective solution. For enterprises, it simplifies complicated IT infrastructures. For growing businesses, it allows them to access applications and services that, until now, have been prohibitively expensive.

What is available as cloudware?

Think of e-mail or project management, CRM or web conferencing, storage and backup or finance, security or office applications, and there will be a cloudware solution that can help your business. You can check the full listing of categories here but check back soon. The cloudware market is growing quickly.

What does my company need to run cloudware?

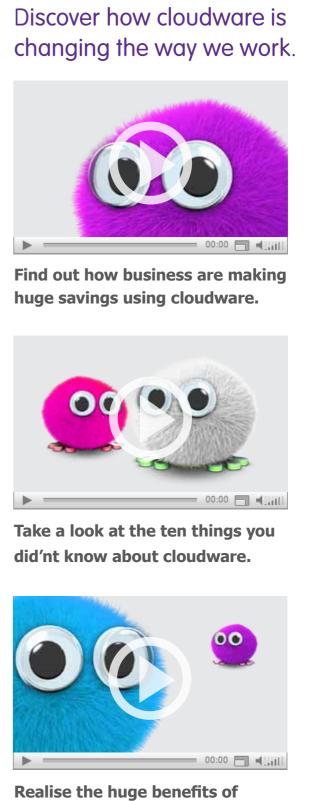
A broadband internet connection and a PC or laptop. That's it. Because cloudware is delivered through the cloud, and because the data it generates is stored in the cloud, all you need to run cloudware is access to the internet and a web browser like Internet Explorer.

Can I integrate cloudware with other applications?

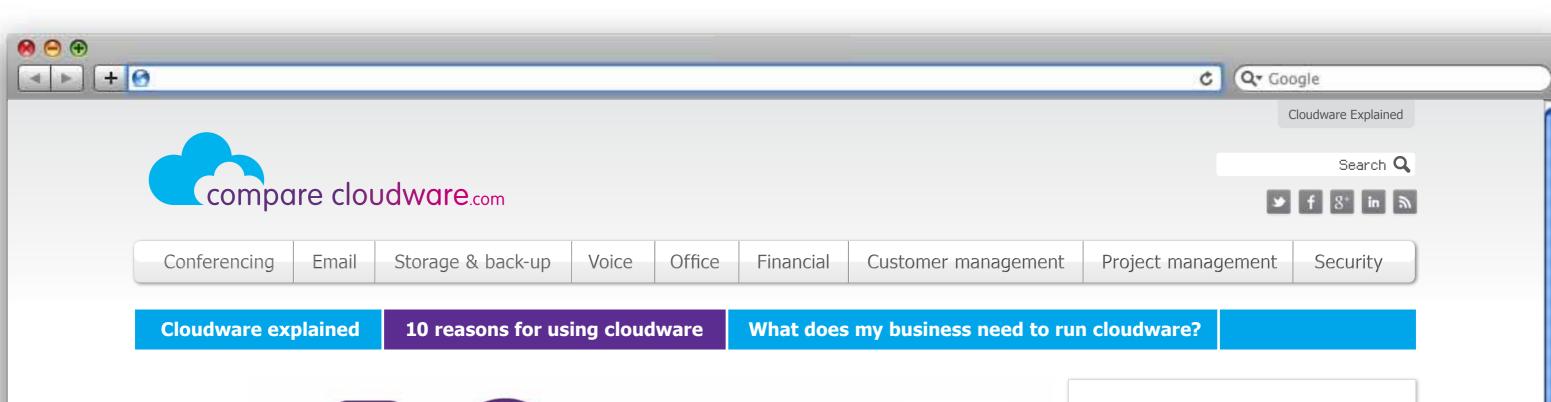
It depends on the cloudware itself. Some cloudware applications and services can be integrated with standard business applications, others are independent. The best way to find out is to use our online comparison tool which will show you where integration is a key feature.

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Lower costs

As a Pay-As-You-Go service, accessing Cloudware involves no big up-front capital sum or on-going commitment. You pay a low monthly subscription which can be ended when you choose.

Scalability

Growing businesses often have fluctuations in their business cycle. Cloudware lets you ride those fluctuations so that the cost you pay reflects the usage you need. You can increase or reduce the number of users when you want to without penalty.

Reduced risk

Backing up data is a necessity in any business. By its very nature, Cloudware applications backs up data continuously, providing an instant business continuity advantage.

Simpler IT setup

As businesses grow, the need to offer more and more users more and more applications on their PCs, laptops and smartphones can become an IT headache. Because cloudware and the data it generates is accessed remotely, it removes the need for a large IT infrastructure.

Enterprise-class applications

For years, enterprises have been able to use complicated, costly applications that have kept them ahead of growing businesses. Cloudware levels the playing field by offering high-end applications to everyone at a much lower entry cost.

Automated updates

Traditional software ties businesses in to an endless round of updates, patches and fixes, many of which have to be installed on lots of different PCs, laptops and smartphones. Cloudware is updated automatically in the background so users are always using the latest, most advanced applications.

Anywhere accessibility

Rather than being tied to the office, cloudware frees users to access the applications they want and the data they need, anywhere they happen to be that has an internet connection.

Any device access

Business users might start work on a PC in the office, continue on a laptop at home and use a smartphone to check on some details in a meeting. Cloudware makes everything far easier because different versions of the same application do not need to be installed on multiple devices. Any device can be used to access the same applications and data.

Speed of access

Installing new applications — and ensuring they work with existing applications and other devices — can take an age. With cloudware, users can choose the application they want and start using it in minutes, sometimes seconds.

A wider choice

Business users have been limited in the past in terms of the number and type of applications they can use to enhance their efficiency and competitiveness. The cloudware market is growing exponentially with developers and vendors creating and sourcing a wide variety of applications.

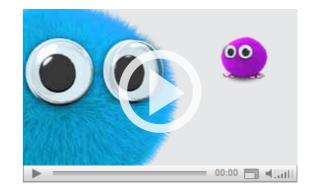
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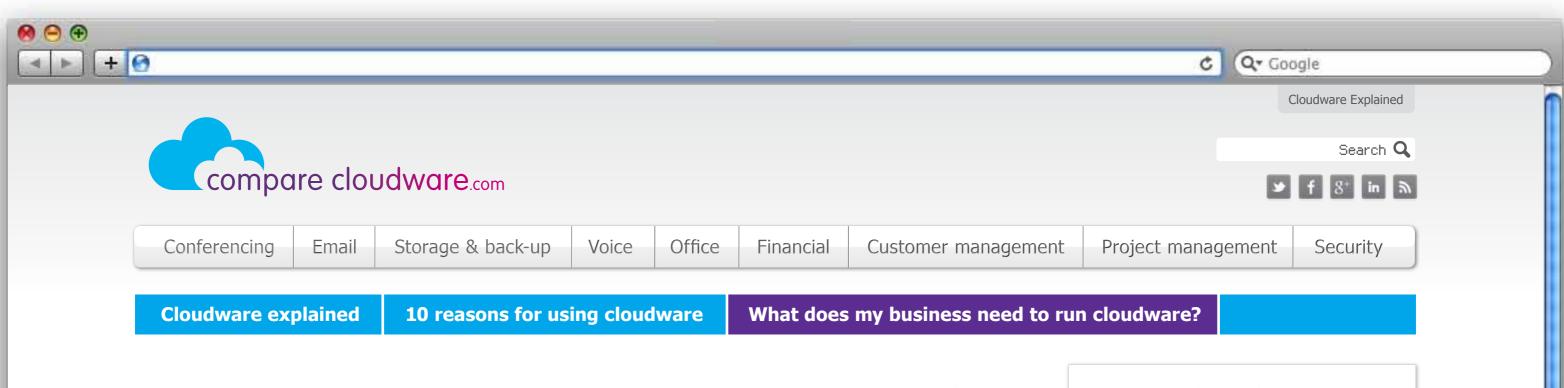


Take a look at the ten things you did'nt know about cloudware.



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Corporate information



Cloudware is changing the way companies and organisations do business. Naturally, however, there will be some reservations about turning to a subscription-based software service.

We've tried to answer the most commonly asked questions about how to ensure your business is ready for cloudware below, but if you have other questions, take a look through the Forums to see if they have been asked before, or raise the question yourself.



What versions of browsers are required?

Most cloudware applications and services run with all of the most popular internet browsers including Internet Explorer, Firefox and Safari. They will normally run using older versions of the browsers, but for optimum performance we recommend downloading the latest version. For specific details, check the 'Internet Browser' section of the comparison table.

What broadband speed is required?

Cloudware applications and services are designed to run on any broadband connection, whether at home, in the office, or through a mobile. Do be aware, however, that typical business broadband speeds are around 20 Mpbs, while broadband speeds at home and on mobiles are lower. Applications and services will therefore always run faster in office environments.

How many users can access the same cloudware at the same time?

This depends on the cloudware application or service being used. Some products are limited to a small number of users, others can be accessed by hundreds of users. Check the 'Users' section in the comparison table to confirm the exact number.

What mobile platforms are supported?

The three major mobile platforms in the UK — Apple, BlackBerry and Android — are supported by cloudware applications and services, with some vendors working on one or two platforms and others working on all of them. When you compare different products, check the 'Mobile platform' feature to ensure your mobile platform is included.

What level of mobile broadband is required?

One of the big advantages of Cloudware applications and services is their ability to be accessed on mobile devices like smartphones. To ensure the optimum performance, we recommend a minimum 3G connection. Check with your mobile phone provider to ensure your mobile devices are 3G.

What firewall considerations are required?

... to be researched ...

What's required for internet telephony/VoIP?

... to be researched ...

What settings need to be turned on within the O/S

Cloudware applications and services typically use a combination of plug-ins and Java. This allows them to work on multiple devices. You should therefore check the preferences in your browser settings to ensure plug-ins, Java and JavaScript are all enabled.

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