About us

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

Compare Cloudware is the first website to recognise the importance of choice, independent advice and easy access to cloud providers. Put simply, we cut through the hype and potential confusion of choosing on-demand software and services.

We’re the first comprehensive digital sales channel for vendors and a user-friendly resource for businesses who want to take full advantage of cloudware.

We help vendors reach growing businesses efficiently and cost-effectively. And we help businesses to compare the features, benefits and costs of cloud services and applications, make a choice and start using them.

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

Management team

The founding team for Compare Cloudware is a group of professionals who have been at the forefront of the IT sector for many years. Our combined knowledge of the technologies and systems of virtually every major IT provider and frontline market experience has given us the insight and expertise to make Compare Cloudware a unique and effective 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 global brands including AT&T, HP, Cisco, McAfee, Cable&Wireless, and NEC. He has over 20 years’ experience in marketing and technology and has previously worked for the WPP Group and PricewaterhouseCoopers.

In addition to his operational responsibilities, Andrew leads the strategic direction for Compare Cloudware and is a key interface for key partners. Andrew is a co-founder of the business.

Caroline Read, Finance Director

Caroline joined the Wilson Miller Group in 1999, bringing with her a wealth of experience in media accountancy and financial management, having previously worked in Fleet Street for several years.

In addition to her role in the Wilson Miller Group, Caroline is responsible for the financial management of Compare Cloudware and commercial relationships with vendors.

Gary Gould, Director

Prior to his role as VP of Marketing EMEA for Panduit, Gary was Global Launch marketing lead for Cisco Systems. Gary has over 15 years’ experience in the IT and Communications sector and has worked with major brands including BT, Verizon, and Virgin Media.. He is an active member of two leading technology sector marketing associations and a long-standing associate of the CIM.

Gary plays a key advisory role in delivery and innovation for Compare Cloudware. Gary is a co-founder of the business.

Ian Wilson, Director

Ian Wilson is the founder and Creative Director of Wilson Miller, a leading technology marketing agency. 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 senior creative roles for flagship agencies such as JWT, McCann Erickson and Holmes & Marchant.

Ian’s role includes brand, communications and marketing direction for Compare Cloudware. Ian is a co-founder of the business.

Vision

Cloudware, or Software as a Service (SaaS) not only reduces costs and simplifies IT operations, it also empowers all types and sizes of businesses and organisations. With the expansion of broadband internet access, virtually anyone can take advantage of the latest and best developments in cloud services and applications.

Compare Cloudware’s vision is to be at the heart of this exciting revolution, providing the best information, guidance and access to the most comprehensive range of cloud solutions. Our aim is to open the cloud for business, streamline the sales process for vendors and take cloudware into the mainstream.

FAQs

What is Compare Cloudware?

Compare Cloudware is the first ever website to provide a comprehensive, neutral and user-friendly online guide to services and applications available in the Cloud. In seconds, potential users can find and compare cloudware features and benefits against their requirements, check reviews and user opinions, access user trials and ultimately subscribe to services and applications.

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 who can benefit from their solutions.

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 comprehensive ability to compare similar products and decide which is best 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. End-users 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 01245 258 700 and we’ll arrange a meeting to discuss the opportunities in more detail.

Is Compare Cloudware really vendor neutral?

Absolutely. 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.

Careers at Compare Cloudware

Compare Cloudware is growing fast. We’re always interested in hearing from sales and marketing professionals with significant experience in the cloud and broader IT solutions.

Based half an hour from London, we’re the pioneers in a rapidly transforming and dynamic market. If you’d like to join an exciting and expanding business at the forefront of cloud technologies, please contact us

Please email us at info@comparecloudware.com