**Compare Cloudware – a revolutionary new channel to market**

**5th January 2012** Compare Cloudware was formally launched today with an agenda of simplifying the shortlist, comparison and purchase of cloud software and services – otherwise known as cloudware.

Compare Cloudware will pioneer a consultative approach to the selection of SaaS propositions through an innovative online platform. The announcement is the culmination of 18 months of planning, market assessment, content analysis, virtual proto-typing and self-funding.

SaaS has grown in popularity over the last couple of years due to significant business benefits including outsourced support, automatic updates, Enterprise quality technology, pre-formed business processes and a PAYG payment models. But, with an increasing reliance on innovative ICT, the challenge for the growing business is how to make sure they make the right technology choices – often without the guidance of a comprehensive IT function.

Conversely, the traditional sales channels to these buyers (retailers, telecom service providers and IT resellers) are restricted to ‘walled garden’ portfolios of their technology partners. These two dynamics have created an exciting and burgeoning market opportunity.

Many opportunist properties have been established over the last couple of years to jump on the cloud bandwagon. However, most are merely unsophisticated marketplaces, directories or pseudo-review sites that offer menus of cloud services – but with little or no ‘digital consultation’ to drive business users to the right service.

Compare Cloudware will offer more independence and intelligence in the SaaS selection process. The business will benefit from guidance to the most appropriate service in the market. The cloudware vendor will benefit from a direct channel to the growing business buyer.

Compare Cloudware will be in Beta phase in Q3 2012, with an intended market launch early in 2013.

**Software vendors are choosing to compare**

**12 April 2012** Since January, Compare Cloudware has undertaken comprehensive user-testing and focus groups to ensure the development of an optimised user experience and flexible technology platform. There has been a positive response to the operating model, ‘stepped’ vendor proposition and customer journeys.

SaaS vendors, industry commentators and publishers alike have responded favourably to the creation of a comprehensive and independent resource for discovering the right cloudware.

Vendors from CRM, finance and security have already signed-up for representation on [www.comparecloudware.com](http://www.comparecloudware.com) at launch. Additionally, the inclusion of categories such as office and project management has been fast-tracked due to a positive response from providers.

The research programme proves that SaaS vendors recognise the value in a global digital channel to buyers – avoiding the friction and operating costs of legacy sales channels. Additionally, industry commentators sympathise with a simplified shortlist/compare/select process – therefore helping businesses adopt risk-free cloud computing. Perhaps surprisingly, progressive IT resellers have seen the potential for Compare Cloudware in their go-to-market plans.

The Compare Cloudware platform will progress to beta phase in Q3 2013.

**Customers need more than a mart**

**21 June 2012** Compare Cloudware is working closely with SMB, mid-market businesses and SaaS vendors to develop a consultative platform to shortlist, compare and purchase cloud software and services – otherwise known as cloudware.

The close consultation period has highlighted some important challenges and opportunities in the adoption of cloud services.

1. Almost 60% of businesses will be considering new or additional cloud technologies over the two years
2. Over 90% of businesses say they don’t have the time, expertise and decision-making framework to compare the SaaS market
3. Over two thirds of businesses want more than search results – they value a more filtered approach to selection
4. When researching the market for appropriate technologies, almost 80% of businesses do not establish a formal criteria list (ie browsers, OS, support, features, integration needs) before commencing
5. Over 75% would start the research process with search engines. Less than 10% would start with their IT partners - whilst less than 5% would consider their telecom service provider. The remainder would use a combination of colleague referrals and PC retailers.

The exercise has cemented Compare Cloudware’s view that growing businesses are increasingly adopting cloud technologies for a broad range of business processes and tools. In some cases these are rapidly becoming main-stream. Against this transformation, the business currently is tasked with self-qualifying its needs and exposed to the random nature of search results to source the right solution.

The Compare Cloudware platform will be at Beta phase in Q3 2012.

**Compare Cloudware - supporting the rise of Subscription Business**

**5 July 2012** Through Compare Cloudware’s consultation process we’re are seeing some common challenges for businesses of all sizes. Businesses are faced with a trilemma – and this is fostering a culture of Subscription Business.

1. Business is coming to terms with reduced availability to funds (whether credit or extended debtor payment terms). Businesses want more value and flexibility from their working capital.
2. Against this, the organisation needs to innovate processes and services to provide competitive differentiation and create efficiency. New economies and markets are often in short supply – so fresh opportunity needs to be created from scratch.
3. Finally - business appetite for risk is low. Most leaders report a more conservative approach to long-term commitments and speculation.

Against this backdrop is easy to see why a lighter and more scalable approach to business – Subscription Business - is becoming more popular.

Business decision makers are increasingly looking to ‘subscribe’ to the solutions they need on an incremental, pay-as-you-go basis – whether software, professional services or facilities. Compare Cloudware recognises this – but perhaps what’s commonly undervalued is the value-creation that this model can bring to enterprise.

Subscription Business – through cloudware – has the potential to disrupt, transform and redesign how business is won, nurtured and delivered. It can revolutionise how customers, partners and markets do business. At Compare Cloudware we’re seeing how progressive businesses look beyond the more obvious operational and financial benefits – towards greater knowledge retention, service acceleration, expanded global delivery and product innovation. What we find exciting is that these aspirational business outcomes are just the tip of the iceberg.

Subscription Business makes a lot of financial and risk sense to the Finance Director and the Board. But, with careful planning it can also be used as an enabler for the growing business too.

**Beta 2.0 – on time, on budget, on vision**

**11 October 2012** Compare Cloudware is proud to announce the early launch of the Beta 2.0 version of [www.comparecloudware.com](http://www.comparecloudware.com). This builds on the success of Beta 1.0 which was also delivered on-scope and within budget.

Beta 2.0 retains the integrity of the user experience and ‘digital consultation’ envisioned in early prototypes. The Compare Cloudware design, user experience, development and content analysis teams have worked tirelessly to deliver an intuitive and industry-leading platform that will revolutionise the sales channel for cloud services.

Additionally, the site benefits from a robust and flexible technical architecture that delivers optimised database performance and a responsive user interface. Also, the user experience and development teams have platformed for a broad range of devices, browsers and iterations of user settings.

Beta 2.0 feedback has been extremely positive – with additional fast-track requests from security and CRM vendors. These two categories were originally planned for Phase 2 roll-out but are now been analysed and resourced for Phase 1 launch.

Compare Cloudware is currently committed to full launch in Q2 2013.

**Team strengthened for launch**

**1 November 2012** Compare Cloudware has announced the strengthening of its team, in preparation for launch in Q2 2013.

The company is pleased to create 3 new roles. The decision has been taken following requests to expand SaaS categories at launch - in addition to positive Beta feedback from IT publishers and industry commentators.

‘’The expanded team is crucial to a successful launch of Compare Cloudware’’ said Andrew Miller, Managing Director of Compare Cloudware. ‘’The addition of an Operations Manager, Business Development Manager and a Client Services Executive will help us deliver our vision of a truly innovative channel to market for cloud providers – and pioneering decision tool for growing businesses’’

November promises to be a busy on-boarding period for the team.

**Compare Cloudware launches User Group**

**3 January 2013** Compare Cloudware today announced the opening of its User Group – formalising the test, feedback and stakeholder collaboration programme so successful in the incubation and development of the platform.

The group includes business users from a broad cross section of segments, sizes and technology competence levels. This constituency provides first-hand guidance on the technology platform, user experience and content presentation.

In addition, cloud providers provide feedback and counsel on proposition enhancement, new product development and development roadmap.

To join the Compare Cloudware User Group, click here **(launch email to usergroup@comparecloudware.com)**

**Compare Cloudware – opening the cloud for business**

**XX May 2013** Today, [www.comparecloudware.com](http://www.comparecloudware.com) went live – after 3 years of planning, 18 months of business creation and a year of platform development.

Compare Cloudware cuts through the hype and confusion of choosing on-demand software and services. It’s the first website to recognise the importance of choice, independent advice and easy access to cloud providers. As the complete one-stop resource for research, absolute comparison and selection. Compare Cloudware simplifies and streamlines the buy/sell process for users and vendors.

With 9 categories of SaaS provider and service, Compare Cloudware is proud to represent many of the leading cloud vendors – comprising over 500 service propositions.

Cloud has created a market opportunity for small providers to compete with large providers - and for all to be agile on a global scale. However, the challenges for both are:

* To drive maximum market awareness and education for cloud products or services
* Achieve low cost of sale
* Drive volume and recurring revenues
* Measure and manage return on sales and marketing investment.

‘’The answer to these challenges can only be found in the cloud itself and Compare Cloudware‘’, said Andrew Miller, Managing Director of Compare Cloudware. ‘’We’re pioneering a new global, digitally -consultative channel to market for SaaS vendors. We provide a low-friction option for cloud players looking for a streamlined route to the growing business’’.

For software providers or SaaS vendors, Compare Cloudware should be an essential part of the sales and marketing strategy:

* A wide choice of cost-effective marketing packages to suit budgets and strategies
* More user intelligence to support sales and marketing in a dynamic growth market
* An independent resource that works harder for you and your market
* Low cost of sale and more recurring revenue opportunities.

Compare Cloudware has phased launch plans for further categories throughout Q3 & Q4 2013. To register your services click here **(launch email for marketing@comparecloudware.com)**