

Dreamcloud:

Adding a New Dimension to Application Development

A great business strategy combined with the right partnerships can have an incredible impact on an organization's success. This absolutely rings true for Singapore-based Dreamcloud. "The quality of our services, coupled with our strategic partnership with OutSystems—the leading low-code platform, is what gives us our competitive edge," elaborates Daniel Lim, Dreamcloud's Managing Director. A system integration (SI) and consultancy firm, Dreamcloud works with clients and partners to develop and implement web and mobile applications.

Dreamcloud comprehends the key challenges prevailing in the software development industry, including massive backlogs, fewer resources, more devices, and an ever-accelerating need to innovate. These problems continue to plague many organizations today, and together, Dreamcloud and OutSystems provide a solid value proposition to help overcome them. The OutSystems low-code platform shortens development time and quickly integrates with existing legacy systems, while the Dreamcloud team provides the professional services to deliver projects from end-to-end.

"We need to constantly find better ways to deliver our projects," says Wong Seok Ling, Business Development Director. "Working with OutSystems helps us to deliver enterprise grade applications faster and with smaller teams."

Operating in a highly competitive market, Dreamcloud aims to differentiate themselves by placing a strong emphasis on the quality of their services. "Many prospects look for low-cost solutions, which may not necessarily bring the best results. Instead, we find that customers appreciate a partner who can provide quality and good value," Seok Ling says. Dreamcloud's management team makes a continuous effort to instill a commitment to quality in their team philosophy, and this seems to be paying off.

One of the most renowned security companies based in Singapore, Certis, serves as an example of one of Dreamcloud's successful projects. The company engaged Dreamcloud to digitally transform several HR processes such as leave application and staff on-boarding using the OutSystems platform. Dreamcloud built 12 applications within a year, eliminating paper-

based processes, and transforming Lotus Notes workflows into mobile apps. Kong Fook Keong, Vice President of Information Systems and Technology, Certis, says, "Dreamcloud has been a very good partner. They don't just help us with technology, but also complement our resources with capabilities in terms of developing applications using agile methodology."

Benny Lam, the Technical Architect at the National Institute of Education, agrees that Dreamcloud is a capable system integrator, "Dreamcloud has a core team with the right ethos, being astutely technical and yet warmly customer oriented. They consistently deliver cost-effective solutions of the highest quality."

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Daniel and Seok Ling give credit to their dedicated and competent team for Dreamcloud's success so far. "Our people are our most valuable asset, so we invest in hiring the right people and equipping them with the appropriate skills and values."

Apart from custom development, Dreamcloud also has an in-house product development team to innovate and build products that can benefit enterprises and SMEs. Next year, Dreamcloud will launch Rizurv, an enterprise booking engine that enables businesses to avail their services for online booking. Designed to be highly flexible and scalable, the engine empowers businesses to increase their customer reach and to take control of their bookings from end-to-end.

Daniel is optimistic that Dreamcloud can grow its footprint in Singapore further and expand into the region within the next few years.

"Dreamcloud is in an exciting phase of growth at the moment," he says, "and we hope to eventually become a technology partner of choice to enterprises globally in the future." **ACO**



Daniel Lim,
Managing Director

Wong Seok Ling,
Business Development Director