



Q&A with Quentin Adam, Founder and CEO of Clever Cloud providing IT Automation for the Development and Production of Apps



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“Our product is used from independent developers up to large corporations of thousands of employees in more than 2,000 cities worldwide, 24/7 and we are a team of 12 people.”- Quentin Adam

CEOCFO: Mr. Adam, what is the concept behind Clever Cloud?

Mr. Adam: We do IT Automation. We strongly believe that, now already but even more in the future, the big difference between competitors of a same market will be their capacity to develop, use and improve digital products (mostly apps, mostly online). This is why we created Clever Cloud.

We automate all the hassle between development and production. That includes many steps like version control system integration, deployments, security, auto-scalability, monitoring...). We reduce the duration between the start of a project and when developers are familiar with deploying the codebase on a production environment. We run two datacenters in order to provide this service in the cloud but we also offer it on our customers' own premises.

CEOCFO: Would you give us an example of a typical client engagement?

Mr. Adam: We have customers in more than 2,000 cities in the world. We do not have two similar customer engagements. Sometimes we acquire new customers through evangelism, goodies, online advertising, cold emails, search engine optimization or when we participate to events.

Then, after this first contact, it takes them between one second and several months to become a customer. It does not depend on the size of the company or its digital maturation. Our product is really easy to integrate and onboarding team members can be done in a snap. We saw a corporation with 4,000 employees integrate our product within a single day.

One common thing though is that, most of the time, our best sales force comes from internal developers ; they start using our product for personal use and then they promote it in their company.

CEOCFO: Who is using your services? How do you attract interest?

Mr. Adam: Our product offers value for more than one team inside organizations. We bring most of the value to developers. We help them to focus on their real job: development. They can deploy whenever, access logs, fix bugs quicker, integrate their version control system and do continuous integration, delivery and deployment. CTOs like our product for other reasons. They set up environments in seconds, many technologies are available. They try new architectures out of the box, they optimize schedules, costs and resources. They scale vertically, horizontally or both; manually or automatically. They manage rights and accesses for both internal and external teams. Project managers also like it. They decrease project duration by four in average. They flatten project risk curve earlier and they provision or migrate credits from one project to another very quickly without losing a dime. Accountants find it useful. They have both global and detailed view of costs. They receive notifications when credits are purchased and have access to invoicing. Ops also love it because now, they focus on network issues and sleep better at night. Finally, internal or external clients love it too. They understand better what DevOps is about, they are notified of new deployments and can share feedback