

Software as a Service Business Analytics Platform for Delivering Information Technology helping Companies Determine Solutions and Suppliers for their Cloud Computing Needs



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Interview conducted by:
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CEOCFO: *Mr. Kelly, what is the idea behind CloudGenera, Inc?*

Mr. Kelly: At CloudGenera our business is really focused on helping companies modernize their approach to information technology. We see a challenge in the industry today that is being brought about by this trend towards cloud computing. Customers are paralyzed by all the options. There is too much complexity. There is too much variability in terms of what technology platforms, what technology providers they can leverage for their business and they are seeking simplicity. They are seeking an agnostic, unbiased opinion that can help guide them towards digital transformation. Therefore, our business exists very similar to how Google Search makes it easy to find content on the internet. CloudGenera's algorithms are a software platform, which we deliver as Software as a Service. It helps companies determine the vast suppliers to support their investments in cloud computing.

"In fact, the technology provides real time virtualization into what the market can offer. Therefore, for many of these organizations our subscription pays for itself in spaces by being able to repurpose the precious enterprise architect and business analyst research head count towards things that drive innovation for your business and not just keep it current on the ten thousand changes Amazon made this month. Let the CloudGenera automation and software solve that for you, so that you can focus on problems that are core to your business." - Brian Kelly

CEOCFO: *Are people skeptical that you are unbiased? Do people sometimes question whether anyone is really neutral these days?*

Mr. Kelly: I think it is a very fair question. It is not something that is foreign to us. The way products and technology have been historically sold has been with sort of a heavy handed sales motion; a lot of face to face interaction. As we saw the explosion of digital marketing today, everyone assumes that someone has an ulterior motive or agenda. One of the beautiful things about our business model, one of the things that gives people comfort that we are unbiased and agnostic, is that we do not make any money off of the decisions that you make. Therefore, if you decide to move to a new provider, that is okay. If you decide to stay where you are and potentially modernize that, that is also okay. One of the things that usually gets people really comfortable with the fact that CloudGenera is agnostic and unbiased is that our outcomes sometimes say, "do not do anything. You are in the best position right now for the types of problems you need to solve and the types of technologies you are using." That is usually quite refreshing and something that gives people confidence