

## What problem are we trying to solve?

The cloud can represent a great way to gain efficiency, agility and productivity and reduce datacenter costs. What is needed is an easy way from the application owner to the CIO to evaluate the myriad of cloud options "in minutes not months" but in a way that is customized to an individual environment and specific to an application. Many technology companies focus on the "what", the "where" and the "how" of moving to the cloud, but nobody is really focused on the "why", "when" and with "whom". CloudGenera attacks the subject of cloud adoption from an application point of view vs. the traditional generic workload perspective.

Also the CIO's role is changing - CIOs are becoming the service provider for the line of business (LOB). CIOs are under pressure to "do more with less" and to "innovate thru technology". Cloud is often top of mind as it can bring efficiency, agility and cost savings. But all too often companies jump into choosing a cloud option, only to find it isn't right for them - for whatever reason. There are many CIOs who have invested in cloud offerings and now need to accelerate adoption of their cloud and showcase the success. But they struggle to gain adoption for a number of reasons and also don't want the LOB going rogue and swiping credit cards out on the open market with any public service provider in the market. They need to ensure governance and compliance. So just building or investing in cloud isn't enough - the "build it and they will come" strategy isn't normally successful.

## What do we do?

CloudGenera is a cloud search company. We simplify and accelerate the adoption of the cloud. We are to the cloud what

Google was to the web way back when. Google created a unique set of formulas and algorithms to serve up web pages in a certain fashion based on people's search criteria. CloudGenera provides a similar result for the cloud with our unique cloud analytics platform, CloudRank. This coupled with our advisory methodology and application-centric view of the world provides decision support for the cloud.

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**CloudGenera is laser  
focused on solving  
two aspects on cloud  
acceleration.**

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Firstly we focus on eliminating the barriers businesses face when attempting to leverage the cloud by radically simplifying the decision making process. We do this with a solution called CloudAssist. We guide companies through the exercise of evaluating and selecting a cloud delivery model and cloud service provider that best suits the needs of their applications – private, public or hybrid.

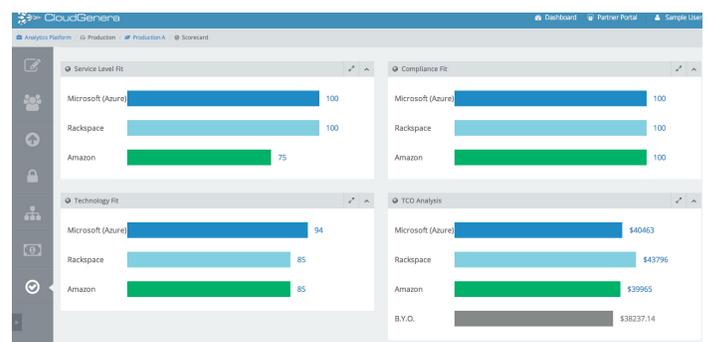
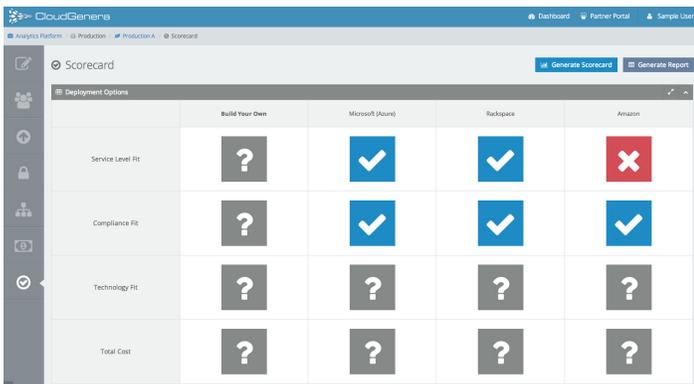
Secondly we accelerate the consumption of cloud services with a solution called CloudAdopt. CloudAdopt is a sales and marketing platform that helps service providers and businesses market, sell and gain adoption of their cloud offering – be that internal or external cloud options.

We are a Software as a service (SaaS) company and typically engage in 1-3 year subscriptions.

## What solutions do we have?

### CloudRank

CloudRank is a software platform that analyzes a combination (6) of factors and dimensions to assess an application environment's best cloud delivery model and provider, including but not limited to application purpose, cost, infrastructure, performance, availability, privacy, compliance and regulatory concerns. Our patent-pending technology includes proprietary analytical methods and algorithms specialized for making a holistic application assessment that guides the application owner to the best options to consider for cloud computing deployment models.



### CloudAssist

CloudAssist helps businesses to determine which of their applications are good candidates for the cloud, what type of cloud and which service provider they should consider. Application owners prescribe information around their applications into our SaaS platform and CloudAssist analyzes a combination of factors when assessing an application environment's best cloud delivery model including, but not limited to, application purpose, user demographics, cost, technology, performance, availability, privacy, compliance, and regulatory concerns.

#### Benefits Of CloudAssist

- Determine the best delivery model(s) to address business needs
- Determine which cloud provider best addresses the needs for each phase of an application's life-cycle
- Comprehensive analytics provide a holistic assessment of an application environment, providing deployment model recommendations that reduce risk and increase confidence - decreasing the decision time around cloud from "months to minutes".

## What solutions do we have? (cont.)

### CloudAdopt

CloudAdopt was created for the use of service providers, technology partners and enterprise companies as a mechanism to help them market, sell and drive adoption of their cloud offerings.

Using a combination of user experience capabilities, technology configurations, cost models, service level options, IaaS, PaaS, SaaS offerings and highlighting certifications around security and compliance a product manager can define and differentiate their cloud service offerings in the market to be consumed.

A service provider, technology partner or enterprise company is then able to market their offerings to the CloudGenera.com community to identify and target the best consumers for their cloud service portfolio.

#### **Identify new cloud service configurations with significant profit potential.**

CloudAdopt provides service providers, technology partners and enterprise companies with the ability to test and model different cloud service configurations with the goal of determining the largest and most profitable addressable market opportunities for their cloud service offerings.

The platform can be used to identify and analyze the trends and interests of application owners as it relates to their cloud service offering needs and assists in discovering new opportunities for differentiated cloud service offerings.

## Who are the founders behind CloudGenera?

Brian Kelly is the CEO and technology founder behind CloudGenera. Brian is responsible for CloudGenera's day-to-day operations and business strategy, as well as leading the company's product development and technology strategy. He is a prior technology start-up founder, inventor and US patent holder.

Jason McKinney is the Chief Revenue Officer at CloudGenera. Jason is responsible for CloudGenera's sales strategy, sales execution, and marketing.

Scot Stover is the VP, Enablement and Services at CloudGenera. Scot is responsible for CloudGenera's business partnerships and broader business relationships and co-authored CloudGenera's patent pending Cloud Needs Assessment methodology.

### **Where is the company based?**

We are bi-coastal with presence in Palo Alto, CA and headquartered out of Charlotte, NC

### **We are not a cloud broker!**

CloudGenera has a different business model than a traditional cloud broker. We do not resell any of the cloud services of the technology partners and service providers we work with. CloudGenera operates more as an exchange than a broker. We equally represent all options, including internal cloud, external cloud, and non-cloud when the justification for moving to the cloud does not exist.

### **How do you ensure that your cloud platform is up-to-date and accurate?**

CloudGenera integrates directly with the large cloud hosting providers and also invests significant resources to ensure the cloud service models that exist within our platform reflect the current capabilities of the cloud providers in the market. The cloud market is evolving rapidly.

Information is updated via automation that is enabled by our api integration to various service providers. In addition, we regularly audit and quality assure the cloud services described within our platforms to ensure that the automated feeds and manual data entered into our platform are both up to date and accurate.

CloudGenera's technology and certification efforts ensure the data within our platform is accurate and the recommendations we make are based on the current market capabilities

### **How many service providers do you have today?**

In our platform we represent all of the large cloud vendors such as AWS, VMware, HP, Microsoft, Google and Rackspace. We also have regional service provider catalogs represented to give our customers maximum choice.

