



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



Quentin Adam
Founder & CEO
Clever Cloud
www.clever-cloud.com

Contact:
Quentin Adam
+33 6 62 09 40 07
quentin.adam@clever-cloud.com

“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

quicker and more often. They directly see that agility and useful features most of the time directly translate in good business.

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We attract interest because we match our times' needs. We provide a simple solution to a complex problem with an accessible speech and a great customer experience.

CEOCFO: *What is the range of your products/services?*

Mr. Adam: We offer Clever Cloud in three different "flavours": public cloud, enterprise and enterprise on premises. On each one of them, the level of service is different but the core product is the same.

We offer a lot of technologies and we add every month or so. Our customers can now use Node.js, PHP, Go, Ruby, Python, Scala, Java, Docker, Haskell, Rust, Kafka, Warp 10, Cellar S3 Storage (an Amazon-S3 compatible file system management platform), FS Buckets, MongoDB, MySQL, PostgreSQL, Redis, Elasticsearch, Socks, RabbitMQ, Cassandra... For some of our customers, having that many available, secured and scalable technologies on one PaaS or hosted on their own premises was just impossible. Now it is no longer impossible. They can deploy on any of these within a minute.

We do not do much service apart from consulting, training and support. We are quite famous on our market for the quality and efficiency of the support. It's mainly due to the fact that we fix problems before they happen: automation, but well done automation. We do consulting and training only on demand.

CEOCFO: *What is Clever Cloud On-Premises?*

Mr. Adam: It is the exact same product. Two major differences though: service level and premises. We include an even better and priority support, a custom contract, training, conferences, Clever Club membership and the fact that our product runs on installations we do not run.

We launched it because of several reasons. First, our finance and insurance customers needed our product but wanted it running on their own premises. Second, it was a really interesting way to increase our monthly recurring turnover and operational margin. Third, our job is to automate servers, why not our customers' servers?

CEOCFO: *What is the competitive landscape?*

Mr. Adam: Our company was born in 2010 and our product became available in 2012. The PaaS (platform as a service) market has never been an exploding market. The remaining competitors are on big players' drip and the others are dead mainly because of bad business models, low price grids or bad quality. The biggest flaw was their incapacity to attract and retain key accounts. On the other end, we are still standing because we have a strong business model, a good growth rate, a high quality, profitable price grids AND we interest and retain major corporations.

Our main competitor at the moment is Amazon. It is, at least, the one that our prospects like to compare us with. We are confident because, we do actually keep our promises: IT Automation. We run 5,000 more servers than we use to in 2010 with a team of the same size. How? Because we automate everything! Our servers curve can keep on growing exponentially while our staff team remains the same. Can the competition say the same?

CEOCFO: *What has changed in your approach over time?*

Mr. Adam: At the beginning of Clever Cloud we used to pitch it a cloud hosting provider. We then understood that was interesting for our customers is they had almost nothing to do once their app was deployed and parameters set up. This is when we changed our speech to a more differentiable and valuable one: IT Automation. That's what developers want: push code in production. That's what organizations want developers to do. That's what the world need: scalable, automated, auto-healing software. The word "cloud" went from hipster to mainstream, it lost much of its true meaning.

CEOCFO: *What is next for Clever Cloud?*

Mr. Adam: Many things. We have a tight agenda until the end of 2017. We are negotiating to add all the Microsoft technological stack for many of our customers: .net and SQL Server platforms. We will start marketing automation, we will hire people for the support team and we plan to open datacenters in Asia and Africa (We have some in Europe and Northern America at the moment).