

## A Cloud-Based Vendor of Phone Systems and IT Products, CloudConnect, LLC Offers Big Business Phone Technology at Small Business Prices while Helping Companies Improve Efficiency and Transition to the Cloud with Ease

### Technology Cloud Strategy

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**John Krause**  
CEO

**BIO:** John Krause founded Cloud Connect in 2011 after ten years managing his own promotional marketing company. Technology is a passion in Krause's personal and business life. Today he teaches about the Cloud and inspires companies in the 150-and-fewer employee category to move smoothly into the Cloud. Clearly the way businesses communicate today has changed. With a unified communications strategy, and understanding the options, he helps companies navigate to and through the cloud. Krause concludes "the cloud is the communications breakthrough of the new century and will be with us for decades. I love it!"

### About CloudConnect, LLC

Cloud Connect is a silver lining to the Cloud. We offer big business phone technology at small business prices. Our Silver Service Guarantee gives you the peace of mind you want knowing your cloud solutions are secure, always accessible to you, and always working.

Cloud Connect helps your company's transition to the cloud. Whether its

VoIP phone systems, faster internet bandwidth, data security, or data back up, we are there. It's OK to have your head in the Cloud.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO: Mr. Krause, what is the concept at CloudConnect?**

**Mr. Krause:** Cloud Connect is a cloud-based vendor of phone systems and IT products. We help small and medium sized companies improve their efficiency, whether communicating internally or with customers. Bottom line is our pricing takes advantage of cloud based products while beating the old and many of the new technologies.

**CEOCFO: Do you have particular types of companies that are a focus for CloudConnect?**

**Mr. Krause:** We focus on small to medium sized companies 5-150 employees. We have an interview process with potential customers during which we gauge their wants and needs. We use various manufacturers for cloud-based products that tailor the needs of each customer.

**CEOCFO: Would you give us an example of how you decide what works best for a customer?**

**Mr. Krause:** I have many examples and it all starts with finding our customers critical issues and challenges. One company has three locations: one main location and two remote. Part of their challenge was significant long distance costs and issues trying to communicate internally with each

employee. We put together a unified communications voice over IP phone system. With the phone software this enabled them to call each other through internal extensions even though they weren't at the same location, instant message each other and track who was on a phone call or in a meeting just by looking at their computer screen or smart phone. Now they can keep track of where different staff members are and be able to communicate with them right instantly from their iPad, smart phone or desk phone because the system is cloud based. All they need is an internet connection.

**CEOCFO: When you are evaluating services, what is most important?**

**Mr. Krause:** That is a great question. Cloud-based services are fairly new and are growing rapidly. I look for stability or a great product model—something that fits customer's needs. There is a value proposition to the products: I want to make sure the pricing and product features are aligned competitively and go from there. I have a handful of suppliers that I work with and we have done some great education for each other. They educate me on their product and I educate them on the needs of my customers. We give our customers large company features, and save them up to 70% of what they are currently paying for communication services.

**CEOCFO: Do your customers tend to take advantage of the full range of your solutions?**

**Mr. Krause:** They are picking and choosing right now. I have some cus-

tomers who are very cloud-proactive and others who are very nervous of the cloud and want control of their phone and server systems. They do not fully understand the benefits to the cloud, whether it is cost savings or unified communications and all the benefits that those present. So I work very hard with my customer's transition and show the simplicity of the cloud and what it offers.

**CEO CFO: How do you break through to cautious customers?**

**Mr. Krause:** We ask them a significant number of questions and try to find their hotspots. We also educate them on the opportunities that the cloud will offer their company. Many of the benefits is the cloud based product gets updated remotely and automatically for them. Once they get more comfortable with the thought of what the cloud is, they start seeing the benefits and loosening up on the idea of migration.

**CEO CFO: Other than size range, is there a common thread with the types of companies you work with?**

**Mr. Krause:** More than anything, we work with companies that keep hearing about the cloud and they either want to know more or they are proactively approaching opportunities to make their business more efficient using cloud-based products.

**CEO CFO: How do you reach potential customers?**

**Mr. Krause:** I have a multi-pronged marketing approach. I do speaking engagements; I connect with IT associations, commercial real-estate brokerages and marketing brochures, but more and more it is referrals that are growing the business.

**CEO CFO: Do you find that one works better than the other?**

**Mr. Krause:** It is a combination. It is still getting your name out there and approaching the customers, then working the network from happy customers and where that all leads. It is an organic flow. Some months it starts moving one direction where I am dealing with a lot of IT managers, and the next time it is many people moving and they need new systems and know that they have to start looking at cloud-based options.

**CEO CFO: Does customer service come through you or through the individual provider?**

**Mr. Krause:** It generally starts with me. Depending on the situation and the ease of the fix, I have technical

**“We investigate the customers’ needs to make sure that we are supplying them with the best products for their communication and IT challenges.”- John Krause**

help inside my company. Depending on the customer and what their needs are, we can fix about 80% remotely of what we do.

**CEO CFO: Would you tell us how your customer service shines?**

**Mr. Krause:** You are only as good as how much you can help your customer. My goal is to keep my customers communications systems running, that means no issues. The cloud based services I offer have 99.999% up time during business hours. Issues do arise, but when they do come up, we work quickly to fix the problem. I do whatever I can to help them that way.

**CEO CFO: Are there products or services you would like to add?**

**Mr. Krause:** Always. Technology does not stop. There are new cloud based products and services coming out all the time. Many of them I do not even know yet. It is a very fast growing category with lots of products and services. That is one of the reasons I will be at ITExpo next week: to learn more about the product offerings and opportunities that I think will be able to help my clients.

**CEO CFO: How do you evaluate product offerings and opportunities with so many of them out there?**

**Mr. Krause:** I do not have any hard and fast rule on that. There are some that feel and look good and will simplify my customers work processes. I also understand my customers’ needs and whether a new product or service will help them.

**CEO CFO: How is business these days?**

**Mr. Krause:** Business is good and growing.

**CEO CFO: What makes CloudConnect, LLC a unique company to investors and people in the business community?**

**Mr. Krause:** We investigate the customers’ needs to make sure we are supplying them with the appropriate products for the communication and IT challenges they have. We look in-depth at those challenges and help them through the process. We are on the forefront of cloud-based technologies, mostly on the unified communications side along with data backup and security. Our main goal and focus is cutting edge communications technology.

