



Cloud Software Development Company with Solution Allowing IT Providers to Easily Deploy, Manage and Monitor Remote Desktop Services in the Microsoft Azure Cloud



James Riley
CEO

Conexlink
www.conexlink.com

Contact:
James Riley
972-218-0740
james.riley@conexlink.com

Thao Duong
972-218-0734
thao.duong@conexlink.com

“MyCloudIT is not only an automation platform that sits on top of Microsoft Azure, MyCloudIT is an intelligent system that integrates with all parts of Microsoft to simplify the “quirkiness” some may have experienced with Microsoft in the past. We figure out all the complexities like subscription management, licensing, costs, support, and tracking consumption. Through the MyCloudIT platform, we deliver all of this through a single pane of glass to make it super simple and transparent for our partners.” - James Riley

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

CEOCFO: Mr. Riley, what is Conexlink and MyCloudIT?

Mr. Riley: MyCloudIT is the easiest way for IT professionals to deliver services via the Microsoft Azure Cloud. MyCloudIT allows IT providers to easily deploy, manage and monitor remote desktops, applications, and infrastructure with a few simple clicks in the cloud. MyCloudIT is the flagship product of Conexlink, which is a cloud software development company based in Dallas, Texas.

CEOCFO: What does the company understand about the cloud, about IT, about web development and about technology that gives you an edge? Is it a philosophy or an approach?

Mr. Riley: We are “Born in the Cloud”, and do not look at IT through the lens of the last 30-years. Rather, we look at the world of IT through APIs, automation, platforms and delivering everything we do “as-a-Service”. This gives us a distinct advantage in the market because we are not carrying legacy products or business models that have to adapt to the cloud – we already live in the clouds. This is the philosophy we started our company with, and the approach we take every single day when we come to the office. We do not believe that IT should be a complex CAPEX intensive service, rather a service that is always available where you pay for only what you use. In this cloud-first, mobile-first world, the new cloud technology revolutionizes how IT professionals will deliver services moving forward. We are positioned to take advantage of this opportunity, and have built our company to enable Microsoft Azure, the fastest growing public cloud platform delivered by Microsoft.

CEOCFO: Who is using your services?

Mr. Riley: Microsoft Partners, IT Providers, and end-user IT departments all over the globe are currently using the MyCloudIT platform to deliver services in Microsoft Azure. We’ve deployed services in over 30 countries in the last 18 months. Our services are typically delivered to customers with between 1-500 end-users, and include verticals from healthcare, financial services, and non-profits. With public cloud market adoption gaining strength over the last 2-years, we are seeing a lot more interest in Enterprise customers. We are currently implementing technology that will serve customers with 1000s of end-users, and we look forward to being a trusted market leader for large Enterprises making that transition to the Microsoft Azure Cloud over the next 12-months.

CEOCFO: *In an industry with a fair amount of competition, how do you get the attention? How have you developed your partnerships and relationships?*

Mr. Riley: Our partnership with Microsoft has been the most important relationship throughout developing MyCloudIT. We work very closely with the Remote Desktop Services technical team in Redmond to understand their roadmap, modules, and technology they are building. We pair that insight with our IP and our intelligence internally to build on top of their Microsoft Azure solutions. That allows our road map to be independent of Microsoft while still leveraging the great technology they produce at a rapid pace. In addition, thanks to our partnership, we are introduced to lots of Microsoft partners, end-users, and IT professionals to understand what customers want, which helps us get to market fast with a product our customers want to consume.

From a business development perspective, we would not be where we are today without the MyCloudIT Partner Channel. With a business model that is predicated on enabling IT professionals, our Partners are the lifeline of our business. We focus on nurturing and growing our channel with innovative products and features, sales & marketing materials, world-class support, and a continued dedication to ensuring that their end-users have the absolute best experience possible.

CEOCFO: *What have you learned from talking to people; customers and potential customers?*

Mr. Riley: I've talked to many IT professionals, distributors, and manufacturers over the last three years to truly understand what it means to transition their business to the cloud. They've spent the last 20 plus years building a client base, delivering services, and tweaking their business and technology to create a repeatable sales process with very specific profit margins. Now they have to ask, "Do I transition to the cloud? When? How do I transition? How do I duplicate these same services and move to a recurring revenue business model? What services do I offer?" Of course, duplicating a certain workflow in the cloud is extremely different than deploying on-premises with traditional IT hardware. I noticed that traditional IT professionals usually do not have developer skills to automate and simplify these workflows in the cloud; this is another critical barrier to entry for most IT professionals in the midst of transitioning their business to the cloud.

With those insights, we've built a platform that enables any IT professional to move to the cloud in a matter of minutes with a few clicks. That is how simple we want to make this transition to the cloud. We automate the inherent complexities in delivering cloud services without forcing our Partners to become cloud experts, so our customers can alleviate any fears they may have when transitioning to the cloud.

CEOCFO: *Where does customization come in? Are you delivering something packed with one hundred features and people will choose what they want? What is the process when someone is using it?*

Mr. Riley: There is a level of built-in customization offered in every single product. We provide a wide variety of templates our customers can choose from, and as they provision those templates they have the ability to customize their deployments. The overall process is very simple and transparent. First, partners sign up for free using an existing Microsoft Azure account, or MyCloudIT will create a Microsoft Azure account and subscription on their behalf. From there partners can visit the MyCloudIT marketplace to select templates for Remote Desktops, Remote Apps, or Infrastructure; once they select the product category, they can select the template that best fits their needs. Then the partner goes through a short provisioning process, provides their billing information, and the platform automatically creates the deployment on their behalf. Lastly, once the deployment is ready, our partners have a variety of management features they utilize to maintain and monitor the deployment. We are expanding our features and modules every month, and providing our partners with a single dashboard to manage many different cloud services.

CEOCFO: *How do you help with some of the quiriness of Microsoft?*

Mr. Riley: Lynn, to your point, working with Microsoft and their ecosystem can be complex and "quirky", but we see this as our opportunity to make a global impact on how Microsoft Partners will deliver cloud services moving forward. We try to understand Microsoft's programs and technology at the foundation level. That allows us to build our platform with enough flexibility, so that if there are any changes in the Microsoft Azure cloud, we can adapt quickly.

Microsoft can change their programs, or technology at the drop of a dime, so that is why it is vital we maintain a good relationship with their product and business teams. Microsoft is still defining how they want to deliver their cloud product, what programs to build, how to incentive their salesforce along with the Partner ecosystem. This is evolving right in front of our eyes. You are looking at traditionally one of the world's largest companies trying to figure it out, just like any other startup going through the ups and downs of taking a product to market. We stay in line with Microsoft to understand where they are headed. We enable our partners to stay ahead of the curve by taking on the burden of navigating through the massive ecosystem which is Microsoft. That is our responsibility and our expertise. MyCloudIT is not only an automation platform that sits on top of Microsoft Azure, MyCloudIT is an intelligent system that integrates with all parts of Microsoft to

simplify the “quirkiness” some may have experienced with Microsoft in the past. We figure out all the complexities like subscription management, licensing, costs, support, and tracking consumption. Through the MyCloudIT platform, we deliver all of this through a single pane of glass to make it super simple and transparent for our partners.

CEOCFO: *What else is on the agenda at Conexlink?*

Mr. Riley: Providing our partners with an unparalleled experience, and innovating our platform are at the forefront of our agenda. First, we focus on our current customer base to ensure we are doing everything possible for them to deliver a great experience to their end-users; we have customers that depend on us to operate their business and we understand and take pride in the responsibility we carry. Secondly, we continue to innovate our platform to stay out-front of the competition, and position ourselves as the market leader to deliver Remote Desktop Services in the Microsoft Azure Cloud. Lastly, we focus on growing our customer base through a targeted sales and marketing strategy, which includes working on several global distribution opportunities we are pursuing. These are very exciting times for our company, and we look forward to what the next 3, 6, and 12-months have to offer. As long as we continue to take care of our customers, and provide an outstanding product, everything else on the agenda will fall into place. We are fortunate to have an outstanding team that is dedicated to making MyCloudIT a success.

CEOCFO: *Are you funded for the next steps? Are you seeking partnerships or investments?*

Mr. Riley: As the CEO of our company, I am always interested in seeking more partnerships and investment opportunities. We are very fortunate to have an investor that believes in our efforts and what we are setting out to accomplish. We are really focused on delivering a great product, getting traction in the market, and supporting our current customer base. We are currently funded to accomplish these goals, and will pursue another round of capital going into 2017. Beyond capital, we want to partner with groups or individuals that “Get It”. Get that we are “Born in the Cloud” pursuing this new frontier, taking advantage of the world’s newest commodity, and has successfully scaled and exited a SaaS business. Finding the right partners, and possible investors, is critical to the success of our business; just like the first 4-6 people you hire determine the success of your start-up. It’s rarely the product that makes you a success, more so the people behind it, and that is something we do not take lightly.

CEOCFO: *What has been the biggest surprise throughout this whole process of getting to where you are today?*

Mr. Riley: It is surprising to me that even though the market is very hungry to move to the cloud, and the mainstream end-user is requesting these services more and more, I see a lack of products in the market enabling this massive transition to the cloud. As the market grows bigger and bigger, you will see more independent software vendors like ourselves, build very unique offerings that can simplify the cloud and enable service providers around the globe.

