

# ChannelCloud UK/Ireland gains CIF Certification

Certification delivers credibility for clients and prospects alike



## ChannelCloud UK/Ireland

ChannelCloud, established ten years ago in the United States, launched in the UK and Ireland in January 2011 and is rapidly making its presence felt in the Cloud arena.

It has developed a first-of-kind fully integrated cloud platform, and is building a federation of ChannelCloud partners across the UK and Ireland who share its vision for a new, truly comprehensive method of delivering IT services to clients. It is a vision that weaves the technologies available, along with some proprietary components, into a cohesive fabric integrating all facets of clients' businesses.

## Certification

The CIF Self Certification process enables Cloud Service Providers to demonstrate transparency, accountability and capability to end users in a manner that enables the potential customer to make an informed decision about what the vendor offers. The use of the CIF Certification Mark on a vendor's website serves two clear purposes: it makes a public declaration of professional and commercial intent on the part of the cloud service provider and it provides a visual mark of recognition that engenders confidence in the end user that the organisation is open and professional in its commercial activities.



## Founder member

ChannelCloud UK/Ireland has recognised the need for a comprehensive cloud solution, designed by the channel for the channel, in both the UK and Ireland. It offers an all inclusive comprehensive end-to-end managed cloud solution for MSP/VARs and their clients in turn. The company has rapidly built a reputation for delivering not only the technology and the platform for its clients, but the training and the tools to enable the transition to the Cloud. Back in 2011 the company joined the Cloud Industry Forum and actively participated in its Code of Practice and its Certification process.

Paul Byrne, CEO, ChannelCloud UK/Ireland, stated: "For too long the channel and IT industry in general has lacked standards in the areas of transparency, capability and accountability. Crucial for us was the need to establish credibility in the market and that is why we aligned ourselves with the CIF Code of Practice."



*“overall the process took no more than a few months from beginning to end”*

user to have a transparent view of the vendors business and the type of services and service levels they can expect from them.

## About the Cloud Industry Forum (CIF)

The Cloud Industry Forum (CIF) was established in direct response to the evolving supply models for the delivery of software and IT services that has expanded well beyond the traditional on-premise method to one that now embraces hosted and/or, pay-as-you-use Cloud solutions.

CIF's purpose is twofold: To drive a common and public level of transparency about the capability, substance and best practices of online Service Providers (SaaS, PaaS, IaaS, Web hosting providers etc) through a process of Self Certification to a Code of Practice. Second, this Code of Practice, and the use of the related Certification Mark on participant's web sites, will provide comfort and promote trust to business and individuals wishing to leverage the commercial, financial and agile operations capabilities that the Cloud based and hosted solutions can offer. CIF will ensure the integrity and governance of the Self Certification process through regular random audits as well as investigate complaints from parties that challenge any specific participants Self Certification status.

## Certification process

Paul Byrne continued: “We took the decision to create a dedicated team to steer the Certification process, which comprised of our CEO, CFO, COO and CMO team. For a small company this was a time intensive exercise with over 100 hours dedicated to it. But it is a highly structured process and we received tremendous support and hand holding throughout it,”

“As a young company we were in the process of drafting our contracts and legal documents when we embarked on self-certification for the Code of Practice. It was therefore very good timing for us and we took this as an opportunity to tear up our existing legals and re-draft in line with the Code of Practice. This was the main reason behind the time investment we had to make. And in common with other organisations that have been through this process, we did have to create a number of new processes, systems and documents as it forced us to look at gaps in our existing business operations.”

## The benefits

The Cloud Industry Forum Certification has been developed to enable participating vendors to promote online confidence and trust in their brand to the end user community. By adopting a set of certifiable criteria, the Cloud Service Provider enables the end

Paul Byrne continued: “It is an integral part of our strategy that we build a federation of cloud based partners who share our vision for a new, truly comprehensive method of delivering IT services to clients. This is a view that we have in common with the Cloud Industry Forum, one based on building trust and transparency throughout the market, and one that is underpinned by our commitment to the Code of Practice certification process.”

“There is no doubt that gaining CIF Certification has enhanced our position in the market. It has given us great credibility with our clients and prospects alike. Furthermore, it forced us to consider where we might have gaps in our documentation and business processes,” he added. “The value of certification is so much that our sister MSP business OnLine Computing is now also going through the CoP certification process itself.”

The CIF has helped ChannelCloud UK/Ireland differentiate itself from those lacking the resources and capability to deliver a secure and robust cloud outcome for the business user.

Paul concluded: “If you are serious about the cloud – you need to get involved, and if you are serious about your customers' concerns and delivering a clear differentiator for your organisation in the market, then undertake the Certification process.”



### The Cloud Industry Forum

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