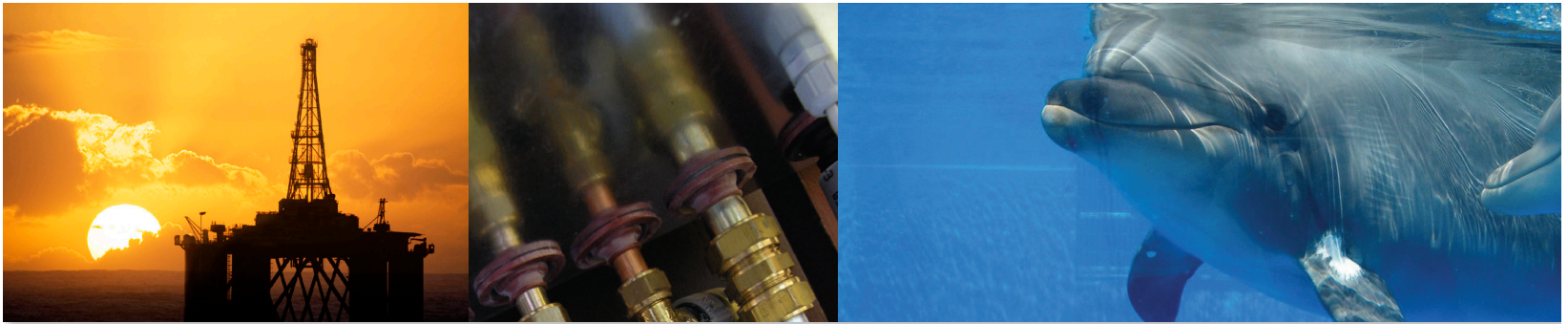


# NexusAB gains market differentiation

Certification delivers confidence to customers in highly competitive sector



## NexusAB Limited

NexusAB Ltd is a world leader in the provision of quality assurance and risk mitigation services to the Oil and Gas Industry.

## 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.

NexusAB Ltd provides key industry "Software-as-a-Service" (SaaS) applications, owning a number of copyright and trademarked software products. Servicing in particular, Oil and Gas Industry Drilling and Completions departments' requirement for the specification of well services conditions and the provision of "real time" interface with key suppliers capital equipment.

Exploration and production companies in the oil and gas industry engage complex, global supply chains. Wells programmes supported by NexusAB Ltd have significantly lower non-productive time ratios and equipment failure incidence than traditionally managed projects.

It is a highly competitive market and one that is highly regulated and for NexusAB Ltd being both compliant and transparent with its documentation and processes, is crucial.

Francis Kiernan, Managing Director, NexusAB Ltd, stated: "We are not a member of the Cloud Industry Forum itself, however we viewed its Code of Practice and certification process as a potential market differentiator for us. As a result we took the decision to participate in the first tranche of applicants."





*“We joined the certification programme because we believed that certification would add product value and give confidence to our customers”*

## 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

Francis Kiernan continued: “We attended our first CIF conference in June 2011, applying for the certification process at the end of that month. We attained final certification by Mid October, a process that took four months from beginning to end,”

“We are already ISO 9001 accredited and there is no doubt in my mind that having been through this certification process is an advantage, but not absolutely essential. The application process is demanding and requires significant resources. We created a dedicated Project Manager overseeing the process and we would urge anyone undertaking certification to do just that,”

“Overall the project team worked well and the process gave us the opportunity to carry out a working audit of our protocols, management systems and procedures,” he added.

“The certification application does have a six month time out window. We only required a four month timeframe, but I would urge anyone going through certification not to underestimate the required commitment.”

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

Francis Kiernan adds: “We joined the certification programme because we believed that certification would add product value and give confidence to our customers. 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,”

“Most importantly, in the highly competitive and regulated market we work in, we now have a clear market differentiator that makes us stand out from the competition,”

“I have no hesitation in recommending the Code of Practice and the certification process to other organisations looking to gain competitive advantage,” concluded Francis Kiernan.



### The Cloud Industry Forum

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