

Business Development

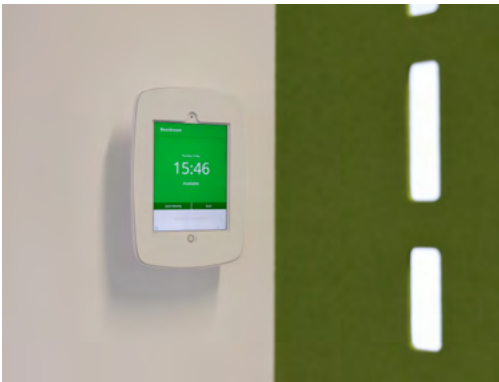
## Cloud Cover IT



# Our Background

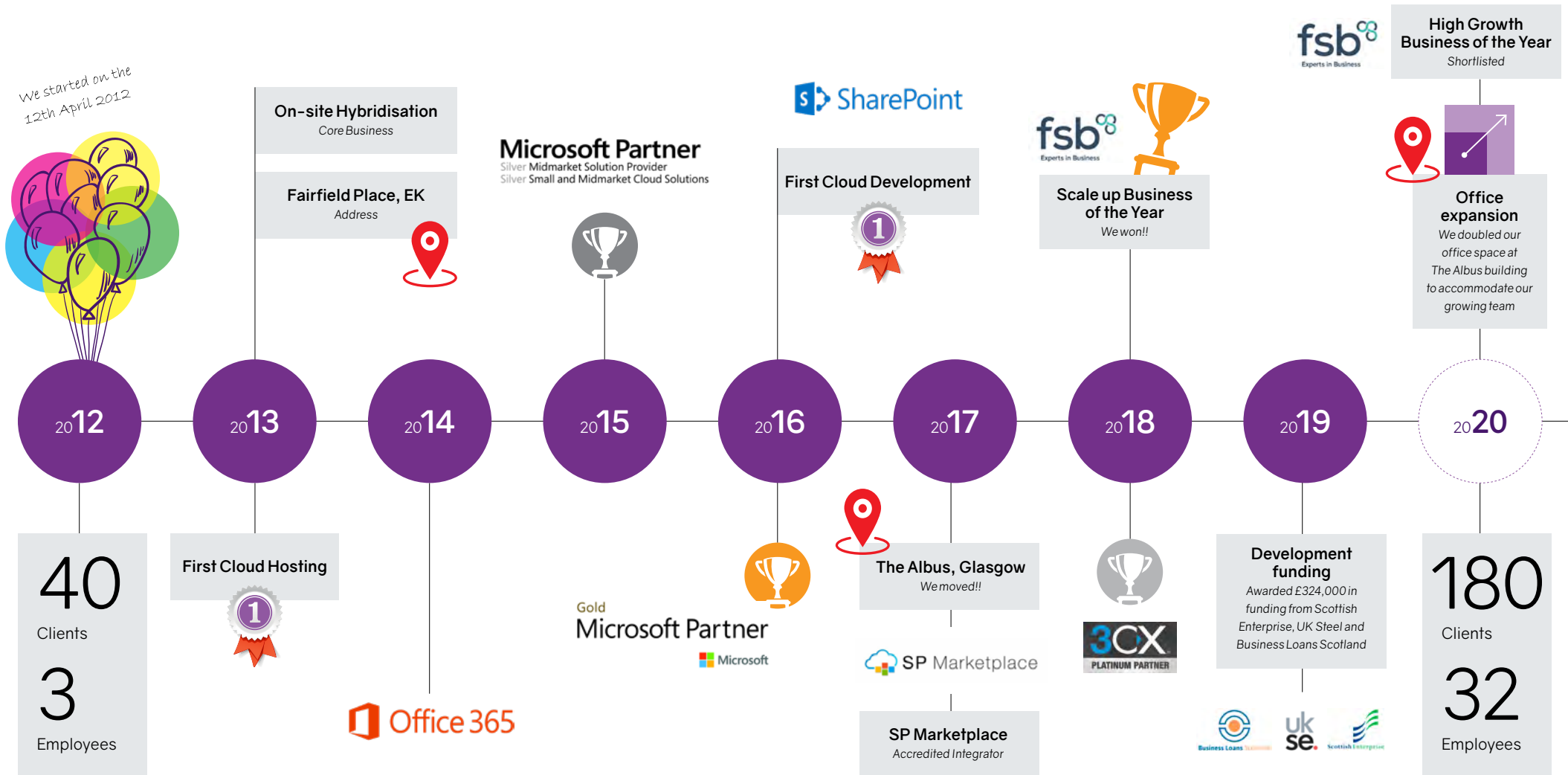
**Alasdair Gauld** - Head of Design  
alasdair@cloudcoverit.co.uk





Business Development

## Cloud Cover IT at a Glance



## Business Development

## The Journey So Far

Director Lance Gauld founded Cloud Cover IT (CCIT) in 2012 following a 25-year career as a sole trader IT Support Specialist. CCIT has evolved from a small IT infrastructure management provider to a specialist in digital business solutions, cloud services and ITC support with over 150 clients worldwide.

Our purpose is to empower clients through technological innovations that fuel collaboration, foster productivity and eliminate inefficient paper-based business processes.

CCIT has diversified over the years into Telephony, Office365, and bespoke app and software developments. Our extensive experience in IT infrastructure is now complemented by our strength in Cloud Development. We offer a diverse range of Cloud-based solutions that facilitate communication, empower employees and deliver cost savings. We also provide hybrid solutions for data storage which offer the security of on-site servers with the functionality and flexibility of a Cloud solution.

In 2015, CCIT became Microsoft Gold Partners, the elite tier of Microsoft's world-renowned partnership programme. This was awarded in recognition of our rigorous technical expertise and best-in-class capability with Microsoft applications. Now supporting over 3000 Office365 seats, we offer industry-leading consultancy in the Microsoft stack, including Teams, SharePoint, and Power BI to organisations of all sizes.

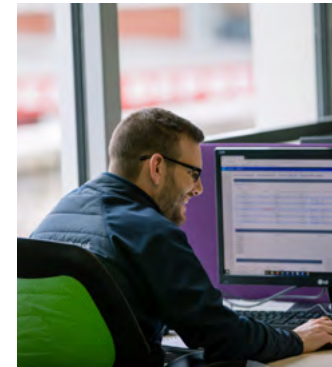
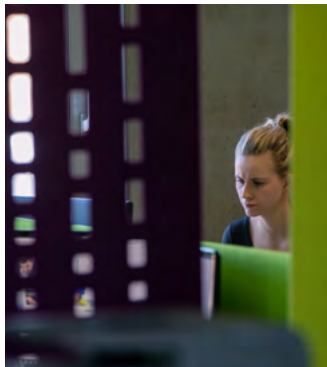
Our Helpdesk now has 17 staff taking calls and visiting clients with our goal to give the highest possible standard of support and customer service in the quickest time at an affordable price. Our Helpdesk Manager Louise Falconer and IT Support Manager Jamie Dickson continually strive to ensure the service we provide is of the highest quality.

In January 2019, Lance's son Alasdair Gauld joined the company after six years working as an industrial designer. In his role as Head of Cloud Development, Alasdair leads projects which combine the organisation's data analytics and business intelligence capabilities with expertise in IT infrastructure to create IIOT solutions that make meaningful contributions towards achieving Industry 4.0 in Scotland.

In March 2019, CCIT was awarded funding of £150k from Scottish Enterprise, split between an Innovation Grant and RSA Grant (Regional Selective Assistance). This has allowed us to expand the team, develop products and offer superior customer service. The grants will also support our aims to grow both our local markets and expand into national and international markets to become a significant earner in the Scottish economy.

CCIT has 32 full time members of staff. This includes 17 Infrastructure Engineers, 10 Cloud Technicians, an IOT Specialist, Sales Manager and Assistant Project Manager, Office Manager/PA and Managing Director.

Thanks to the assistance of Scottish Enterprise and having achieved Scottish Enterprise Managed status, we have experienced significant growth in recent years. This culminated in CCIT being shortlisted in the High Growth Business of the Year category at the FSB Celebrating Small Business Awards 2020.



## Business Development

## The Journey So Far

From humble beginnings with a turnover of £350k in the first two years of trading, CCIT has grown to achieve a turnover of £2.0M as of April 2020. Despite the ongoing Covid-19 pandemic, we expect this figure to remain steady to year-end.

Whilst Cloud Development is a key area of growth for the business, IT Infrastructure still plays an integral role in our revenue stream. 110% of wages are covered by service contracts for infrastructure with both existing new and long-term clients. Support contracts have grown from £225k in 2017 years ago to over £650k in 2020.

We spend £36k per annum on Autotask's helpdesk system to keep all the Helpdesk information to hand. This also gives our support team instant access to client's computers if needed, as well as the ability to roll out patches and updates remotely to combat sudden threats or roll out mass enhancements for user experience.

In 2017, Louise Falconer joined CCIT as Helpdesk Manager, reporting to Senior IT Engineer and Head of Infrastructure Projects Jim Murray. Louise has a designated remit to improve the client experience and the professionalism of our service desk offering. In 2018/19, David Pieroni joined the team in a senior role managing infrastructure and our partnership with Microsoft.

In early 2019, CCIT was named a Global Partner for SP Marketplace, a US-based digital workspace and SharePoint solutions provider. In light of this, Graeme Campbell was brought onboard thanks to his extensive experience with SP Marketplace and SharePoint solutions. Graeme bolsters the Business Development team, led by Steve Turner, as we target international sales of £250K in 2020/21.

Many of our existing clients, including Emtec Group, Victor Paris and Scripture Union Scotland, have been Lance's clients for over 15 years, prior to the establishment of CCIT. Newer clients include the Forth Bridge Crossing Project, Together Energy and DPS Group. We also continue to grow with Martin Plant Hire, Pursuit Marketing and Apex Scotland, amongst a total client base of over 140 small, medium and large enterprises.

We are currently investing in our digital transformation offerings. Linking data sensors into existing Microsoft 365 solutions will afford our clients added insights into their business processes, enabling efficiency improvements. Links with SharePoint and PowerBI will bring in further data which can be used to create custom software, such as asset tracking and temperature control solutions. Finally, by orienting Teams around sensor data, we can bring data into the everyday working environment, making data-driven decision making part of the new normal.

We have also productised a number of our bespoke SharePoint apps, including a Meeting Rooms app for managing room usage, a Guest Sign-in app to track visitors, and a Remote Worker app to monitor and support field engineers.

CCIT first moved into The Albus in the east-end of Glasgow in February 2017, thanks to the support of Clyde Gateway. This proved to be a popular move among staff and clients alike. Following an interior design upgrade in 2018, the floorspace was doubled at the beginning of 2020 as we took over the entire top floor of The Albus. This will accommodate our recent growth whilst soon becoming home to a new Customer Immersion Centre.

### 2020 / 2021 Goals

£2.2m

Turnover Target

38

SharePoint Developments

36

Team Members

+40

New Clients

+5

Cloud Staff

£400k

Office 365 Licencing

£750k

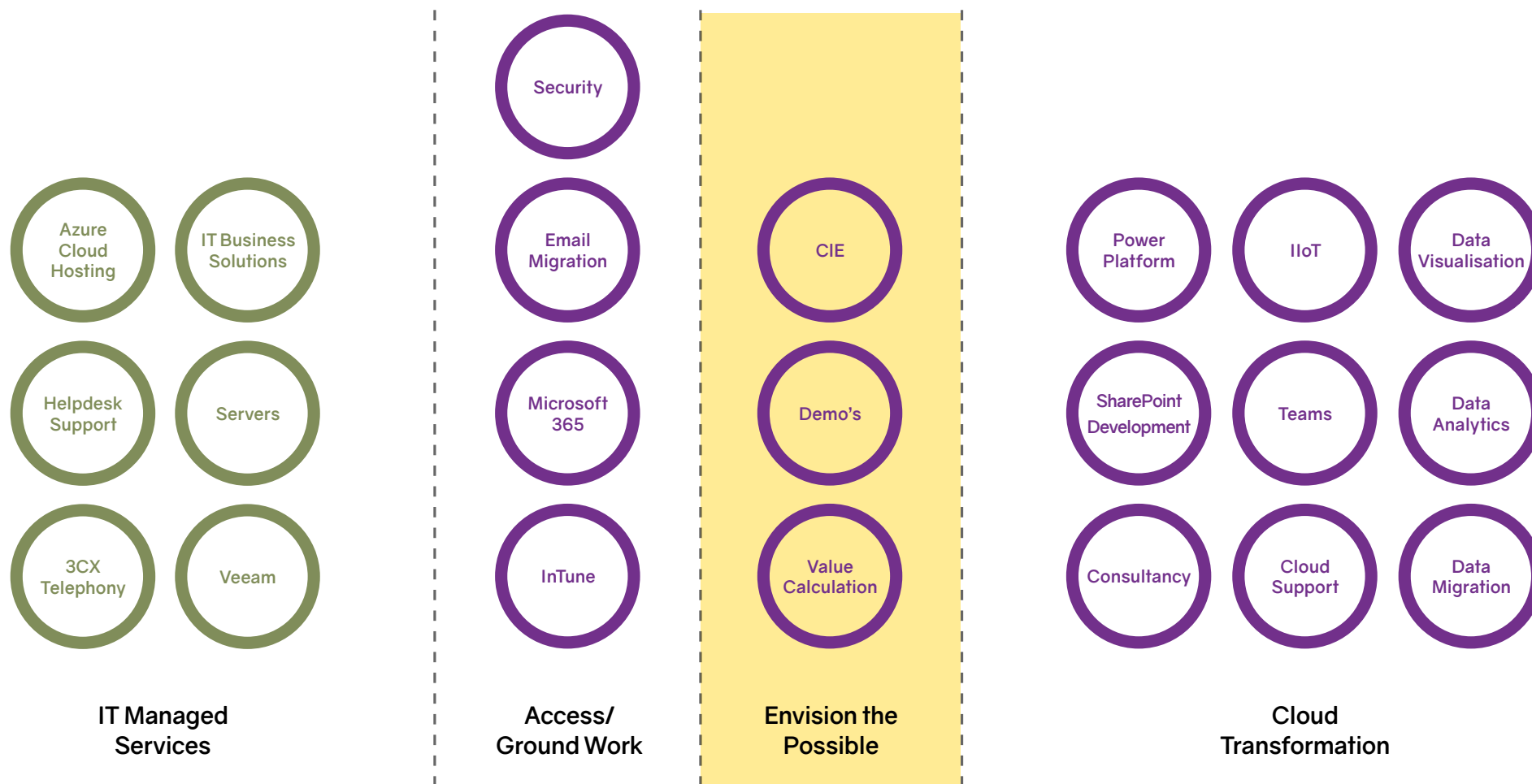
Support Contracts

£250k

Azure / Cloud Hosting

Business Development

## Our Services



## Business Development

## Areas of Growth

### Infrastructure Service Contracts

Companies require IT infrastructure to be operational. With cyber security becoming increasingly essential, infrastructure support is needed more than ever to keep business data safe and secure. Our extensive experience in this field allows us to solve these concerns and offer peace-of-mind to our Infrastructure clients.

### Microsoft 365 Licencing

Increasingly, we are licencing on both an annual and monthly model through Microsoft CSP licencing. While a small percentage at around 8% gross margin, the volume and longevity of this revenue makes it very worthwhile, in particular as we aim to achieve over 400k of billing per annum.

### SharePoint Development

As Global Partners to SP Marketplace, CCIT is now responsible for all of SP Marketplace's international sales and customer support outwith California. We aim to grow significantly in this field by both developing SP Marketplace's model and building our own modules and relationships with other industry-leading software.

### Azure/Cloud Hosting

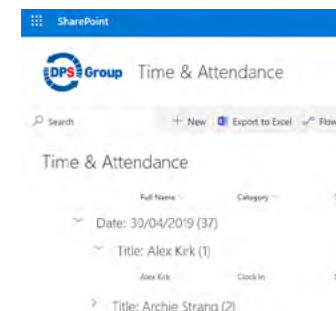
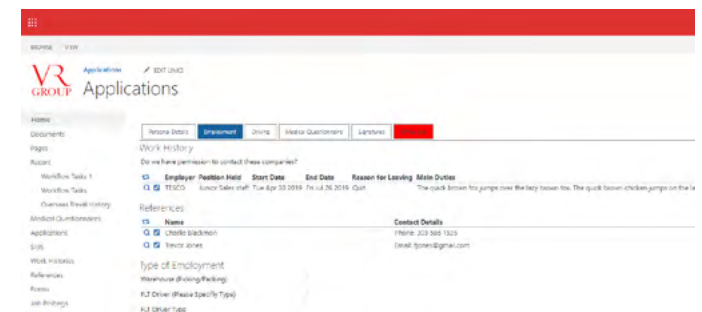
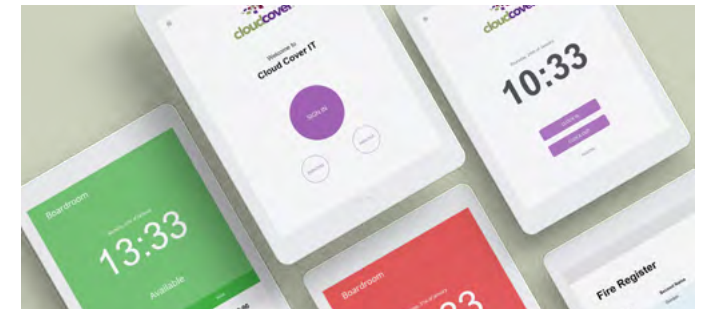
As our name suggests, we have a close affinity with the Cloud. As a Microsoft Gold Partner, we are investing in the digital transformation of many of our clients and their shift to cloud-based working. We use the Microsoft Azure platform to back up the data for several of our clients. We currently operate with a monthly billing at approximately £10k for Azure; we expect this to rise with hosting to around £20k per month by the end of the financial year 2020/21.

We have identified several key areas of growth for 2020/21. These include:

- Our SharePoint apps, developed in-house
- Microsoft Teams integration
- Mobile apps
- Rights to Africa, Middle East and Europe for SP Marketplace
- IIoT Developments towards Industry 4.0

CCIT has very close ties to one of the largest IT Marketing companies in Scotland. This partner is building a plan to connect CCIT with as many IT Consultants who could benefit from our products and services as possible. Once this is completed by autumn 2020, we plan to employ additional sales personnel to cope with the new interest this partnership will undoubtedly generate.

We also see massive potential for CCIT in the Middle East, a market with which Lance is already familiar, as well as China, where we see a strategic partnership being a long-term goal for the company.



Business Development

## Our Cloud Partnerships



**DPS Group** provides integrated electrical, instrumentation, and control solutions to automate and maintain robust, industrial & manufacturing operations over various sectors.

### Factory of the Future

By using our software development experience we have formed a partnership with DPS Group to drive forward the 'factory of the future' vision. Currently, we have three development projects in progress with further ideas in the research and development stage.



### Gold Microsoft Partner

Since becoming Microsoft Gold Partners in 2016, we have been able to expand our value-added services by using our expertise to help customers utilise Microsoft 365 more efficiently and add value to their business.



A division of **Cloud Cover IT** focused on developing bespoke SharePoint solutions for clients.



### SP Marketplace

Leveraging our current relationship with SP Marketplace in Penn Valley, California, we have a ready-made base to take best-practice business solutions on SharePoint and add value to these products using our in-house, Glasgow-based team of experts.

Business Development

## Our Leadership Team

**Lance Gauld**  
CEO / Owner

Lance has been involved in IT infrastructure for more than 30 years, initially as a technician and more recently running Cloud Cover IT where he has taken the company from 3 to almost 30 staff over the last 5 years.

When not running the business he is involved in mountain biking, motor racing at an amateur/competitive level and his skiing has been compared to Bambi on Ice.

**Jim Murray**  
3rd Line Engineer

Jim has over 15 years sales & management experience, having developed great sales teams and delivered success at Fujitsu, Axios Systems, Provista (PCM) and GE.

He has joined Cloud Cover IT with a mandate to build a sales & marketing function that will support the exciting growth plans of the business.

When not working, Jim can be found on his road bike or on the golf course.

**David Pieroni**  
3rd Line Microsoft Manager

David is a Cloud Expert with a passion for Business Analysis and assisting organisations with Digital Transformation and moving to the Cloud.

With a wealth of experience, both in business and with all types of Cloud Services he brings a focus to managing Cloud Projects and assisting change and transition within targeted organisations.

David has an extensive background in IT where he's worked for many years as well as experience in Financial Organisations and Business Process Improvement. He currently focused on the Microsoft stack, including 365 and Azure Services.

**Alasdair Gauld**  
Head of Cloud Development

Alasdair has over 7 years experience in product design. After starting out as an industrial designer, he has gained a wealth of knowledge in various sectors including retail, transportation and manufacturing.

He joined the team in 2018 to drive forward cloud products and to lead Cloud Cover into the world of Industry 4.0.

**Steven Turner**  
Commercial Director

Steve has has worked with numerous businesses to identify and realise the opportunities presented by the new generation of data processing and automation technologies.

He is focused on continuing Cloud Cover IT's expansion into new business areas and promoting the company as Scotland's leading Cloud development business.

## Case Study

## Scottish Sea Farms



Founded in 1973, Scottish Sea Farms are pioneers in the farming of quality Scottish salmon, reared with outstanding husbandry in a challenging environment.

**Business Challenge**

Scottish Sea Farms' in-house IT department faced a number of issues that were impeding productivity and consequently the operation of the wider business.

**Keeping Pace with Queries**

On a daily basis, the IT department was being inundated with an unmanageable level of support requests. This meant the team had far less time to focus on larger projects.

**Crisis Management**

If key internal IT engineers were ill, on holiday or otherwise unavailable, the business was ill-equipped to deal with outages or critical failures. This led to company-wide system downtime – a major drain to productivity.

**Ever- Changing IT Landscape**

Technology continues to evolve at a rapid rate. Therefore, Scottish Sea Farms needed advice on the latest products, software upgrades or applications that could benefit their business.

**Cloud Cover IT Transformation**

CCIT was chosen to transform Scottish Sea Farm's IT operations by providing our 1st Line and where necessary 2nd Line service calls across their 50 locations nationwide.

**Results**

Following a seamless transition period, Scottish Sea Farms' internal IT support team can now focus on delivering added value to their business in line with their growth objectives. In addition, we are now on-hand as trusted partners to offer our recommendations on the latest solutions that could benefit Scottish Sea Farms today and in the future.

IT Support Service

Emerging Technology

"We have been impressed with Cloud Cover IT's expertise, knowledge, guidance and their commitment to excellent customer care standards – apparent throughout the company from service desk through to Director"

*David Anderson, IT Manager, Scottish Sea Farms*

## Case Study

## IFIC Forensics



IFIC Forensics is a market-leading forensic investigation firm, comprised of highly experienced investigators and consultants committed to delivering technical excellence for clients across the full spectrum of services. Their clients trust IFIC to respond rapidly and deliver conclusive reports, robust evidence and expert testimony of the highest technical standard.

**Business Challenge**

As the business expanded, IFIC found that more and more time was involved in supporting both in-house staff and developing the secure IT infrastructure. Outsourcing their ITC support was required in order to further improve security, business resilience and free up IT staff for developing their market-leading Praxis SLA case management system. IFIC needed additional support for all staff members with day-to-day ICT Issues. Other issues needing addressed were data storage requirements and improving business continuity.

**Cloud Cover IT Transformation**

Cloud Cover IT initially recommended a switch to virtualised servers with Microsoft Active Directory, a high performance NAS system and Office365. Cloud Cover IT took full responsibility for the on-boarding exercise, including email migration to Office365, all of which was achieved with virtually no downtime, and IFIC Forensics now have a state-of-the-art business continuity and disaster recovery system operating with high security.

Additionally, Cloud Cover IT have assisted IFIC with Azure Rights Management and mobile device management. Azure Rights Management (Azure Information Protection) now helps to protect IFIC'S sensitive information from unauthorised access, and control how this information is used. Rights Management uses encryption, identity, and authorisation policies to help secure their files and email. IFIC now remains in control of their data even when it is shared with other people.

**Results**

Cloud Cover IT's solution provided resilience, scalability and improved access to both data and applications for all IFIC staff. Secure VPN technology allows mobile users to gain access to confidential data from almost anywhere in the world without compromising the security of the system while the scalability of the Cloud solution allows for rapid expansion or alteration as business needs change. Cloud Cover's virtual servers ensured that IFIC had the highest possible security and resilience on end-to-end TLS protected business-critical email. This also enabled IFIC to develop a single sign-on policy across all their systems and substantially improve integration with out-workers.

Getting Cloud Cover IT on board was the best thing that could have happened to IFIC Forensics' ITC

*Dr Barry Clark, Head of ITC, IFIC Forensics.*



IT Support Service (24h)

Cloud Services

## Case Study

## Charles Chartered Accountants



As chartered accountants and business advisors, Charles specialise in financial performance and growth. Based in Hamilton, Scotland, they offer proven solutions for the challenges that small and medium-sized businesses face during their lifecycle, from start-up through to growth and maturity.

### Business Challenge

- Decrease transaction timeframes and associated costs
- Digitalise business processes to improve employee workflow, productivity and overall service
- Reduce paper consumption to comply with environmental commitments

"The solution provided by the developers at Cloud Cover IT has provided efficiency gains at every point of our process at Charles CA: from distribution, to easy editing, storage, security and retrieval.

Before, it was impossible to foresee when documents would be returned signed. The new document status and management capabilities enable us to work smarter, be more responsive and deliver enhanced service. The results so far are showing us that the cost saving is projected to be the equivalent of employing a new member of staff."

*Chris Wilson, Senior Partner at Charles CA*

### Cloud Cover IT Transformation

We worked with Charles to integrate both SharePoint and Adobe Document Cloud for Microsoft Office 365. We saw this as the ideal solution for their requirements as Adobe Document Cloud adds powerful PDF and e-signature tools to Office applications in order to improve collaboration and accelerate workflows.

In addition, we provided Charles with Adobe Sign so internal and external stakeholders can complete, e-sign and return documents in an efficient and legal manner, using the device that is most convenient for them. Also, given that Adobe Cloud Solutions are SOC 2 – Type 2 and ISO 27001-compliant, all documents can be securely signed, managed and stored in accordance with industry-specific compliance standards and regional regulations.

### Results

Our suite of solutions removed printing and postage costs by digitalising manual, paper-based processes. This significantly reduced the time taken for documents to be signed, which greatly decreased overall transaction timeframes. Moreover, more automated workflow processes now mean the number of hours spent carrying out manual tasks is significantly diminished, improving operational efficiency across the business. Our contributions have helped Charles to boost productivity by increasing the number of documents that can be signed each month.

If mobile apps are used, users are now able to securely send documents to be e-signed and track their progress in real-time from a smartphone or tablet. This gives invaluable peace of mind to all involved.

Overall, our recommendations have improved the overall employee and client experience for Charles.

Adobe Document

Cloud Solutions



## Case Study

## Mercy Corps



Mercy Corps, formed in 1979, now helps over 19 million people annually in more than 107 countries across the world. The global humanitarian organisation empowers people to recover from crisis, build better lives and transform their communities for good.

### Business Challenge

Mercy Corps faced the challenge of an ageing on-premise server solution which was outdated and not as efficient as the organisation required. A better solution was required in order to fit the changing needs of the business.

Mercy Corps required a modern, scalable, maintainable and secure network capable of supporting past, present and future business applications. The organisation also required secure access to confidential data for both office and mobile users, even in hostile locations. A stable, fault-tolerant platform for business applications and data was needed, while providing fast data access for office-based users.

Overall, a system that was demonstrably robust, that met all appropriate regulatory requirements, and could be delivered in a relatively short timescale was required.

### Cloud Cover IT Transformation

In order to provide Mercy Corps with a more suitable IT solution, Cloud Cover provided a new Hyper V-based Cloud solution with local caching servers to improve log-on and local file access speeds. A robust architecture, spanning multiple tier-1 datacentres, was established to ensure data integrity and continued data access even under conditions of 50% failure. Secure, certificate-based VPN clients were deployed to mobile users to safeguard data access from remote locations. Furthermore, a new remote desktop solution was implemented which provided access to corporate applications and data without the risk of copying such data to mobile devices.

### Results

Cloud Cover IT's solution provided resilience, scalability and improved access to both data and applications for all Mercy Corps staff. Secure VPN technology allows mobile users to obtain access to confidential data from almost anywhere in the world without compromising the security of the system while the scalability of the Cloud solution allows for rapid expansion or alteration as business needs change.

Virtualisation

Cloud Server Hosting

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# Thank You

