Cloudmore recruits leading SaaS player to drive UK business

London, January 7th 2011 – Cloudmore is delighted to announce the further expansion of its UK operation. By recruiting the experienced and sales focused Christian Frederiksen, Cloudmore is strengthening it’s UK team and will speed up the acquisition and activation of UK IT resellers who are responding to customer demand for Cloud-based IT services.

“Christian is an experienced channel professional having seen great success both building channels across Europe and, more recently driving sales in the SaaS sector. As well as this, Christian has spent time as a consultant activating the channel to sell SaaS and cloud services. This combination of competencies is a fantastic mix for our resellers” says Mark Adams, CCO, Cloudmore. Mark went on to say “We are seeing a considerable shift, even over the last 6 months with customers demanding the advantages of the new cloud based services and commercial models, the resellers are reacting to this and seeking solutions to meet this need. The Cloudmore proposition makes a great deal of sense for them”.

Cloudmore, the leading Cloud Services Provider is already seeing significant traction in the UK and Irish markets, building on the success it has already seen in the Nordics. With its 100% channel focus Cloudmore enables all types of IT resellers to immediately being able to offer a complete set of cloud services to their end users. The resellers benefit from new revenue opportunities underpinned by good margins, created by the move to Software as a Service and the Cloud Computing delivery models. “This is an obvious move for me, and the Channel is ready for this now, having worked on both sides of the fence within the channel and for a leading ISV, I have been watching Cloudmore’s amazing progress, since I worked with them as a consultant in 2008 and am very excited to be involved” says Christian .

With a broad and continually expanding suite of services that are provided by the 3rd party vendors, service providers and ISV’s, Cloudmore is ideally positioned to help end-customers get to “the cloud” by helping the IT reseller channel remove the barriers to success and build meaningful, sustainable revenue streams.

Michael Wicander, CEO and one of the founders of Cloudmore, says “The UK is an incredibly important market for us, and Cloudmore, along with its partner vendors is making significant investments to help resellers achieve success with SaaS and Cloud Services”.

John Milner, UK, Sales Director EMEA. Soonr Inc.added “ We have recently launched Soonr Workplace with Cloudmore and are already impressed with the speed and reach of the Cloudmore Channel. Reseller trial numbers are growing by the day and I will be working closely with Christian to drive adoption in the UK and Ireland”

Cloudmore already has hundreds of resellers in the UK and Irish market and is reaching out to 1000’s more with increased marketing activity and presence.

**For more information:**

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**About Cloudmore:**

Cloudmore is a European cloud services provider with presence around the Nordics, UK and Ireland. Cloudmore accelerates the transition to the cloud for companies and organizations through unique technology, creating a unified, easy to consume, cloud experience. Today Cloudmore provides business critical IT functionality, via over 1,500 resellers, to thousands of businesses and over 60,000 users around the world.

By bringing together a complete set of cloud services, in close collaboration with leading software vendors, the customer enjoys centralized management of services, users, identities, billing and service levels.

Cloudmore partners with all types of resellers, which, in the capacity of trusted advisors for their customers, service them with installation, configuration, integration, training and support.

[www.cloudmore.com](http://www.cloudmore.com)