



PRESS RELEASE

Management buyout at Cloud Factory

After buying out former partner SE, the management at Cloud Factory are ready to develop the company further. The goal is to set new standards for cloud computing.

"For me and my partners, this is a dream come true," says CEO Jacob V. Schmidt, Cloud Factory. He is one of the main forces behind the management buyout, on the 15th December, which has resulted in a new, independent technology company. "We now have a completely free hand to develop our solutions – and the market is ready for it!"

Both individuals and companies are moving their data into the cloud instead of storing them on their own computers. When data is stored remotely, you have access to them via the Internet. They are protected from hacking and if your equipment crashes you can still access your valuable data. According to Jacob V. Schmidt, this trend will only increase in the future.

"We have experienced a boom in cloud solutions, and especially for enterprises it makes a lot of sense as you become less vulnerable and avoid heavy investments in hardware. This is the reason that we set high goals for growth in the time to come," says the CEO of the new and independent Cloud Factory.

Four important cornerstones

Cloud Factory does not sell cloud services directly to costumers, but focus on business solutions, which they sell through a network of partners and resellers. Only a few years back, cloud computing was still rather exotic, but today it is a mature market.

"We call it NextGen Cloud, because companies are now accustomed to cloud-IT and have started to focus on speed, safety and cost," explains CEO Jacob V. Schmidt. "To meet the demands, we have a clear business model with four important cornerstones: We are a cloud wholesaler, we are partners with our dealers, we are a technological front-runner, and we gather the industry's major players in common solutions."

The new Cloud Factory is located at new premises in Varde, Jutland, and expect to have a dozen employees in the near future. In addition to Jacob V. Schmidt, Lars Andreasen – former CEO of SE Energy and Climate – is also joining the company in his capacity as Chairman of the Board.

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