

Skyrocketing Copy

Client: Cloud Focus

Project: Write the website copy for the agency's site - Home page, Services, Solutions (sub-sections not included here), Team, Contact Us.

Objective: The client, a cloud consulting agency, needed content for their new website. The content needed to reflect the needs, desires and business goals of prospects, while presenting the agency not only as a provider, but as a problem solver and facilitator for its clients.

Copy Excerpt:

(Home Page)

We Focus On What Matters So You Can Forget What Doesn't

Merely scraping by in the chaos of multi-platform cloud data management and tracking, has become the norm for many growing businesses. We help you make sense of and manage your most important and valuable data. Optimize your business processes while increasing security and minimizing risk. As you go.

Why Cloud Focus?

Your Business First

We're not here to implement technology for technology's sake.

[Hover text:] Working in many different industries has taught us to start working from the specific business problem or missed opportunity, to get to the most cost-effective and reliable solution.

Data in the Vault

Keeping your data secure is one of your most pressing concerns...

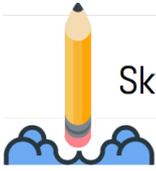
[Hover text:] As it is particularly for the financial institutions we work with on a daily basis. We can guarantee the security of your information across all your systems and platforms.

Easier Process Tweaking

We help you collect and manage only the right, quality information.

[Hover text:] Systematically and deliberately make the best decisions on costs, benefits and risks. Every step of the way through your value chain.





Partners in the Cloud

When frustration and overwhelm creep in, you don't have to fix everything yourself.

[Hover text:] There's no set-and-forget in cloud computing and SaaS. We know it. We'll lead you all the way through any obstacle you may face.

(Services Page)

Your Ladder to the Cloud Doesn't Have to Be a Steep One [Summary / Overview]

The trend is pretty clear. [41% of businesses](#) are planning to increase their budget for cloud technologies and to cut down on hardware expenses. The flexibility, cost-effective and low-entry barrier of cloud services, gives you the capability of adapting and scaling exponentially. We provide a wide range of cloud computing services that will help you simplify your processes, optimize management, increase productivity and safety.

- Your computing will not be dependent upon on-premises tech and staff chipping away at your bottom line
- No need to plan and spend time budgeting for servers, software licenses and infrastructures
- No more waiting months for delivery, installation and final deployment
- Only focus on the services you need to grow and scale, rather than just technology

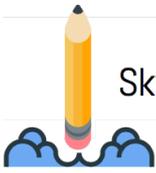
More Than From A to B [Cloud Architecture - AWS]

Whether you're already taking advantage of a cloud computing architecture or need to migrate from that expensive co-location or on premise data center to the cloud. We'll take advantage of the many game-changing capabilities that Amazon Web Services offers, and translate those into measurable improvements for your business.

Customized Cloud Environment [API Development]

You already have your cloud infrastructure up and running. Suddenly a new application or SaaS platform, promising to disrupt the entire market gets released. Will you be able to





implement it and take advantage of its powerful features before your competitors do? We'll help you integrate your platform with other applications by developing custom-made APIs.

More Flexible, More Productive [Office 365]

We don't want you to see cloud computing as a close box that's just there to work for you. Tools like Office 365 can help you and your employees get more work done, more efficiently and in an incredibly secure environment. We'll guide you through implementing these until they are second nature.

Risk Averse [Vendor Due Diligence]

When you have to manage and integrate so many systems, it's normal to buy from many providers. We'll be your trusted advisors and guide you through every critical cloud computing related decision. This will make it easier for you to prevent any costly mistake in acquiring new technologies that may not be useful to you or may not work at all.

Hassle-Free Access [Single Sign-On (SSO)]

Cloud computing is growing fast. More platforms means more users having access. This leads to multiple and more difficult to remember passwords. When we implement our Single Sign-On identity provider, every user will have his own unique and only access data across all platforms.

Catered Web Presence [WordPress]

Managing your site or the people assigned to it, doesn't have to eat away at the time you could be spending on higher level business tasks. We'll make sure your "online real estate" is always stable, reliable and secure. Or help you transition to Wordpress, the platform used by millions of businesses, in an efficient and timely way.

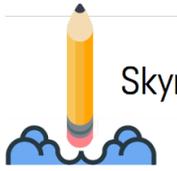
[\(Solutions Page\)](#)

Automated User Management

Fully automate the entire employee journey

Today's constantly shifting business environment has led to a skyrocketing in employees turnover. If you're frustrated and increasingly concerned with the rampant costs to





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administer all the systems involved in managing your new employees and keeping track of existing ones, you're not alone.

Through our unique User Management solution, we'll be able to figure out exactly how your onboarding, offboarding and rehiring processes are outlined and interconnected. We'll come up with a detailed plan to make them seamlessly work together and deliver you a fully automated system working for you 24/7.

[\[LEARN MORE\]](#)

Business Process Orchestration

Powered by ATHUS

So much data and so little time to understand it. How can you take advantage of all the analytics you generate daily, when you keep amassing more but actually can't do nothing about it?

Our Operational Intelligence solution hunts down every single one of your business activities and detects potential inefficiencies, opportunities and threats. All this data gets tracked and analyzed, generating feedback to help you make better strategic decisions and correct course.

In real time.

[\[LEARN MORE\]](#)

Employee Community

Build an inclusive community for all employees

Your vision and mission are the foundation of everything you do. Having your staff and even your field or remote employees share those same values is critical to achieve your goals.

Our Intranet solution will help you build an immersive corporate community that engages people and encourages their collaboration across all your platforms. Access all your data, everywhere, anytime in a secure network. Empower your staff to work better together.



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With the same target always in mind.

[\[LEARN MORE\]](#)

Cloud Connectivity & Security

We don't simply get you to the cloud. Cloud Focus Optimized Open VPN allows you to access to Amazon Web Services or your on-premise data center in a secure and completely customizable way. Work more effectively with a unique network operating system (VyOS-based). Whether it's on physical hardware, virtual machine on your own server, or a cloud platform.

White-Label CRM

Get in control of the data coming in daily from your interactions with current customers. Study your history with past ones and plan how to manage those you'll acquire next. Our Customer Relationship Management system is based on Open Source technology. You decide how you want it to work specifically for you. We'll design it to help you build trust and grow your sales.

[\(Team Page\)](#)

The Cloud Focus Team

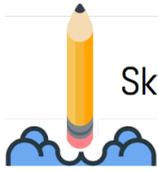
Focusing On What Matters

We love technology and we know how valuable it can be for businesses. We also know that implementing technology for technology's sake is the wrong approach. We don't just want you to own the latest innovation in business intelligence or just the most advanced cloud architecture on the market.

Those are only features and numbers.

We do want your business to spend less time managing headaches and redundant tasks. We want to keep all your data safe and secure, accessible 24/7 by whoever you decide has access to it.





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We want you to have more control over and an easier time keeping track of every single one of your business processes. So you can make better informed decisions that positively affect your bottom line.

Step by step improvements, from management to your value chain. It's pretty straightforward. Like all the work we do.

(Contact Us)

Whether you're tired of throwing money on IT systems that end up not working, or are getting more and more overwhelmed by the overabundance of separate platforms that don't talk to each other, we're here listen and fix it for you.

Let us focus on delivering you cloud technology that improves your business, so you have the time and peace of mind to manage it.

Drop us a few lines and we'll get back to you!

