



For Immediate Release

## **Bureaucloud Launches Cloud Infrastructure Reseller Program for IT Support Providers**

**Bureaucloud has launched a reseller program enabling IT Managed Service Providers to offer a UK-based Cloud Infrastructure-as-a-Service under their own label or product portfolio.**

**LONDON, (September 7, 2012) – Bureaucloud, the UK based Cloud Infrastructure-as-a-Service Provider, has launched a Cloud Reseller Program. The program is designed for UK IT managed service and support companies to be able to offer additional Cloud Services to their customers without any upfront costs or additional expertise.**

The newly launched [Bureaucloud Reseller Program](#) is aimed at IT support and managed services providers who want to offer UK based Cloud Computing and hosted server environments to their customers without any need to invest in hardware, datacentre facilities or to hire additional admins. The new program is designed to accelerate the uptake of Cloud Computing within the UK Small and Medium Sized business market.

End-users who are looking to purchase servers for their business applications now consider how they can use the Cloud to make their lives easier. They also expect their suppliers of IT to be offer cloud-based solutions that fit with their organisation so that the relationship between client and vendor can continue. They want to know that the service is secure, well managed, reliable and cost-effective.

This opens up great opportunities for managed service and support companies without requiring the in-house expertise for supplying Cloud services. Tasked with supporting servers and applications for SMEs, the use of Cloud based deployments can overcome many traditional issues, including failed hardware, access to servers, end-user intervention, security, backups, poor customer facilities, etc. A single management interface also helps resellers reduce their administration overhead, decrease costs and increase the number of clients that the team can support.

Server deployments can be reduced to minutes and any hardware compatibility issues can be mitigated. End users benefit from established Enterprise-class systems whilst their data can be safely stored and backed up away from the office premises in a known UK location.

Cloud has matured from being a place just for email (for example, Google Apps for Business and Microsoft Office365) and CRM systems (for example, Salesforce.com or Microsoft Dynamics CRM). As end user companies see the benefits of the cloud as a delivery method for their business applications, they now trust that it can offer better uptime, easier management and more flexibility.

“It is really up to the IT Support companies to make their own lives easier,” said Tamas Wrbanszky, Platform Manager at Bureaucloud. “Moving their customers to a proven, stable



platform without additional cost helps the reseller distinguish themselves in the marketplace and increase revenue.”

The [Bureaucloud Reseller Program](#) has three different tiers (Registered, Stratus and Cirrus) which offer a percentage margin on revenue, white label options, additional sales and technical support, customisation with existing systems, deal registration, as well as help with Cloud migrations. The Bureaucloud Team works with providers in areas requiring integration for the customer-facing interfaces such as support and monitoring.

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### **About Bureaucloud:**

Bureaucloud provides “infrastructure as a service” (IAAS) and hosted servers on-demand via a VMware vCloud powered platform. Bureaucloud offers services to SMEs from £69 per month with a range of support from business day only to 24x7 cover with guarantees of 99.995% uptime. The company provides a free 30-day trial for new customers. Visit <http://bureaucloud.com> or email [info@bureaucloud.com](mailto:info@bureaucloud.com) for more information.

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