Cloudy Soft

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CloudySoft Services

Cloud Development

CRM Implementation

- **Silicon Valley, Japan, India**
- **Salesforce Consultants: 15**

My Experience

- **Product Management**
- **Technical Architect**
- **B.S., M.S. Stanford U.**
- **Grew up in Japan**

Cloud Paradigm Shift

Cloudy

- **Business Model**
  - **Rent software, No hardware**

- **Technical Support**
  - **Customization/support by remote teams**

- **Sales Process**
  - **Decision maker: Biz Owner, Less on IT**
  - **Online search ➢ free trial ➢ telesales**

- **SMB access same core app as Large Co.**
  - **Business processes customized easily (PAAS)**

Opportunities in Japan

Cloudy

- **Hardware devices powered by Cloud**

- **Business Apps**
  - *- Salesforce Japan success model*
  - *- Many SV startups are entering Japan*
  - *- Void in Japan: Marketing automation, HR*

- **Datacenters for Cloud (IAAS/ PAAS / SAAS)**
  - *- Industry has hardware-mindset*

- **Media buzz, looking for products**
  - *- IT vendors have commited resources*

Challenges in Japan

- **Distribution**
  - *System Integrators control, CIOs are weak*
  - *Resellers focus on bundling hardware*
  - *Relationships*

- **Business Processes**
  - *Less formal, not standardized*
  - *Localization of biz process*