

# CLOUD LEADERSHIP WHITE PAPER PROSPECTUS

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Do you want to be  
part of the biggest  
cloud leadership  
white paper?

Digital Outcomes and Specialists 3 Supplier



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# WHAT'S INVOLVED AND WHY TAKE PART?

## What's It All About?

Cranford Group are producing our largest ever White Paper on Cloud Leadership as we take a detailed overview on the how, what and why behind organisations move to the Cloud through the eyes of Cloud Industry Experts, Public Sector Thought Leaders, Cloud Consulting Companies, Technology Leaders and Front-Line Employees.

The Paper will look at Cloud adoption and procurement, leadership in the Cloud, lessons learned, top tips, staff, infrastructure and key elements of successful cloud implementation with a personal overview from each key contributor.

## Why contribute?

Now is your time to tell your story, offer your top tips, and share your advice with other industry experts and those embarking on their own technical journey.

It's your opportunity to share the challenges you have faced and how you overcame them offering some guidance to those who might be going through the same challenges.

In addition, by contributing to our Paper, you'll gain both personal and professional recognition.

## Timelines?

You have been identified as a key member of the Cloud Community and we would like you onboard as a priority contributor however we will be officially launching January 2019 to the wider Cloud Community together with an online survey. Publication will be within 6 months.

## How to contribute?

There are a couple of different ways that you can contribute;

- Register and complete the questions online, at your leisure:

<https://www.cranfordgroupuk.com/white-paper/>

- We can arrange for you to be interviewed either face to face or over the telephone - This option works exceptionally well for those of you who are time restricted and it gives you the chance to really express your thoughts.

## Instructions/guidance

After you register to contribute you will receive an email from "WordPress" with a password and username; this will enable you to log in and start completing the questions.

After each section there is the option to save your answers and come back to complete them later. This is to give you as much time as needed to complete the questions but not taking too much time away from other priorities.

As there are so many key topics to cover, we would like every contributor to complete section one and then we recommend completing between three and five sections of your choice. You can skip any sections you feel aren't relevant and by all means you can complete every section if you would like, it really is your choice.

Once you have finished the questions, we will receive a notification advising us of your submission and then we will read through your responses.

Please don't hesitate to get in touch should you have any questions or queries at any point.

## Further information

If you want to find out more about our latest White Paper and register to take part, please follow the link to our website:

<http://www.cranfordgroupuk.com/white-paper/>

Alternatively, please get in touch with our Managing Director, David Bentley who is leading this project.

[DMB@cranfordgroupuk.com](mailto:DMB@cranfordgroupuk.com) or **07946 303 642**



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