

# What did we do for you this Q?

At HeleCloud we say – new quarter, new luck!  
The second quarter of 2021 was busy, challenging  
and full of milestones for the HeleCloud family. In  
this update, we are sharing what we have brought  
to our customers in the past three months. Do you  
have questions or are interested to learn more  
about our solutions?

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## HeleCloud launches its services on AWS Marketplace

Since Q2, HeleCloud is featured on the Amazon Web Services (AWS) Marketplace, a digital catalogue on which AWS customers can search for Cloud services and purchase them from AWS Premier Consulting partner HeleCloud. This allows customers to have an accessible and centralised option for purchasing Cloud services. Consulting partners, such as HeleCloud, help clients from implementation, support and management of their software on AWS to migrating and managing applications in the Cloud.

With HeleCloud's range of services on AWS Marketplace, organisations now can search directly for Professional Services providers.

[More information](#)

## AWS Premier Consulting Partner, HeleCloud, launches Cloud Transformation Advisory Services specifically for Retail Brands

At HeleCloud, we are very proud to announce the launch of **Cloud Transformation Advisory Services** specifically for retailers looking to migrate and benefit from the AWS Public Cloud. The Retail Architecture Review service has been designed to help retail and consumer organisations accelerate the adoption of new Cloud technologies to improve time to market, costs, and address the needs of their customers in the times of recovery from the global pandemic.

Felix Shalom, Retail Account Manager, HeleCloud, comments: "The pandemic hit the retail sector harder than most and has accelerated the growth of online retail. It is expected that the share of retail sales carried out online will reach 31% in 2021. To remain competitive in this new online world, retailers must adapt and digitally transform so they can engage with consumers via the most up-to-date digital channels. Migrating to the Cloud should be the first step on this journey, to expedite this transformation cost effectively."

The Advisory Services consist of a meeting with one of HeleCloud's retail consultants, focused on understanding the retailer's specific business challenges, before discussing the specific tools that the Cloud can provide to address their individual needs.

Through the Advisory Services, retailers will be able to explore how the Cloud can help them across a range of areas, including:

**Customer Experience**

**Data Analysis**

**Security**

More information you can read about our Retail Cloud transformational advisory services [here](#)

**“We worked with HeleCloud to modernise parts of our IT estate. Working with HeleCloud was a seamless experience and their expert knowledge of AWS together with their speed of delivery was a winning combination”**

**Adam Bidwell**, Chief of Architect, Kurt Geiger.

## **HeleCloud guides another successful journey to the Cloud**

At HeleCloud, all customers are guided through their entire Cloud journey with the expertise and customer obsession of the team. This client has achieved a stable growth, hosting on over 500 Windows servers, across multiple physical data centres. Research publications, a key focus area for this client, accessed by interested parties worldwide, is processed and maintained in this IT environment and tens of thousands of research submissions supporting each publication have created an increased demand for storage, processing capabilities and access stability. The need to distribute and archive this research material, accessed by thousands of researchers globally, coupled with the fact that a significant part of the IT estate had reached (or exceeded) end of life, created significant support, service availability and innovation challenges for this customer.

In addressing these challenges, the customer’s Technology leadership team decided on a large-scale migration to the Public Cloud as the most expedient and financially beneficial next step. Their transformation journey started with the selection of AWS as their Public Cloud provider, after an evaluation of all three main Public Cloud alternative providers. Supporting this customer’s transformation and migration journey to AWS, HeleCloud was presented with a clear success criterion, which was the optimal and full adoption of AWS not just by the IT department, but by the whole organisation. The client trusted HeleCloud to enable the adoption of AWS and relevant best practices, to ensure the realization of the expected advantages and benefits on Innovation, Business Operations, Product Development, and Cost of Ownership.

HeleCloud has proven in-depth AWS knowledge and capabilities, combined with experience, skills and ability to guide organisations through the entire journey of Cloud adoption. These were recognised as key factors in helping the customer execute their transformation and migration to AWS as well as supporting the customer in establishing and operating a Cloud Centre of Excellence (CCoE).

HeleCloud’s predefined CCoE offering, that ‘timeboxed’ focused activities and the entire process right from the beginning, resulted in a cost-effective, quality and deliverable’s driven execution. This enabled the client to set up and operate CCoE with razor-sharp precision incredibly early in the programme.

The CCoE constructed a clear vision of the IT Roadmap, the governance, skills and high-level plans required to 'travel' on it and the best practice processes required (such as DevOps adoption) to make the journey successful. Aligned with this vision, the CCoE identified opportunities for improved business and IT alignment and requirements for process change. Next to that, areas of business innovation were defined that could be supported by the new IT capabilities, as well as needs for training and upskilling together with specific training and certification plans, required for such a notable change.

## HeleCloud, Strengthens Position as Leading AWS Consultancy by Appointing a Chief Technology Officer

We are very happy with the appointment of Walter Heck as Group Chief Technology Officer. Heck's appointment comes after a strong year of growth for HeleCloud, with the company recording a 70% revenue growth rate in 2020 while also adding more than 30 AWS consultants and engineers. In his new role as CTO, Heck will be primarily responsible for maintaining this growth by expanding HeleCloud's technical offerings to its customers and working to attract the best AWS consultants.

As HeleCloud completed the acquisition of Cloud-native software development company DataStork, this allows us to expand our expertise into the Cloud-native software development, Data Science, Artificial Intelligence and Machine Learning (AI/ ML) space. Follow [Walter Heck](#) for the latest Cloud news.

## HeleCloud launches the Helevator



**Helevator** 5 July – 18 August 2021



Helevator

The HeleCloud team is proud to announce the launch of the brand new Helevator programme. Throughout the summer, HeleCloud offers an intensive training course to master Cloud-native application development. The programme is developed for students and young professionals, and is free of charge. Successful participation in the Helevator may result in a paid internship with career opportunities at HeleCloud.

Participants will be introduced to a variety of topics, from the basics of Algorithms and Data Structures, to Object Oriented Programming (OOP) and core design principles to Concurrent Programming. They will learn how to run applications and how to use Relational Databases to store data.

Course content also includes training in Design Patterns, Spring Framework, and Software methodologies (such as Agile, roles, way of work) aimed to prepare students/young professionals for working in a Cloud technology company.

This programme is delivered by highly qualified and experienced professionals. It will take place between 5 July – 18 August 2021. The application deadline is the 1st of July.

The Helevator is perfect for anyone looking to:

- Get up to speed with the best programming techniques
- Acquire a solid foundation in building cloud software
- Understand what it takes to be a software developer

Participants with best results will be offered a paid internship at HeleCloud and career development opportunities in one of the most innovative Cloud consulting companies in Europe.

[Read more here.](#)

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