

## **Bosko Radivojevic introduces mCloud and talks about the importance of community support**

*Milan, 22 November 2018.* mCloud is the latest addition to the DHH group of companies. To get to know more about this company, we spoke with the director of mCloud, Bosko Radivojevic.

He told us about the products and services mCloud offers to its clients and how this company plans to boost the connection between DHH and local communities in Serbia and other Balkan countries.

### **Please tell me shortly about what mCloud does. What is the vision and mission of mCloud? Which products do you offer to your clients in Serbia?**

**Bosko Radivojevic:** “In short, mCloud provides public cloud services. The target markets for mCloud are small businesses and individual personal services.

Our current customer base is divided into two main segments – the first segment is using our services for hosting their websites, and the other segment is using them for various office-related activities, for instance, it can be some CRM server or a DMS system. The key focus for mCloud now stands at the mass-market segment.

Talking about our history, mCloud exists for five years. Despite the big competition in the Serbian market, we managed to present our unique value proposition to the market successfully. It consists of three main factors – a fully automated service, great technology, and affordable prices.

Automation comes as a significant part of our value proposition since we strive to provide the highest level of computerization to our clients. They can manage and control all of the purchased services as they wish without the need for interference from our side. Moving on to the next factor, technology, I'd like to mention that mCloud is completely SSD-based. This enables us to provide a high-quality service to our customers. Pricing is the third element of our unique value proposition. We ensure that our services are affordable.

Now, as we joined the DHH family, we are planning to add the fourth element to our UVP. This will be the high-quality technical support, and I believe that support is yet another crucial factor that one should consider when choosing a hosting provider for their business.

We offer three basic types of services, which are tailored to different audiences. Our cloud hosting service is for customers that want to utilize cloud technology and use it for hosting their websites. Cloud servers are for customers that might have some additional needs, aside from just hosting a

website. Cloud data centers are usually in demand at software development companies as they provide a lot of flexibility in leveraging cloud resources.”

### **Does mCloud concentrate its efforts on providing services to small businesses in Serbia primarily? How about bigger enterprises?**

**Bosko Radivojevic:** “My personal opinion is that since mCloud is still a very young company, it is vital to understand what is our target audience and to stick to it persistently. We’ve decided to focus our work, efforts, and resources on serving mainly small companies and this is what we do the best presently.

It might be tough to target both small and big companies at the same time, and I believe it would not be that effective at the moment.

Among other clients, mCloud also serves some bigger companies. These companies use our services mainly for their web presence or as a part of their outsource value chain.”

### **Can you please tell me about the activities of mCloud during the last three months? How did the company perform? Were there any projects taking place?**

**Bosko Radivojevic:** “We just joined DHH. During the last three months, we have been working on some new products related to cloud hosting. Cloud hosting is something that is competing with shared hosting, but it aims to provide more resources to customers.

Our cloud hosting is also managed, which means that customers do not need to perform any maintenance on servers.”

### **Which plans does mCloud have for the following three months? How about 2019?**

**Bosko Radivojevic:** “Talking from the business perspective, we will be looking for consolidation of the mass hosting market in Serbia. We already have a few prospective partners in this field. So, I think that we will be mostly looking for the consolidation of our position in the market with the help of other companies that are operating in the mass cloud and shared hosting industry.

Now, as we merged with the shared hosting company from DHH Plus.rs in Serbia, we are planning to expand mCloud’s portfolio with some advanced shared hosting packages.

A few days ago, we also announced a new spectre of services, which we call cloud applications. For now, we provide four different applications, and each of these is created with a certain partner of our company. We are not alone here, as we are providing support and infrastructure for these projects and our partners offer the actual software as a service (SaaS). Among these, we have one enterprise resource planning project, one project management software, a contact center software, and a very specialized e-commerce solution that is tailored for the Serbian market.

We are planning to work on this portfolio of services further since we are trying to provide full-service packages to our customers. We aim to be the ultimate one-stop shop for our customers.

Along with cloud services, we also offer basic hosting services, such as domain registration, SSL certificates, all kinds of software licenses, and DNS services.”

## What is the long-term vision of mCloud?

**Bosko Radivojevic:** “For almost five years now, every ten months, mCloud organizes conferences for software developers. We found this event to be a very effective way to actually interact with local communities and also to give back to that community. mCloud is working with software developers that are active in the Serbian market.

The most recent conference took place last weekend. I believe it was a very fruitful conference – there were more than 240 participants, which is a significant number for Serbia.

This year, we also hosted one conference in Banja Luka, and the recent event saw the participation from StressLess, one of the most exciting projects, presented by three bright-minded girls from this city. We try to organize these events in all parts of our region, not just in Belgrade.

We plan to continue linking local communities with our company and promote this approach within the DHH, as well. I think that this strategy is something that we will follow in the future as well. We like to get “to the ground” and talk about the technology and current issues and challenges in our field along with the smartest professionals from all over Serbia and the Balkan region.”

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## About DHH S.p.A.

Established in July 2015 and located in Milan, DHH SpA (“DHH”) is a tech-group that invests in the best cloud computing companies in the emerging digital economies.



DHH strives to be the reference investment player in the Web Hosting, SaaS and Cloud Computing industries in markets where the Internet penetration is still in a “beginner” phase, starting from Italy and western Balkans and determined to establish a global footprint.

DHH is listed on AIM Italia, a Multilateral Trading Facility regulated by Borsa Italiana and registered as an SME Growth Market.

For more information please visit: [www.dhh.international](http://www.dhh.international)

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