

Case Study

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Cloud 9.0 Case Study



“ We’ve helped each other to build stronger businesses ”

Cloud 9.0 (formerly Whichonetobuy) supports businesses with their IT infrastructure. It was started by Paul Myler and has been in operation for over seven years. They pride themselves on taking a holistic view and making disparate technologies work seamlessly together. Over the last three years the business has changed slightly and moved into providing innovative cloud based services. This has led to new challenges and Paul is constantly looking for ways to grow his business.

In 2009 Paul was attending a networking event and met a business coach from ActionCOACH. Paul then had a free consultation to see how he could help with building his business. However, during this meeting they both realised that Paul was in a position to help the coach with his business also. This was when Paul and his ActionCOACH began to develop a relationship that has lasted years and proved mutually beneficial.

The coach needed some help with his IT infrastructure and felt that Paul could offer the sort of cutting edge support that he wanted. As he said “Technology can be a great enabler to business growth. I want to be using it to its fullest potential.” Paul’s proactive and innovative approach to IT infrastructure and support appealed to the coach and he commissioned Paul to audit his set up and make improvements.

Paul looked at improving the IT network with an aim to gain better efficiencies, security and resilience. For example the network used to crash fairly regularly, but that has changed, as the coach said “Our systems are vastly more reliable now. Downtime doesn’t affect our business anymore.”

Not only has Paul improved the IT infrastructure but he has shown him how to use the technologies available to drive business efficiencies. The coach now uses Skype to its full potential saving time on travel to clients. They also have networked smart boards installed to aid coaching sessions for individual clients and groups. They are moving some aspects, such as shared storage, to the cloud so clients can easily access the information they require whenever they need it. Plus marketing software such as ACT has been installed and has been instrumental in driving increased business. As The coach remarked “We are using the technology to make us more productive. Over the past couple of years the changes Paul has made have helped my business grow and ensured we offer clients the best service available.”

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The holistic and proactive approach that Paul has applied to his coaches business is reflected in the approach that ActionCOACH takes. This is the other side of the relationship which has resulted in better businesses for both of them. His coach has helped Paul out with his business by providing coaching and advice. Paul regularly attends ProfitCLUB and GrowthCLUB. As Paul said “Being part of the ActionCOACH community has had a big effect on me and my business. I like interacting with other business owners and learning from them at the ProfitCLUBs. The more structured GrowthCLUBs are essential because I develop clear 90 day plans for moving my business forwards.”

His coach has helped Paul to clarify his business strategy and use the ActionCOACH techniques to monitor and drive business success. He has found the fact that the ActionCOACH methods have been proven thousands of times across the world gives him confidence that they will work for him. As he said “People want guarantees, the proven ActionCOACH methods come as close to that as possible.”

Another key benefit for Paul in having a business coach is that he provides an objective viewpoint. He can look at Cloud 9.0 as an outside expert and ask the hard questions. This has enabled Paul to do the same and so spend time working on the business rather than just in it.

One specific example where ActionCOACH has helped Paul is with sales. Paul attended a SalesENRICHED course and learned many new techniques for improving sales conversions and negotiations. As Paul said “The course blew away the myths around sales. I left with a better idea on how to evaluate sales, how to ask the right questions and how to negotiate strongly.”

Paul knows that his business is in a stronger place now thanks to his coaches help. Growth continues and he is just taking on a new employee to help manage that growth. “Cloud 9.0 is more efficient, resilient and secure thanks to my coach’s advice and help. I believe I have helped his technology infrastructure to become the same.”

It is clear that the relationship they have developed has resulted in clear benefits to both businesses. The ActionCOACH approach of developing clear plans, supported by robust business techniques and methods is reflected in the best practice IT infrastructure Paul has built. As the coach said “I know that the technology works seamlessly to support my business. I also know that the services I offer my clients are harnessing the latest technology to everyone’s benefit. This means we can all focus our efforts on growth.”

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business coaching