

Shaping Cloud selects Highland Marketing to help achieve its growth ambitions

Specialist health tech and public sector integrated marketing and PR agency selected for its industry expertise, creative approach and results driven campaigns

London, 17th December 2018 – Public sector cloud transformation specialists Shaping Cloud have chosen Highland Marketing as their marketing and PR partner to help them deliver their growth ambitions in the burgeoning health and care IT market and wider public sector.

Shaping Cloud provides cloud consultancy and migration support to clients such as Salford Royal NHS Foundation Trust, the Greater Manchester Health and Social Care Partnership, and Homes England. Its services are increasingly in demand as the public sector looks to use cloud infrastructure to deliver flexible and efficient IT to support new ways of delivering services.

Shaping Cloud engaged with 14 agencies as it looked to increase awareness of its expertise, and generate an increased number of leads. From a shortlist of four, the Shaping Cloud board was unanimous in its decision to work with Highland Marketing due to its market knowledge, experience, and connections across healthcare and the public sector.

“We chose Highland Marketing because they really took the time to understand what we wanted to achieve and came to us with ideas that would build on our own efforts,” said Shaping Cloud CEO Carlos Oliveira.

“Since day one, they have shown they have the creativity and skillset to help us gain greater traction in healthcare and public sector IT, and we feel very positive that we have made the right choice.”

Now the two organisations are working together on a marketing strategy that will aim to increase awareness and generate leads through content, digital and event driven campaigns that will promote the distinctive values and experience of the Manchester SME.

“We are seeing the NHS and local authorities increasingly recognising the importance of technology and data in addressing the challenges that they are currently facing within a climate of limited resources,” said Highland Marketing’s CEO, Mark Venables.

“Companies such as Shaping Cloud are at the forefront of helping public sector organisations meet these challenges, and marketing is an effective channel to help promote the benefits of its services and solutions and the positive outcomes for improving the delivery of UK public services.”

Shaping Cloud is helping several public sector bodies make the move to cloud technology, which is helping to cut costs and enhance services by replacing outdated IT systems with more flexible infrastructures.

With cloud becoming increasingly embedded in central and local government future IT strategies and with the NHS increasingly following suit, the timing for Shaping Cloud to launch its campaigns is well placed. This is further supported by the fact that health and social care secretary, Matt Hancock, has also shared his commitment to greater use of the cloud in his recent technology vision in [The Future of Healthcare](#).

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Notes to editors

About Shaping Cloud

Shaping Cloud was founded in 2010 by CEO Carlos Oliveira, Chair of techUK's Local Public Services Committee and the Institute of Directors North West Young Director of the Year.

Shaping Cloud works with the NHS, local authorities and other government departments to enable the adoption of cloud technology to support the delivery of their digital transformation strategies. As Microsoft Gold Partners and one of the UK's leading Azure experts, they deliver software and services to public sector organisations that enable them to drive application innovation, unlock insights from data and transform their data centres to support digital transformation.

Its consultancy business has been working with a range of public sector bodies in helping them to understand the role that public cloud can play within their future technology strategy. Its software business has developed two SaaS based products for the sector. The first is its Hybrid Integration platform SPINR which provides an open API platform upon which new digital services and streamlined processes can be built. The second is FOIPRO tool that greatly simplifies and improves the process of managing Freedom of Information requests.

Its customers include NHS Digital, Lancashire and Oxfordshire County Councils, Manchester City Council, the Universities of Sheffield and Nottingham, Homes England, Salford Royal NHS Foundation Trust, Greater Manchester Health and Social Care Partnership and the Northern Care Alliance.

For further information visit: <https://shapingcloud.com/>

About Highland Marketing

Founded in 2002, Highland Marketing are specialists in developing and delivering tailor-made and flexible PR, marketing and communications solutions specifically for the healthcare sector and the wider public sector.

It operates in the UK and internationally and has a detailed understanding of the healthcare market. The company has a dedicated team of skilled and experienced people all with considerable knowledge and experience within their field. It also offers customised business development support geared to help grow client sales.

Shaping Cloud joins an impressive client list for the health and care tech communications specialist. Customers include US tech giants Allscripts and InterSystems, European medical system supplier Sectra, and UK firms such as Patientrack as well as NHS service provider Coordinate My Care.

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You can also follow Highland Marketing on [LinkedIn](#) and [Twitter](#).

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