

Industry Era  
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CEOs OF 2020

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Brad Cheedle, CEO Otava

## Offering Companies Secure & Compliant Cloud Solutions

Brad Cheedle, Otava's CEO, is a seasoned technology executive who is driven by his entrepreneurial energy. His expertise spans corporate finance, sales and business development, technical operations and more. Having led organizations at WOW! Business, Zayo Group, Qwest Communications, OnFiber Communications, Level 3 and MCI, Brad has experience creating growth across tech industries that are at the foundation of Otava's active approach to expanding its footprint. Brad's deep industry knowledge, strategic insight and hands-on involvement are the backbone for Otava's growth strategy – aggregating best-of-breed cloud companies, establishing strong partnerships with the best and brightest innovators, and investing in people, tools and processes.

When CFO Tom Wilten and Brad joined Otava, they recognized a significant opportunity in the cloud landscape. The marketplace was dominated by a number of small, regional cloud providers, and a handful of giant hyperscalers. There were very few companies in between that were designed meet the needs of growing medium-sized enterprises and service providers managing sensitive data. “As the industry was ripe for consolidation, we set out to find the right combination of acquisition targets offering best-of-breed cloud-based services, highly trained staff, and the processes and controls required to address increasing demand from compliant and security sensitive organizations,” explains Brad. “We are committed to helping these companies efficiently and effectively manage a diverse cloud environment where all pieces contribute fluidly to the comprehensive solution that is both secure and compliant.”

Otava provides a comprehensive managed security and disaster recovery portfolio for risk mitigation layered atop cloud infrastructure and solution offerings that are HIPAA, HITRUST, PCI, SOC 1/2/3, ISO 27001 and Privacy Shield certified. “We know that the path to transformation must be rooted in security and compliance, so we stay abreast of the current issues and advancements across the security and compliance landscape and continually share that knowledge,” says Brad. “Otava's cloud solutions are the foundation of our company. We work with only leading providers such as VMware, Veeam and Zerto so that our customers have the advantages of the latest cloud, data management and disaster recovery technologies.”

The company is committed to providing the solutions its customers need most. For instance, Otava's service provider community consistently tells them that what they need is more control. To enable service providers to better serve their own clients, Otava offers self-managed cloud and data protections solutions that empower them and provide enhanced visibility. Conversely, many mid-sized businesses say they want solutions that are secure and compliant yet alleviate resource constraints. To satisfy these needs, Otava provides fully-managed turnkey cloud, backup and disaster recovery solutions that provide full transparency and ease of use.

One of Otava's customers is The Hospital Quality Institute (HQI), which builds reliable and sustainable measures to gauge California's hospital performance and identifies opportunities for improvement and innovation. In order for HQI's databases to be in compliance with various federal and state laws, including the HIPAA, the company needed a cloud-based solution that supported its regulatory requirements. With much of its work taking place via remote interfaces, HQI turned to Otava to create and manage two comprehensive virtual private cloud environments for confidential data. In addition, Otava implemented firewall protection and cloud backup services. Otava's HIPAA-compliant certifications provide both cloud solution-level and infrastructure-level safeguards, ensuring the reliability needed to meet HIPAA standards. HQI enjoys significant resource and cost benefits while meeting its availability, integrity and confidentiality needs for electronic protected health information.

According to Brad, multi-cloud is the future for many growing businesses and he sees Otava as a trusted partner for these solutions. Otava will continue to enhance its portfolio to expand hybridity options and tailored solutions, all with real-time metrics visibility. The company's ongoing work with leading technology partners such as VMware and Veeam enables them to deliver advanced features. “We will further strengthen our compliance and security posture as the requirements and challenges evolve. Ultimately, we plan to make our cloud solutions even easier and more productive for our customers so they can maximize their own success,” says Brad.**IE**