



Technology Experience Lab as springboard: purevirtual convinces through live tests

Why purevirtual appreciates the combination of security and flexibility

To help small and medium companies take advantage of the services usually reserved for large corporates puredigital offer highly available IT environments to their customers. In order to deliver this, they needed a partner who could provide a secure environment but also be a partner on their business journey.

How the Technology Experience Lab simplifies the onboarding of new clients

Working with the Global Data Centers division of NTT Ltd. purevirtual used our Technology Experience Lab to build out proof of concepts to for their clients. By taking advantage of this capability it was simple for purevirtual to move clients across to the live environment in our data centers once the decision to go ahead was made.

What services are offered through cooperation with NTT?

The comprehensive services offered by our Technology Experience Lab not only helped purevirtual win clients but it also helped them understand what the requirements of demanding Industry 4.0 applications, ensuring that they could be configured correctly before they were deployed in the real world.



‘The Technology Experience Lab is especially ideal for start-ups. It offers maximum flexibility, direct access to public cloud providers and at the same time, applies the high-security standards of the data center to itself.’

Yannick Schulz, CEO of purevirtual



Challenge

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Today all companies, regardless of size, require high-performance and reliable technology infrastructure. Organizations and people are dependent on a multitude of applications and the amount of data generated by these applications has been growing exponentially. At the same time it's essential that this data is protected, something that's an enormous challenge, especially for small and medium-sized companies. In order to cater for this need purevirtual has built out a portfolio of custom solutions, fail-safe infrastructure as well as virtual desktop environments and networks locations. To ensure flexibility in meeting customer requirements and offer maximum security, purevirtual relies on the services of the Global Data Centers division of NTT Ltd.

Taking responsibility for the IT environment is the mission of purevirtual while avoiding the all too common practice trying to assign blame is a value that purevirtual prides themselves on.

A key service offered by purevirtual is taking over the full operations of customer environments leveraging their platform to deliver all products and services. In order to guarantee the reliability and security of the IT systems, they needed a partner who could offer a secure and certified environment for their IT systems while being flexible enough to support their growth strategy. With multiple locations in Frankfurt, in the heart of the Rhine-Main region, we were able to ensure that purevirtual could take advantage of the comprehensive redundancy and security available in our facilities.

Solution

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Creating a relationship built on trust is critical for IT start ups. In addition to the many years of experience that purevirtual founder and CEO Yannik Schulz and his team bring to the table, reliable IT infrastructure is critical. Our Technology Experience Lab offers the ideal starting point for purevirtual in two respects. Concepts can be easily and quickly tested in a live environment with real data and under real conditions on test servers. In addition it's possible to demonstrate the secure environment at our data centers.

Purevirtual rented the Technology Experience Lab in order to implement and test new concepts on-site. Once the Proof of Concept is successful and the customer signed up the customer's infrastructure is set up and operated from the colocation area of the data center or, in the case of larger installations, in a separate cage. Yannik Schulz, CEO of purevirtual, explains: 'The Technology Experience Lab is ideal for start-ups. It offers maximum flexibility, direct access to public cloud providers and at the same time, provides access to the high security standards of the data center.'

Outcome

What services are offered through cooperation with NTT

Purevirtual was able to win numerous customers thanks to their comprehensive security concept and successful Proof of Concepts in the Technology Experience Lab. In the Industry 4.0 context, where machines have to be connected, they were able to determine the bandwidth requirements before the corresponding fiber was ordered and the compatibility of different application systems with the hardware was tested. In addition, clients at the Frankfurt 1 site were reassured by the redundant power supply at the data center with two spatially separated 110 kV lines, the two separate UPS systems with diesel generators and comprehensive security checks.

Purevirtual offers small and medium-sized companies an IT infrastructure that meets even the requirements of large corporates in terms of performance, security and reliability. Yannick Schulz emphasizes: 'Every customer presents us with different challenges and we need to adapt to those needs. Whether the entire IT environment is virtualized or the customer only uses individual services such as managed backup, it's crucial for us that the infrastructure and data secure and available. The competitive price of this highly availability infrastructure offers SMEs a real alternative to running their own IT operations.'



Which Technologies?

- Bare Metal Server
- Hyperconverged Infrastructure

Which Services?

- Technology Experience Lab
- E-Connect Multi-Service Platform
- E-Power Rack
- Remote Hands

Which Partners?

- Intel
- Toshiba