Case study

Summary

The unbelievable Machine Company are pioneers in the German cloud computing industry. Helping their customers take advantage of the benefits of artificial intelligence and machine learning, they have partnered with NTT Ltd. to ensure that they have access to secure and reliable infrastructure. As part of their growth strategy they expanded their data center operations to our FRA1 data center in Frankfurt. FRA1 and our Berlin BER1 data center -where their original data center is located- are connected via a 100G ring, ensuring that all data is replicated instantly between the two locations. In partnership with our Global Data Centers division they are able to access secure and scalable infrastructure, giving them the flexibility to continue deliver innovative data solutions to their clients.

Vision

Why masterminds need flexible partners

A look at The unbelievable Machine Company or *um for short shows that it’s not only the name of the company that is special. In 2008 *um was considered the German pioneer in cloud computing. In 2011, the team developed and supported big data applications at a time when few people even knew the term. Today, *um proves that data science delivers real world, not just theoretical, benefits. The company, which has now grown to more than 170 employees, offers a portfolio of solutions from ‘Data Thinking’ to ‘Data Hosting’. Their customers receive data solutions individually tailored to their requirements, and for this a reliable data center partner is crucial.

No matter whether an organization is using the public or private cloud or a hybrid environment, *um prioritizes the security and reliability of the infrastructure they use. This is especially important for computationally intensive applications such as machine learning and artificial intelligence, where they require certified and flexible partners. Initially part of Basefarm Holding, *um has been part of the global Orange Group since 2018.

However, the company’s local strengths have not changed, as Patricia Klug-Kastirr, Senior Partner Manager at *um explains: ‘We use data in companies in a sensible, profitable, and sustainable way. Our customers, especially in Germany, attach great importance to the security and local hosting of their data. This is why we need a reliable and flexible colocation partner like NTT Ltd.’
‘German companies, in particular, prefer secure, local solutions with their own hardware. NTT Ltd.’s colocation data centers have all the relevant certificates, offer a secure infrastructure, and the cooperation with the local team is excellent.’

Philipp Schlüter, Vice President Marketing, The unbelievable Machine Company

Transformation

How a 100G-Ring between Berlin and Frankfurt ensures performance

Since the early days of *um in Berlin, the company has partnered with e-shelter, now part of the Global Data Centers division of NTT Ltd. As a result of their capabilities *um secured numerous well-known customers including Parship, the Heinemann brothers, and the Metro Group. Interest in a second data center location in Germany grew increasingly and after the positive experience of using colocation space at NTT Ltd.’s Berlin data center, *um decided to open its own branch office in Frankfurt. At the same time they made the decision to use our data center in Frankfurt. Key factors for the decision were the high-security standards of the FRA1 data center, which are also documented by comprehensive certifications, as well as the flexibility and scalability offered by NTT Ltd. Both locations are connected in a ring via a 100G backbone, ensuring high-performance data exchange with low latency.

Their customers have specific infrastructure requirements and to enable this *um provides diagnostic advice to their providers, to ensure it only looks for the optimal solution. This may be a hybrid cloud solution or a completely public cloud-based infrastructure. NTT Ltd. offers direct public cloud connections to the best-known hyperscalers in both Berlin and Frankfurt. In Frankfurt, being an immediate neighbour to the central German internet node DE-CIX also ensures a high-speed internet connection.

Results

What secure and scalable data usage means for the cloud

The challenges concerning data are continually increasing. Applications such as autonomous driving, e-commerce or predictive maintenance are driving the growth in data volumes and computing power. This is an area where *um is ready to deliver. Thanks to their partnership with Global Data Centers, they have a secure and scalable infrastructure that can be expanded at any time. With access to the skills within Orange Business Services they are able to meet the requirements of any international projects.

This allows them to stay agile, concentrating on their key competencies while pioneering all aspects of cloud and data services.

A study conducted by *um together with Crisp shows a clear trend towards hybrid cloud solutions, as Philipp Schlüter, Vice President Marketing at The unbelievable Machine Company explains: ‘Exponential growth in data volumes is rapidly causing high costs for computing power in a public cloud. Furthermore, German companies, in particular, prefer secure, local solutions with their own hardware. NTT Ltd.’s colocation data centers have all the relevant certificates, offer a secure infrastructure, and the cooperation with the local team is excellent.’

This gives *um’s experts the flexibility to drive innovative solutions based on machine learning and ensure that they are properly implemented.