

LEADING TELCO BUILDS INDEPENDENT INFRASTRUCTURE AND GROWTH WITH FLEXIBLE ZADARA EDGE CLOUD SERVICES

Viatel is enabling their partners to expand their portfolios and increase customer loyalty...beyond connectivity, they are earning a reputation for scalable cloud solutions.

Dublin-based Viatel is Ireland's leading independent provider of connectivity, cloud, and data security solutions. The company develops custom storage, backup, and disaster recovery solutions for its customers, with an end-to-end partnership approach, in contrast to the more rigid services offered by public cloud platforms.

After initially identifying storage-as-a-service as a potential growth area, Viatel partnered with Zadara to offer cloud storage to its direct customers and partners with consumption-based pricing. Achieving success with its bespoke solutions, the company has continued to expand its cloud infrastructure and services using flexible Zadara technologies.

"Zadara gives us infrastructure building blocks that we and our partners can easily build solutions from"

Eilish O'Connor
CTO,
Viatel

"Zadara cloud storage allows us to have more products in our toolkit," says Eilish O'Connor, Chief Technology Officer, Viatel. "It's given us a new line of

income, and a really nice set of infrastructure building blocks that we and our partners can easily build solutions from."

POWERING A NEW CLOUD PORTFOLIO

Building on their growth, Viatel's expanded offering includes a new stretch cluster, which links two locations with high-speed fiber networking, and services including Veeam Office 365 backup, infrastructure as a service, and active failover to protect customers' workload availability. Zadara storage nodes add key capabilities to the infrastructure.

"Zadara in our data center means customers aren't hit with a massive bill"

Eilish O'Connor

"Because Zadara is running inside our data center, we can offer disaster recovery and data restoration without any data ingress or egress fees," explains Eilish. "Customers can restore data over a reliable network and they aren't hit with a massive bill."

Viatel's Zadara-powered, independent infrastructure also helps customers protect data locality and storage performance.

"For one of our education-sector customers, data needs to stay within Ireland, and service demand spikes during exam season," says Eilish. "Zadara provides the dedicated IOPS to guarantee performance."

LESS RISK, MORE OPPORTUNITY

The flexibility of Zadara's consumption-based pricing and service provisioning has made it easier for Viatel to onboard new customers.

"If we have an opportunity, we can go for it," explains Eilish. "We're not putting in a heavy investment ourselves. And we don't have to spend a lot of time trying to forecast what we need. We get support from Zadara to design our environments, and if we are nearing capacity, they will sometimes let us know before we realize ourselves."

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NATURAL SOLUTION GROWTH

Having a flexible and differentiated cloud service portfolio has helped to fuel growth for Viatel, supporting both customer acquisition and retention.

"We often start by providing one service, such as connectivity, and then the solution grows," says Eilish. "It's a natural progression for customers to move their applications into our cloud."

"Our colocation customers looking to migrate applications to cloud don't need to move away from us. And when they run out of storage, but don't want to buy more hardware, our Zadara cloud storage is an obvious choice."

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INCREASED CUSTOMER STICKINESS

For their own channel partners, Viatel is using Zadara to provide highly flexible infrastructure that is powering profitable new services.

"We're giving our partners the opportunity to expand their portfolios and do more for their customers"

Eilish O'Connor

"Partners who knew us mainly for connectivity are getting to know us for cloud," says Eilish. "We're giving them the opportunity to expand their portfolios and do more for their customers. They're building their solutions on top of our infrastructure and increasing their customer stickiness."

NEXT-LEVEL RANSOMWARE PROTECTION

Viatel is now progressing towards a comprehensive infrastructure platform, which includes highly-secure disaster recovery. Zadara technologies are a key element in adding the layers of security customers need in the face of growing cyber threats.

"Features like immutable storage, which cannot be overwritten by ransomware attacks, are helping us take security to the next level"

Eilish O'Connor

"The recent ransomware attack on Ireland's Health Service Executive shows the severity of the threat, and that attacks often target backup data first," says Eilish. "Zadara security features like immutable storage that cannot be overwritten by ransomware attacks, and customer-owned encryption keys, are helping us take security to the next level."

To learn more about how no-risk Zadara Edge Cloud Services can power transformation and growth at your business, [call or email us today](#).

Thank you to Eilish O'Connor and Arlene Kenny of Viatel for this interview. To learn more visit <https://viatel.com>.

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