

zadara

**EBOOK**

# **MULTI-TENANCY: THE KEY TO GROWTH FOR MANAGED SERVICE PROVIDERS**



# INTRODUCTION

As businesses across the UK and Europe continue to embrace digital transformation, **Managed Service Providers (MSPs)** must evolve to deliver scalable, cost-effective, and secure solutions. One of the most effective ways to achieve this is by leveraging multi-tenant infrastructure.

Multi-tenancy enables MSPs to efficiently manage multiple customers within a shared environment, optimising costs, improving operational efficiency, and ensuring seamless scalability.

## IN THIS EBOOK, WE'LL EXPLORE:

- Why multi-tenancy is essential for MSPs
- Common business use cases
- Key factors when choosing a multi-tenant infrastructure provider
- How Zadara compares to other solutions in the market

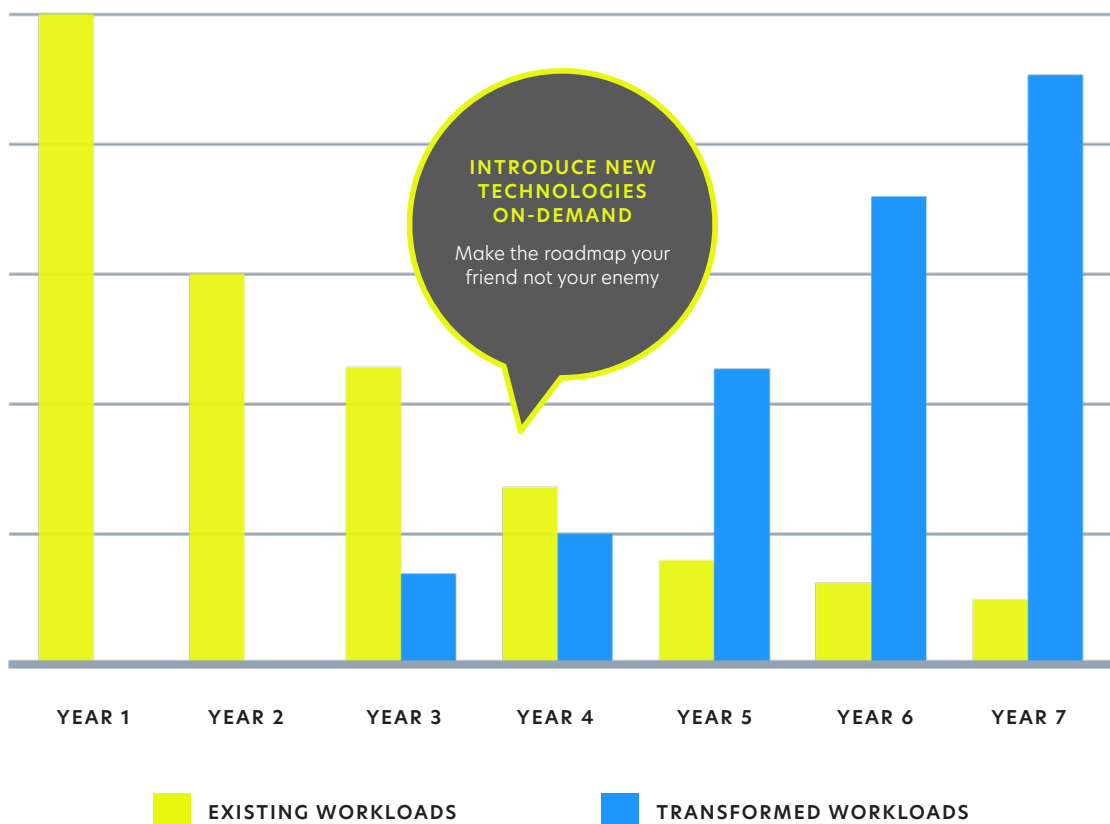
# THE IMPORTANCE OF MULTI-TENANCY FOR MSPS IN THE UK & EUROPE

## 1. Cost Efficiency & Profitability

Traditional single-tenant environments require dedicated infrastructure for each client, which increases operational costs. Multi-tenancy enables resource sharing across multiple customers, **reducing infrastructure expenses** and increasing **profit margins for MSPs**.

**For MSPs:** Lower costs mean **better service pricing, higher margins, and increased competitiveness**.

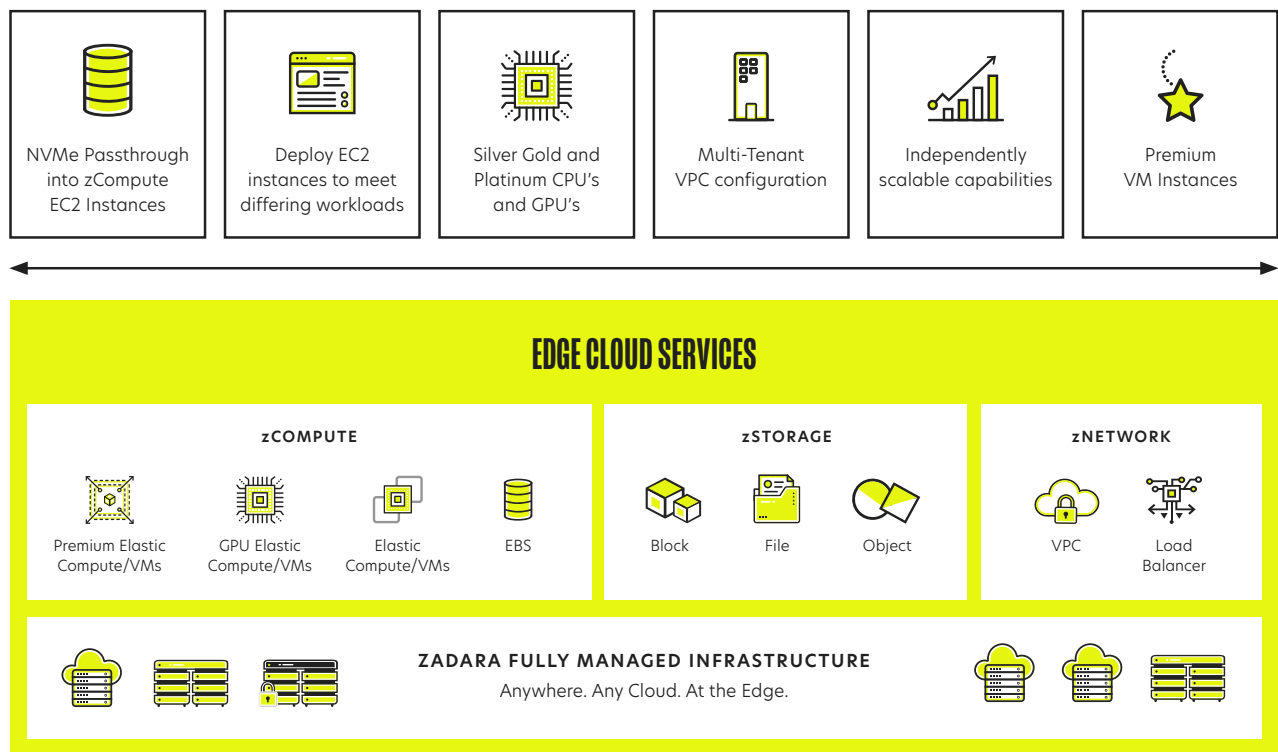
**For customers:** Businesses get access to **enterprise-level services at a fraction of the cost**.



## 2. SCALABILITY & RESOURCE OPTIMISATION

Multi-tenancy enables MSPs to **dynamically allocate computing, storage, and networking resources** based on demand. This is especially important in cloud environments where workloads fluctuate.

- **Seamless expansion:** New customers can be onboarded without major infrastructure overhauls.
- **Efficient resource allocation:** Avoids underutilisation and ensures fair distribution across tenants.
- **Faster service delivery:** Automation and centralised management reduce time-to-market.



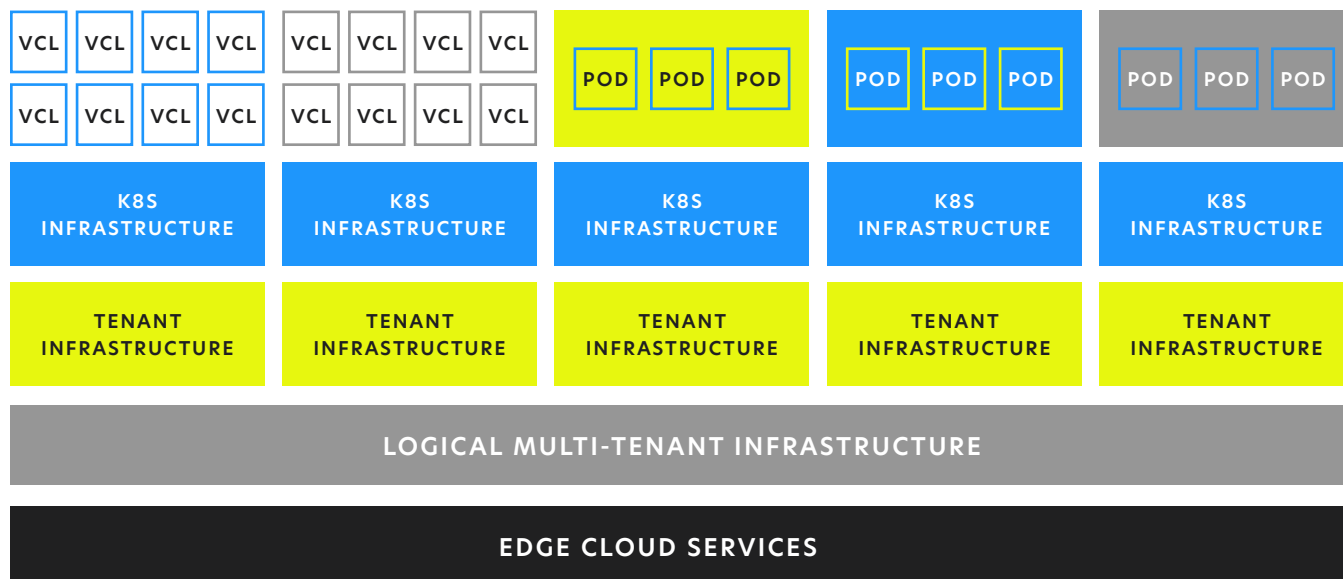


### 3. SECURITY & COMPLIANCE IN SHARED ENVIRONMENTS

With increasing regulatory and accreditation pressures, especially from **GDPR and ISO 27001**, MSPs must ensure **secure multi-tenant environments**. A strong multi-tenant solution should provide:

- **Strict data isolation:** Each tenant's data remains separate and protected.
- **Advanced encryption:** Data at rest and in transit should be encrypted.
- **Role-Based Access Control (RBAC):** Ensures limited access based on user roles.
- **Regulatory compliance & security standards:** The provider should comply **with GDPR, HIPAA, and ISO 27001**, whilst not all these are a legal requirement, not demonstrating an independently verified competency may be business impacting.

## MODERN APPLICATION DEPLOYMENTS ARE CHANGING

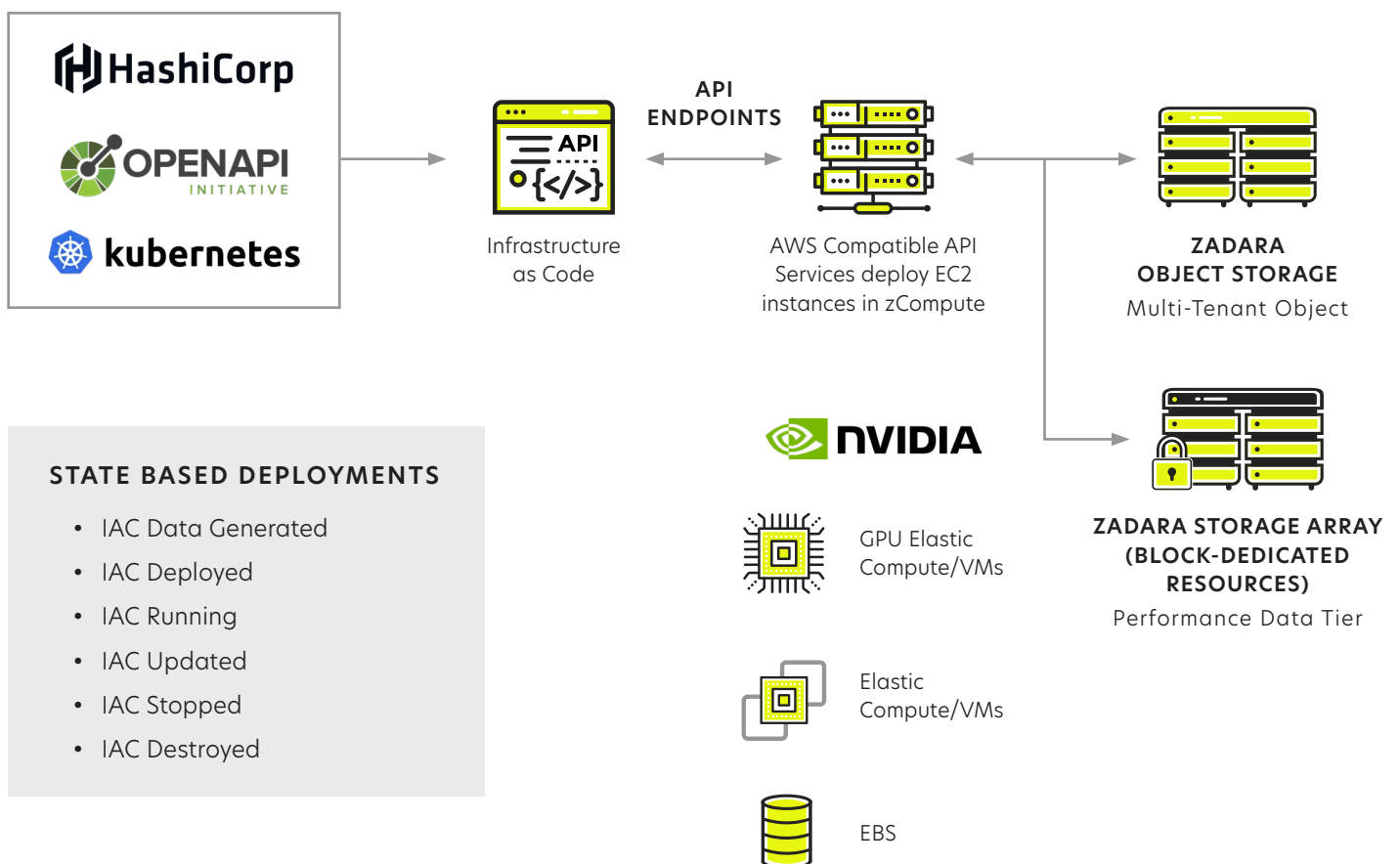


#### 4. CENTRALISED MANAGEMENT & AUTOMATION

A key benefit of multi-tenancy is **operational efficiency**. MSPs managing multiple customers need:

- A single-pane-of-glass dashboard to monitor all clients.
- Automated provisioning to reduce manual workload.
- Multi-tenant analytics to gain insights into usage, security, and performance.

With these tools, MSPs can manage clients more effectively while **reducing operational overhead**.



# COMMON BUSINESS USE CASES FOR MULTI-TENANT ENVIRONMENTS

Cloud infrastructure services rely on multi-tenant architectures to efficiently allocate resources among multiple clients or applications while maintaining security and performance.

## 1. CLOUD HOSTING & INFRASTRUCTURE SERVICES

MSPs providing cloud infrastructure services rely on multi-tenant architectures to **efficiently allocate resources among multiple clients** while maintaining security and performance.

- IaaS, PaaS, and SaaS providers
- Virtualized environments with isolated workloads
- Managed cloud services for SMEs and enterprises

## ZADARA EDGE CLOUD: FULLY MANAGED IaaS

### INFRASTRUCTURE AS CODE



### ENABLER PARTNER SOLUTIONS



### ON-PREMISES & CLOUD COMPUTE



Compute



Backup



VPC



Loadbalancer



CPU

### ON-PREMISES & CLOUD STORAGE



Block Storage



File Storage

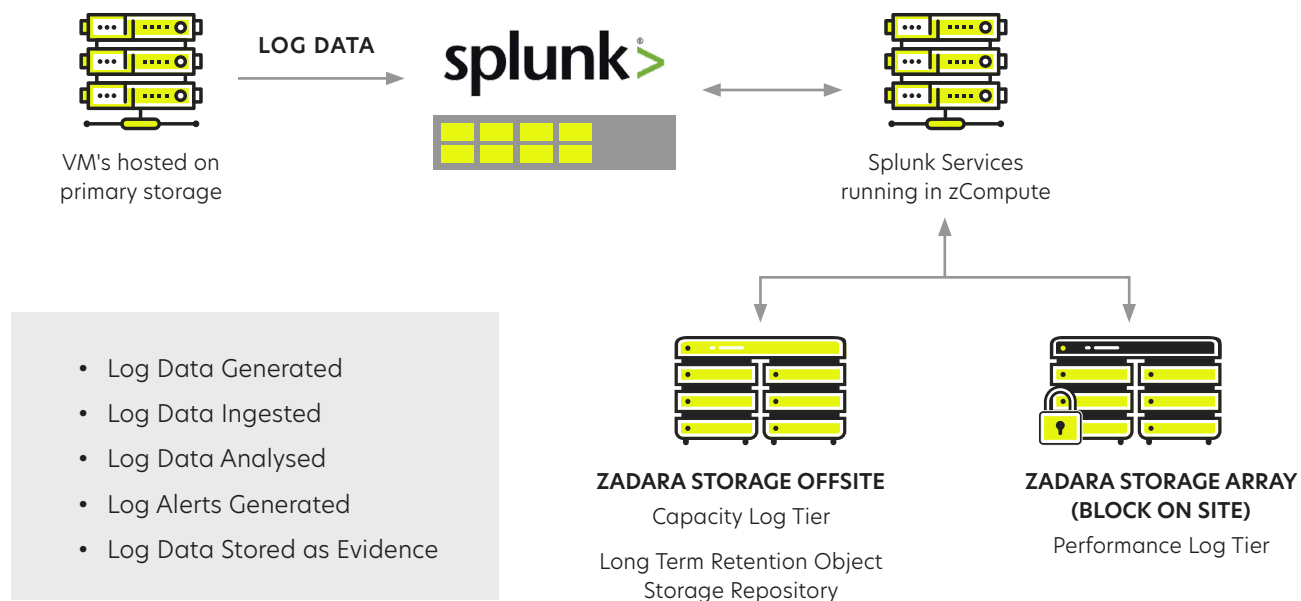


Object Storage

## 2. MANAGED SECURITY SERVICES

Cybersecurity is a growing concern for businesses, and multi-tenancy allows MSPs to **offer centralised security monitoring, firewall management, and threat detection** services across multiple clients.

- Multi-tenant SIEM solutions
- Centralised security operations centers (SOC)
- Endpoint security management





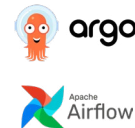
### 3. MULTI-TENANT SAAS PLATFORMS

Software providers delivering applications to multiple customers benefit from **a shared architecture** that maintains tenant isolation while maximising infrastructure utilisation.

- CRM, ERP, and HR applications
- Collaboration tools and project management platforms
- Industry-specific software solutions (e.g., healthcare, finance)

## ZADARA EDGE CLOUD: FULLY MANAGED IaaS

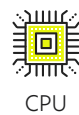
#### CLOUD NATIVE APPLICATIONS



#### BRING YOUR OWN KUBERNETES



#### ON-PREMISES & CLOUD COMPUTE



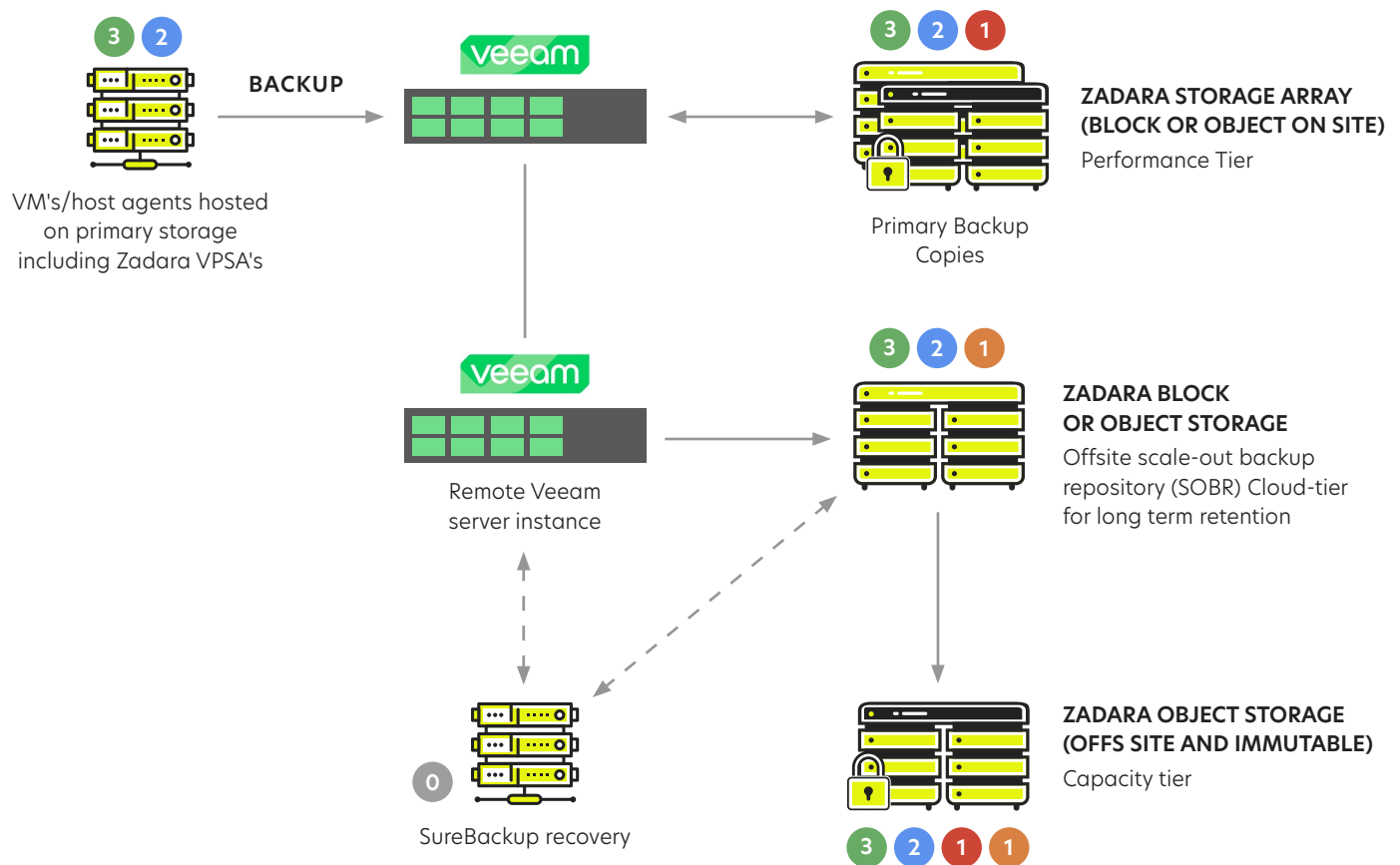
#### ON-PREMISES & CLOUD STORAGE



#### 4. DATA BACKUP & DISASTER RECOVERY

Businesses require **secure, scalable, and cost-effective backup solutions**. Multi-tenancy enables MSPs to provide:

- Automated backup solutions for multiple clients
- Multi-site disaster recovery environments
- Scalable storage solutions

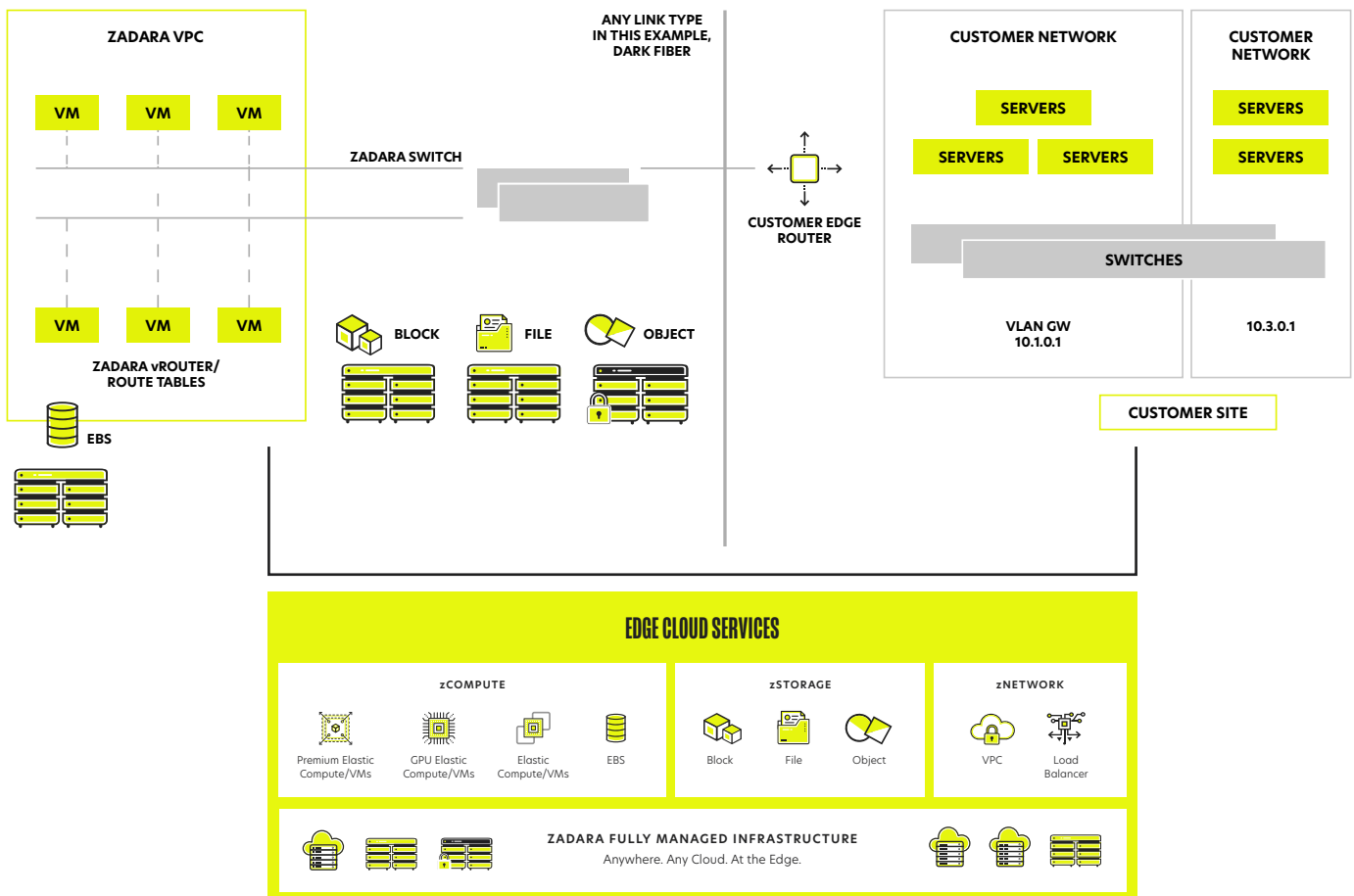


- 3 Data Copies
- 2 Different Media (At Least)
- 1 Offsite
- 1 Immutable
- 0 Text Recoverability

## 5. INTERNET & CONNECTIVITY SERVICES FOR MULTI-TENANT BUILDINGS

With the rise of **co-working spaces and shared office environments**, MSPs can provide multi-tenant internet and connectivity solutions to serve **multiple businesses within a single infrastructure**.

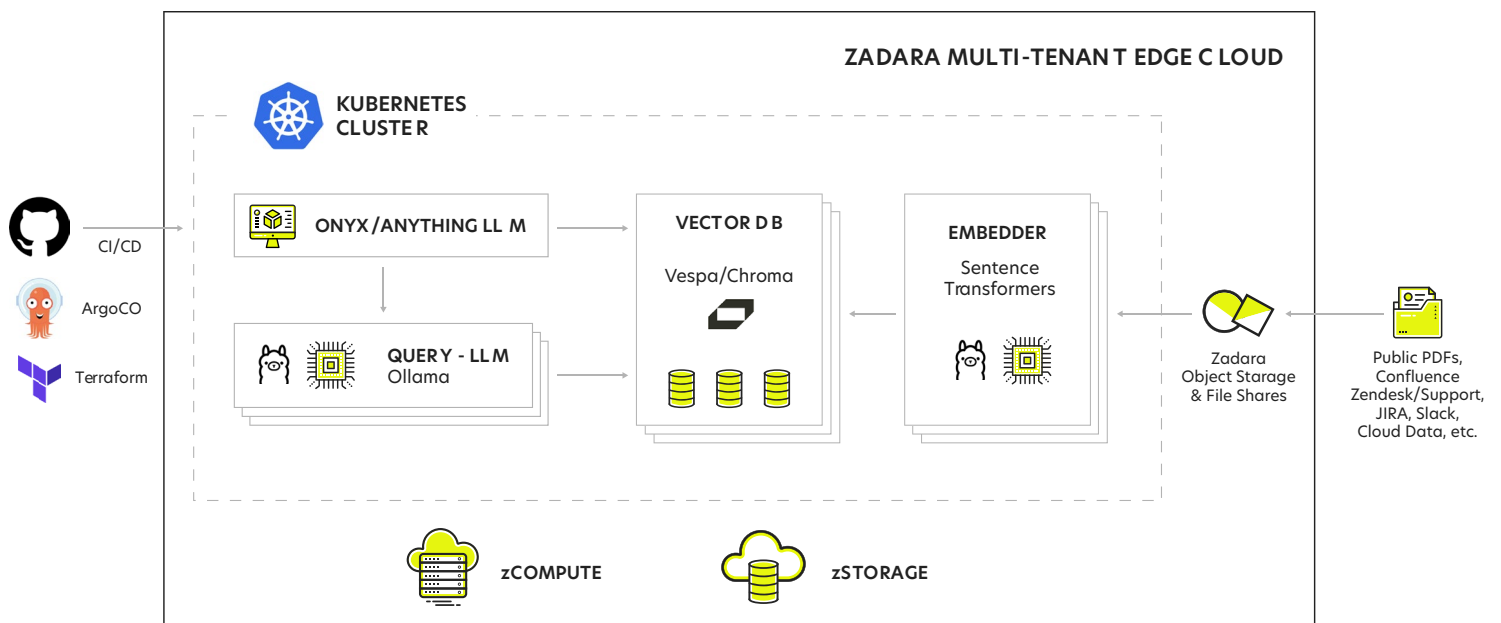
- Managed Wi-Fi for commercial and residential properties
- Network segmentation for tenant-specific security policies



## 6. DEVELOPING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING CAPABILITIES

Everyone is looking for how they can utilise **modern Artificial Intelligence and Machine Learning concepts** to drive business innovation, enabling the use of a multi-tenant infrastructure allows for **different users or projects to make use of resources dynamically** using automation tools and APIs.

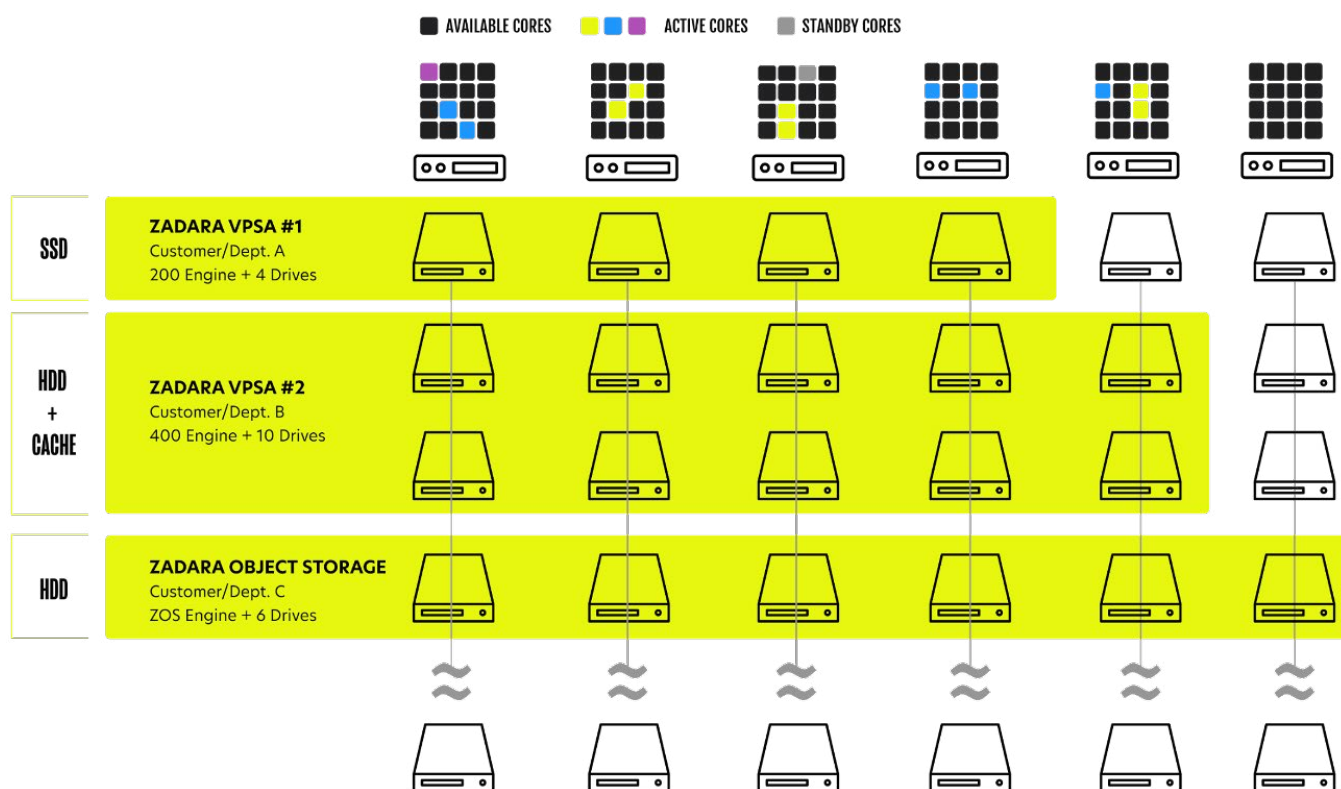
- GPU for VDI during normal business operating hours
- GPU for batch or creative inference out of normal hours



# WHAT YOU SHOULD LOOK FOR IN A MULTI-TENANT INFRASTRUCTURE PROVIDER

## 1. SECURITY & TENANT ISOLATION

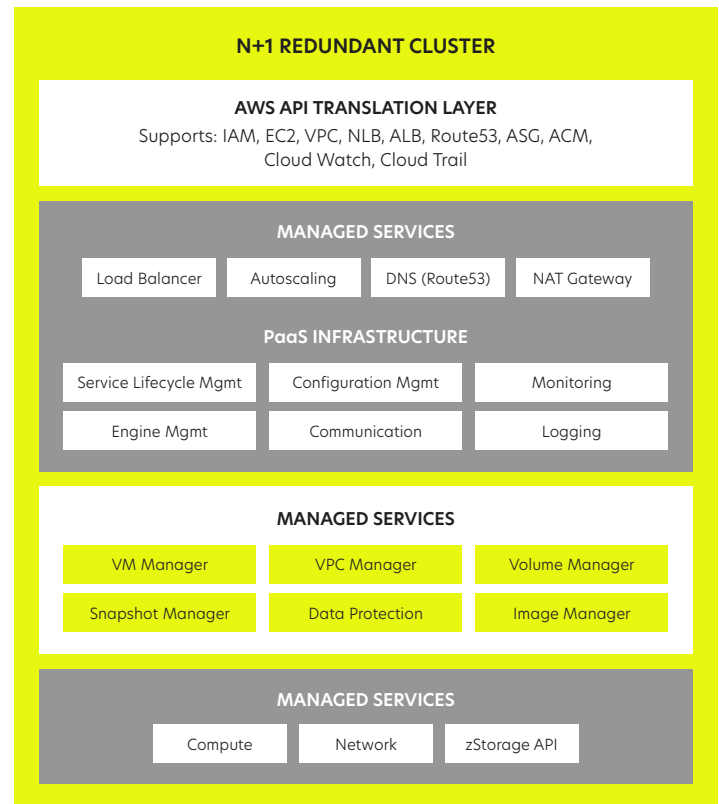
- Strict data segregation between tenants
- End-to-end encryption for data protection
- Compliance-ready infrastructure





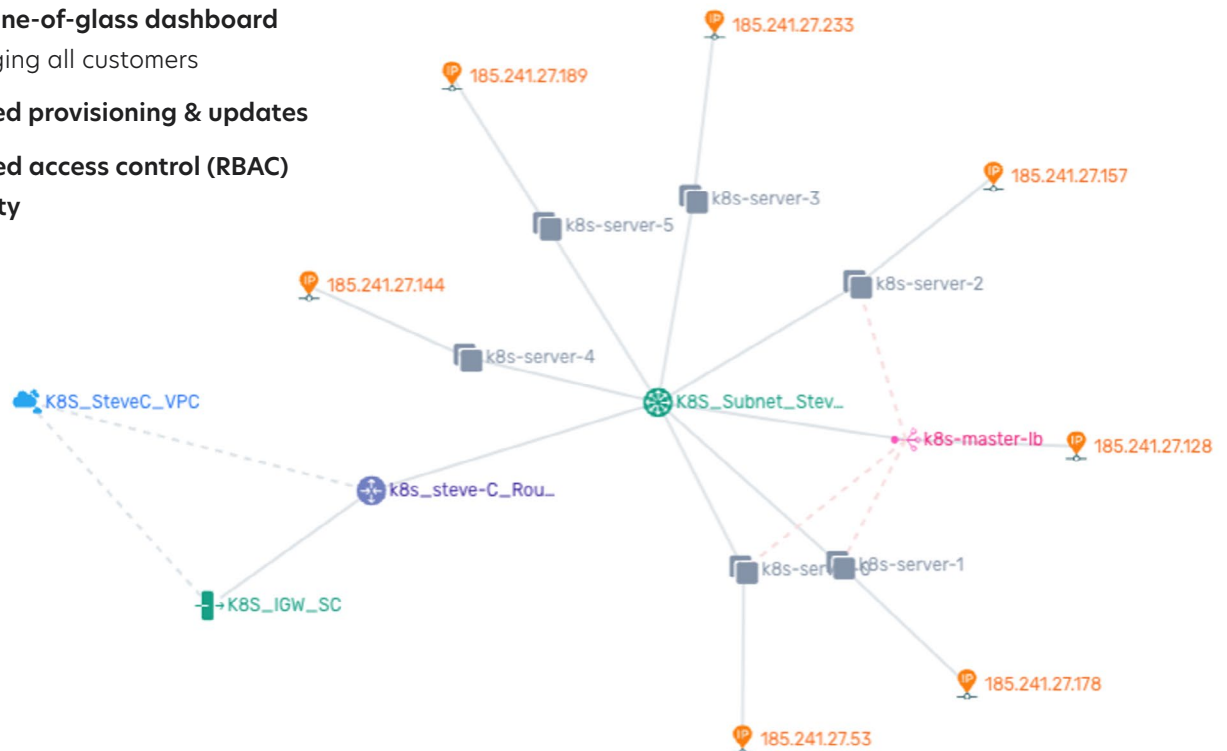
## 2. SCALABILITY & PERFORMANCE

- **Elastic resource allocation** for demand-based scaling
- **Load balancing and auto-scaling** to prevent performance bottlenecks
- **Geographically distributed architecture** for high availability



## 3. CENTRALIZED MANAGEMENT & AUTOMATION

- **Single-pane-of-glass dashboard** for managing all customers
- **Automated provisioning & updates**
- **Role-based access control (RBAC)** for security



## 4. COST EFFICIENCY & FLEXIBLE BILLING

- Pay-as-you-go pricing models
- Usage-based billing for transparent costs
- Multi-tiered pricing for different customer needs

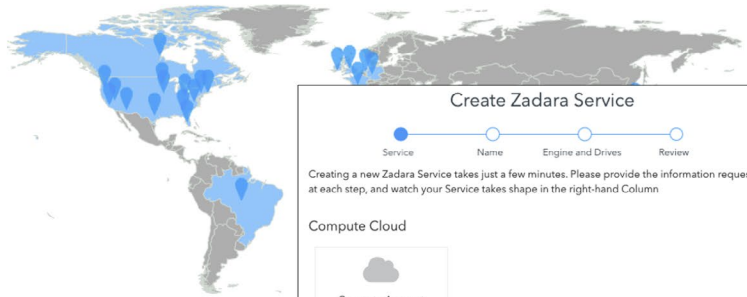
### Zadara Provisioning Portal

Create Cloud Service

**Create Zadara Service**

Creating a new Zadara Service takes just a few minutes. Please provide the information requested at each step, and watch your Service takes shape in the right-hand Column

Select Location



Select Location

France

Select Site

FR - Paris - Equinix - PA3

**Create Zadara Service**

Service Name Engine and Drives Review

Creating a new Zadara Service takes just a few minutes. Please provide the information requested at each step, and watch your Service takes shape in the right-hand Column

Compute Cloud

Compute Account

Storage Services

Storage Array Flash Array Object Storage

### SELF-SERVICE IaaS Platform

**Create new VPSA® Storage Array**

Service Name Engine and Drives Advanced Services Review

IO Engine

2400 - 24 CPUs, 100GB RAM, 180GB Cache (Max. 80 drives OR 800TB raw) (\$7.99/hr)

Extended Flash Cache - 1600GB \$0.20 Per 200GB per hour

Drive Quantities (Minimum of 2)

20 10000GB (9313GiB) 10000GB SAS HDD (\$0.35/hr)

10 1600GB (1490GiB) 1600GB 55D (\$0.2/hr)

**Create Compute Cloud Service**

Service Name Service Limits Review

Limits

Compute

Name Limit

RAM (GiB) 40

Number of instances 10

Number of cores 20

## 5. API & THIRD-PARTY INTEGRATIONS

- Open API architecture for seamless integrations
- Marketplace for third-party add-ons and extensions

### Disaggregated Storage & Compute Clusters

- Independently scale compute and storage

### Multi-tenancy by design

- Network isolation, fault isolation, dedicated resources

### Self-provisioning, self-configured

- Network, Compute and Storage resources within a Virtual Private Cloud (VPC)

### AWS-compatible APIs

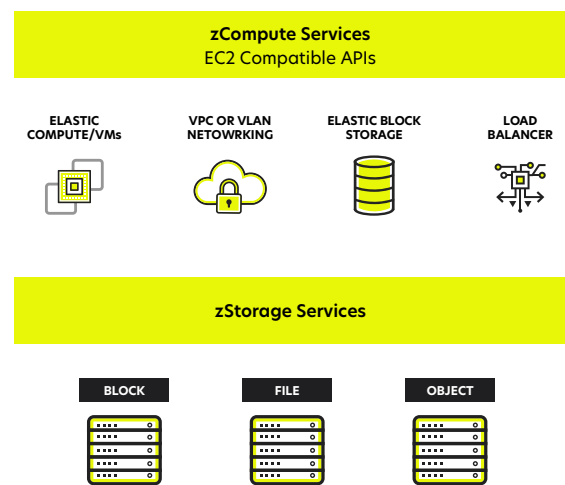
- Simplifies automation, migration and edge-to-cloud use cases

### APT Driven

- Comprehensive storage and compute APIs

### Central Management, Control and Support

- Tools and services for provisioning, monitoring and controlling Global Edge Cloud resources



# HOW ZADARA COMPARES TO OTHER MULTI-TENANT SOLUTIONS

## 1. FULLY MANAGED MULTI-TENANT CLOUD SOLUTIONS

Zadara provides **end-to-end managed services**, meaning MSPs don't have to worry about infrastructure maintenance.

- Scalable, pay-as-you-go infrastructure
- Global data centers for high availability
- Financial choice - 100% OPEX model with no upfront costs or a SaaS option

## 2. STRONG SECURITY & COMPLIANCE

Zadara meets **GDPR, HIPAA, ISO 27001 and SOC 2 compliance standards**, making it suitable for **regulated industries**.

- Multi-tenant security with strong isolation
- End-to-end encryption and role-based access control
- 24/7 proactive monitoring & threat detection

## 3. WHITE-LABEL & CUSTOMISATION FOR MSPS

Unlike traditional cloud providers, Zadara offers **white-label solutions**, allowing Service Providers to **brand services as their own**.

- Flexible deployment: on-premises, hybrid, or public cloud
- Customisable SLAs for client-specific needs

## 4. COMPETITIVE EDGE OVER TRADITIONAL CLOUD PROVIDERS

Unlike **AWS, Azure, and Google Cloud**, Zadara provides fully **managed on-premises infrastructure**, removing the complexity of cloud management.

- No hidden costs or egress fees
- Predictable billing with flexible pricing models
- Stronger multi-tenancy features than standard public cloud offerings



# CONCLUSION: THE FUTURE IS MULTI-TENANT

For UK and European MSPs, multi-tenancy is no longer an option—it's a necessity. It enables MSPs to reduce costs, scale effectively, enhance security, and simplify management while providing customers with cost-effective and compliant solutions.

When choosing a multi-tenant infrastructure provider, MSPs should focus on security, scalability, management efficiency, cost-effectiveness, and integration capabilities. Solutions like Zadara offer fully managed, compliant, and scalable multi-tenant environments, giving MSPs the edge they need to succeed in a competitive market.

**Is your business ready for the future?**  
**Now's the time to embrace multi-tenancy!**

## zadara

Fully managed cloud services: compute, networking, storage and more; designed for service providers and the modern enterprise.

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