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Hybrid Cloud is an Opportunity for German Companies

e-shelter at the Microsoft TechSummit on 21/22.2.18 in Frankfurt/Main

Frankfurt, February 21, 2018 - e-shelter, the leading data center provider in Europe and an NTT Communications group company, will be attending the Microsoft TechSummit, on February 21 and 22, 2018, in Frankfurt. Experts from the company will be discussing the current challenges and opportunities faced by German businesses as they embark upon hybrid cloud strategies.

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Hybrid cloud is generating a lot of interest in Germany and 2018 is the year to take advantage of it. "We know from recent studies by KPMG [1] and IDC [2] that German companies are increasingly turning to cloud applications," said Toan Nguyen, Director of Business Development & Cloud Platform at e-shelter. "According to IDC however, 60 percent of companies are still in a pilot phase or still doing their own stand-alone projects, with hybrid cloud solutions seen as a particular challenge. As the leading provider of data centers in Germany, e-shelter offers a secure and highly scalable infrastructure for Microsoft Clouds. Our Innovation Lab is ideal for pilot projects and for validating use cases. Within the lab itself, German companies can test concrete digitization projects quickly and easily."

Hybrid cloud, which combines both private and public cloud solutions, is essential for many German organizations today. However, many companies find these solutions too difficult to implement and maintain. To help businesses to overcome these hurdles, e-shelter will use cases to leverage ExpressRoute's quick access and single console for Azure Stack. The e-shelter innovation lab, also offers users the opportunity to set up their own use cases, test hardware from leading IT manufacturing partners, and connect to Microsoft Cloud in Germany. The innovation lab allows organizations to make cloud deployment and administration simpler, faster, and more effective, whilst simultaneously avoiding costly delays and miscalculations.

Connectivity parameters for the Microsoft Cloud

Through e-shelter's private network "e-connect" and Microsoft's ExpressRoute, a secure and fast connection to Microsoft Deutschland Cloud (location Berlin) can be achieved. Users benefit from low latency, high data throughput and flexible bandwidths (50 Mbps /s to 10 Gbps). In addition, e-shelter's redundant Layer 2 network infrastructure with full control over IP routing, enables hybrid cloud architectures to be securely deployed, and the Azure and Office 365 services to be implemented.

The e-shelter innovation lab

The e-shelter innovation lab, located at the company's Frankfurt data center campus, facilitates 60 technology partners, including leading cloud Hyperscalers and hardware vendors such as Dell EMC, Cisco, Lenovo and Huawei and a variety of architectures can be implemented and tested on short notice. Proof-of-concept scenarios for cloud applications and digitization projects can thus be realized in much shorter time periods and can be prepared for production deployment.

[1] <https://home.kpmg.com/de/en/home/newsroom/press-releases/2017/03/use-of-cloud-computing-in-company-boom.html>

[2] <http://idc.de/de/ueber-idc/press-center/64573-neue-idc-studie-zeigt-cloud-disruption-in-deutschland-in-vollem-gang>

About e-shelter

e-shelter is one of the leading data center operators in Europe, providing highly secure environments for housing and connectivity of IT and network systems. e-shelter leverages 300 MW of power capacity and 90,000 sqm of data center space to deliver scalable data center solutions to a wide range of customers. We operate ten data center locations within Germany, Switzerland, and Austria and look to expand beyond the DACH region. As a member of the NTT Communications Group of companies, e-shelter provides access to a global network of 140 data centers. Among e-shelter's clients are financial services companies, telecoms operators, public sector, IT service, as well as outsourcing and cloud service providers.

In addition to e-shelter, companies such as Arcadin, Dimension Data, itelligence, NTT Communications, NTT DATA and NTT Security are part of the NTT Group in Germany. In this region, the NTT Group represents around 5,300 employees and combined revenue of more than € 1.2 billion. You can find further information on the global NTT Group at www.ntt-global.com.

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