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High demand for regional cloud

Cloudist rolls out innovative, cost-effective cloud-native storage to regional customers in the Nordic countries.

CLOUDIST
SOLUTIONS

Managed services | Sweden

Business needs

When Cloudist, a cloud service distributor, launched a Nordic cloud-native storage solution, 20 customers signed on. With Dell EMC ECS object storage as the foundation, the service provides customers with high-performance, easy-to-manage and reliable cloud-native storage at a fraction of the cost compared to on-premises storage.

Solutions at a glance

- Dell EMC ECS

- VMware

Business results

- 20 customers sign up for new cloud-native storage.

- 10x cheaper than local storage previously consumed.

- Add storage nodes without disruptive data migration.

- Regional, accessible support resources.

Big opportunity for partnership growth.

Visual dashboard enables self-service administration.

When an IT services provider in Sweden asked its partner, Cloudist, a cloud service distributor, to offer cloud-native storage, a lightbulb turned on. Cloudist, which operates in Northern, Central and Southern Sweden, analyzed the market and determined there was strong demand for a locally sourced object storage-as-a-service offering that provided more personalized, regional support compared to the large global providers.

After evaluating Dell EMC, Cloudian and OSNEXUS object-storage solutions, Cloudist selected Dell EMC ECS object storage as the foundation of its innovative cloud-native storage. The Cloudist service runs on an ECS environment that is integrated with its Dell EMC VxRail and VMware hyperconverged infrastructure.

Michael Holm, director of product development at Cloudist, says, "We chose Dell EMC ECS because it's a proven platform globally, more reliable and more scalable than other vendor solutions. We trust Dell Technologies because we've had a great experience with Dell EMC products, service and support over the years."

"*Storage administration with Dell EMC ECS is easier and more cost-effective for partners because they don't pay us consultant fees to completely manage their data.*"

Michael Holm
Director of Product Development, Cloudist

Digital archive service opens with a bang

Since the Cloudist service became available six months ago, 20 partners are currently using it to store customer workloads.

"We're offering our customers an appealing combination of flexible, easy-to-use object storage archiving with access to responsive, local support resources," states Holm. "We offer the same or better performance, reliability and security, along with easier-to-understand invoicing compared to many public cloud providers."

Reducing storage costs while gaining flexibility

When it comes to ease of use, scalability, reliability and cost, Cloudist has delivered on all fronts. Holm explains, "Many of our customers need to manage fast-growing long-term backup data and unstructured data like video, images and documents. With Dell EMC ECS, we can add storage capacity on the fly without disruption to our customers."

Another advantage is streamlined IT administration. As Holm says, "Storage administration with Dell EMC ECS is easier and more cost-effective for partners because they don't pay us consultant fees to completely manage their data. They can do it themselves and set their own security rules and retention policies."

By archiving seldom-accessed files, Holm estimates that the storage cost is approximately 10 times less than local primary storage.

In addition, Cloudist has used ECS application programming interfaces (APIs) to provide customers with a customized, branded portal and easy-to-use visual dashboard for setting their own policies, creating storage buckets and implementing other functions.

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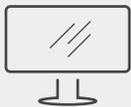
Partnership enters next growth phase

The ECS-based digital archive service is another milestone in a long, productive partnership between Cloudist and Dell Technologies. "Our new digital archive service already is opening doors to new opportunities at Cloudist," states Holm. "There are many Dell EMC Isilon customers in the Nordic region that want to offload some of their data to a cost-effective, secure and scalable cloud-native storage. With ECS, we make that possible."

Holm continues, "The partnership with Dell has been great over my 10 years of experience as a customer. Every time, the Dell Technologies sales, solutions and support teams step up whether the deal is large or small."

Looking ahead, Cloudlist is planning to integrate ECS with Isilon storage to provide customers with a comprehensive offering to manage files in the cloud. In addition, Cloudlist looks forward to offering cloud-native storage to an additional region.

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> Director of Product Development, Cloudist

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