DATIA - Spain

Datia, a pioneer and Spanish leader in SaaS offerings, deliver security solutions for thousands of companies using their cloud services. Datia is developing a IaaS, DaaS and SaaS offering with NEC.

CHOICE CRITERIA

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The solution needed:

• To be quickly deployed and operational

• To easily grow at the demand pace

• To deal with space and power contraints

Developing new services with high added value

Since 2002, Datia has deployed its own secure data center, including now more than 150 servers, two redundant lines dedicated, electric power generator, technical monitors and alarms, biometric access control and other physical and logical security methods.

This high-technology infrastructure allows Datia to offer, through its distribution network, a range of managed services for small and medium enterprises. This offer revolves around the security of desktop and enterprise email solution with Managed Antivirus and Antispam. It is supplemented by an online backup solution for securing user data. Forerunner of services delivered via the Internet, more commonly known today as Public Cloud, Datia secure today over 1 million user desktops, corresponding to 80.000 companies.

With experience, Datia wanted to upgrade its service offering to meet strong demand from small and medium businesses looking to outsource not only their desktop and messaging security or data backup, but their entire IT infrastructure, from servers and desktop up to core business applications.

«Small and medium business cannot afford to invest in technical resources to manage a few positions, and the initial investment to build IT infrastructure is far too important. Conversely, outsourcing provides cost control, flexibility and unprecedented flexibility"
- Rafael TORRICO, associate director of Datia.

Issue

Facing the development of Cloud Computing business predicted by all analysts, and because some major manufacturers develop their own offer by addressing end-customers directly, Datia took the opportunity, with a knowhow of more than eight years in developing managed services over the Cloud, with a strong differentiator: Proximity.

"The outsourcing of data or IT has always been a sensitive issue facing the problems of security, trust, fear of losing control of systems. Also, even if small companies see in such outsourcing methods a number of obvious benefits, it is important to be able to reassure them by providing local service, assure them of the availability level that we are in a position to bring" - Rafael TORRICO, associate director of Datia.

THE SOLUTION

NEC HAS IMPLEMENTED AN ECOSYSTEM OF HARDWARE AND SOFTWARE SOLUTIONS ALLOWING DATIA TO LAUNCH A SET OF NEW SERVICES:

• **A DaaS offering:** Unique on the market, this solution allows an end user to have on-demand and secured virtual desktops highly available. End-user can access their PC environment from the company or from any location with an Internet connection and let users access their applications at any time. The administration of virtual desktops is managed entirely by Datia.

• **A IaaS offering:** Datia complete its offer with the provision of virtual servers (file servers, Active Directory, DNS, DHCP, Website etc...) allowing its customers to have a comprehensive IT infrastructure and highly available. No administration of servers, all services being managed by Datia technical teams.

• **A SaaS offering:** Datia anticipate the needs of its customers by offering to manage their messaging, business applications (CRM, ERP) and supply all office applications required to run the company.

The set of servers, storage, software solutions and backup solutions are housed in the secured Datacenter of Datia

Architecture:

Details of the solution installed:

• 2 Flexpowers each equipped with 6 blades servers and 14 SAS disk drives
• Neocoretech NDV/NHV technology
• Incontinuum Cloud Controller framework
• Microsoft SQL Database
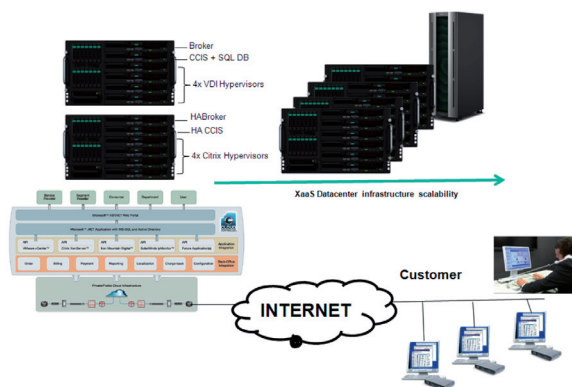
NEC has proposed to DATIA a scalable architecture to start a highly available production service within Datia existing datacenter. This architecture can scale easily to customers requests by adding Flexpower platforms or when volumes start to be quite important, by adding EcoCenter platforms that can host up to 80 physical servers in a single rack.

MULTIPLE BENEFITS FOR CUSTOMERS AND DATIA

For customers, the benefits are numerous:

• No initial investment (servers, storage, software, etc. ..)
• No technical expertise required
• No administration of IT infrastructure on a daily basis
• No desktop administration
• A cost control with a monthly subscription
• Scalability of the infrastructure or –desktops, on-demand

Small and medium enterprise customers only need to work an Internet connection, and thin clients provided by Datia: email, highly available desktops with Office applications, CRM and more... All related IT infrastructure and solutions are necessary are housed and provided wholly or partly by Datia.

For Datia, the solution is of great interest:

• A simple answer to meet growing customer demand
• A technical solution that ensures security of the systems and customer data
• A quick start
• Simple administration tools
• ROI < 7 month

" NEC's solution was very simple and scalable, which attracted us. We were able to deploy the technical infrastructure within days, and build the full offer, ready to use in less than two months, thanks to a real support of NEC teams and their partners" **- Rafael TORRICO**

PERSPECTIVE

Launched in September 2010, this turnkey IaaS, DAAS, SaaS solution is a solid basis for the provision of Cloud Computing services. This implementation, as a starting point, should allow Datia, through the same Cloud Controller framework to develop a very simple way of delivering new Cloud services and expand gradually new sources of revenues.

"The solution offered by NEC with its partners Neocoretech and Incontinuum enabled us to be Time to Market for the development of cloud computing solutions and develop new services with high value. When this offering has been launched, we were one of the only European players in position to offer virtualized Desktops as a Service, which reinforces our leadership position in managed services." **- Rafael TORRICO**