CASE STUDY

The unbelievable Machine Company: why Germany's leading enterprise cloud provider runs on OnApp

The unbelievable Machine Company - *um - was the first native German cloud provider, and since its launch in 2008 has grown to become the leading Big Data and cloud service provider in the country. Now *um is setting its sights on global cloud customers, and hybrid cloud management services, using the OnApp cloud platform to help drive its growth.

*um is not a typical transactional cloud provider. It's a consulting-led specialist in big data, data science and cloud, and this unique combination has attracted some of the largest German and Austrian enterprises - including broadcasting and media companies like Deutsche Welle, Antenne Bayern, t3n, die tageszeitung, B.Z. and Gründerszene; Metro Group, one of the largest retailers in the world; and clients as diverse as Gebrüder Heinemann, Porsche, Audi, Parship, Delivery Hero, Deutsche Post, easybank, dooyoo and MyToys.

"When we founded *um in 2008 there were only two cloud providers in Germany: AWS, and us," says Mario Apitz, Director of Operations at *um. "The market was still very much focused on traditional managed hosting for enterprise applications, and cloud adoption was quite slow to take off: when it comes to security and data protection, Germany is a very cautious and conservative market, as you might imagine."

"So our cloud service was designed to fit the needs of our market. We provide consulting and managed services far beyond what you can get from a transactional cloud like AWS."

Custom cloud and big data solutions

*um began using OnApp in 2012. Today, OnApp's cloud orchestration, management and billing functionality lies at the heart of its own branded *umCloud platform. All enterprise clients run on their own exclusive private cloud infrastructure, orchestrated by OnApp; the *um team customizes each deployment, integrating OnApp with specific server hardware, firewall appliances, load balancers and storage systems to deliver the performance, security and throughput each client needs for its workloads.

"We focus on designing, delivering and managing Internet and big data applications for enterprise clients, and providing data science expertise and services around that - analytics, predictive systems and AI," says Mario. "We handle clients at the kind of scale of 50 or 60 billion requests per month - clients running very large Hadoop clusters, NoSQL databases, Elastic Search or Node.JS stacks, and Internet applications on private cloud infrastructure."

*um uses OnApp as its default cloud stack, and customizes it for the specific needs of each client. About two thirds of customers run workloads on the *umCloud platform, based on OnApp. The unbelievable Machine Company hosts its cloud services at state-of-the-art Tier IV datacenters in Berlin and Frankfurt, primarily for customers in Germany and Austria.

*um The unbelievable Machine Company

OnApp products:

OnApp Cloud, OnApp Federation

Use case:

Enterprise/managed private cloud

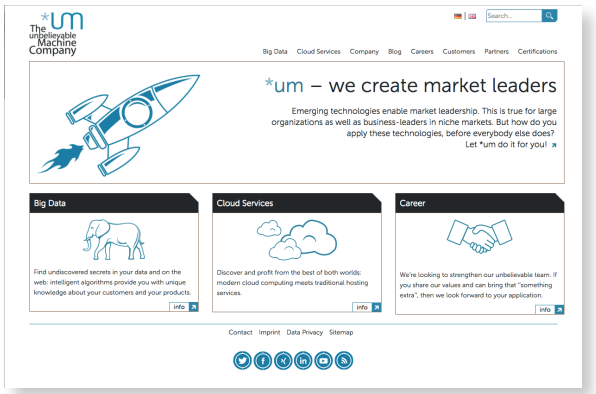
Summary:

- OnApp stack provides robust functionality for German enterprises - customized by *um
- OnApp enables hybrid cloud service delivery, with multi-cloud, multi-hypervisor capabilities
- OnApp Federation helps *um connect German enterprises with global cloud infrastructure
- OnApp's long-term partnership delivers platform for growth

"OnApp gives us the flexibility to create bespoke services, while making back-end administration efficient and reliable for our technical teams"

Mario Apitz, Director of Operations
The unbelievable Machine Company

"Our customers don't buy from us because they want cheap commodity IaaS - that's what Amazon is for," says Mario. "We design and deliver the infrastructure they need, through a proven, agile IT management methodology, and manage each client's service with a dedicated account team. OnApp gives us the flexibility to create bespoke services, while making back-end administration efficient and reliable for our technical teams."



Helping global companies do business in Germany

As *um looks to the future, it's adapting and evolving its product and service strategy to meet the changing needs of the market, in three important ways. The first is helping international companies find a trusted partner they can work with, in Germany, when they need to host applications and data in compliance with the country's strict data privacy regulations.

"I've said that Germany is a very conservative market, and this conservatism is embodied in our legislation," Mario says. "Things may change in 2018 when the EU begins to standardize privacy regulations, but right now, if you want to do business in Germany, you have to host your data here, in compliance with German law. We're seeing lots of interest from companies in the U.S. who need a local partner who can build, deliver and manage cloud and big data solutions in compliance with German law - so they can go to market here, securely and legally."

Helping German companies expand globally

Local companies are also turning to *um to help them extend their presence into the U.S., and further afield. OnApp's Federation will play an increasingly important role in this, as Mario explains:

"We're a successful company, and we've grown strongly, but it's still difficult for us to build out the kind of global footprint our customers need," Mario explains. "Clients have workloads they need hosted and managed in the U.S., or in Asia. They want to migrate workloads close to regional users, or for specific compliance reasons, or simply to offload some task to infrastructure with different price or performance characteristics."

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>
> Mario Apitz, Director of Operations
> The unbelievable Machine Company

"Because the *um cloud runs on OnApp, we have access to the global network of OnApp cloud infrastructure: which means, we can start building global infrastructure into our managed cloud services, without having to invest in building our own. That's a powerful thing," he adds.

Hybrid cloud management

The third change is in response to the need for hybrid cloud services, which combine different on-premise and hosted, private and public, and virtual and dedicated IT infrastructure.

"Most clients use multiple cloud service providers," Mario explains."They run their big data projects and their core private cloud infrastructure with us, but they still use other platforms, like AWS. Our role is evolving to focus more strongly on the management layer, on helping clients across these infrastructure types. OnApp will play an important role in that from a platform perspective, since it brings many different types of infrastructure together in one management environment - on-premise private cloud, global public cloud, AWS, dedicated servers and more."

"And on top of that, we bring our IT and application infrastructure management approach, our methodology - to provide consulting and services for the new hybrid world, which combines traditional dedicated hosting, private cloud and public cloud - and managing the whole project lifecycle, security, integration, compliance. The whole cross-infrastructure operational approach," says Mario.

Working in tandem with OnApp, the unbelievable Machine Company is set to grow from strength to strength. To learn more about *um and *umCloud, visit **https://www.unbelievable-machine.com**.

Learn more about OnApp:

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