

# Cloud-Ready Capacity

The sky is the limit for leading cloud service distributor Cloudmore. To support their ambitions, they expect the same levels of scalability, flexibility and efficiency from their data centre partner.

## The Challenge

Cloudmore is a leading player in a market expected to grow by 30 percent year-on-year. When they started looking for a new colocation supplier, they had a long list of requirements.

First and foremost, their supplier had to be able to grow with them. But they were also looking for multi-country reach, carrier-neutrality, and world-class infrastructure, systems and security.

## The Solution

“Our vision is to become the largest distributor of Software as a Service in the world, and our colocation supplier needs to be able to keep up with our growth plans,” said Michael Wicander, Cloudmore CEO. “We saw Interxion as a long-term strategic partner - an organisation we could grow with.”

As well as sustained and ambitious growth plans, Cloudmore’s chosen partner needed to demonstrate expertise in operating sizeable environments in multiple markets. With over 55,800 m<sup>2</sup> of equipped space spread across 28 data centres in 11 European countries, the broadest geographic reach of any operator in the sector, Interxion met this element of the brief.

As a distributor, Cloudmore offers its partners a very broad range of software services from a variety of vendors. Its growing portfolio ranges from collaborative applications such as MS Exchange and SharePoint through security (MXSweep, Iron Mountain tools) to hosted applications and professional services. Because Cloudmore works with multiple partners and is committed to being a neutral player, it needs the same neutral approach from its data centre operator.

As a carrier-neutral operator, providing diverse connectivity is one of Interxion’s great strengths. Interxion’s Stockholm data centre provides direct access to 30 Swedish carriers as well as Sweden’s Internet exchange, Netnod. Across Europe, Interxion houses over 350 carriers and ISPs and 18 leading Internet exchanges. This is the broadest range of network providers and Internet Exchanges with the largest aggregated traffic volume of any data centre operator in Europe.

Other core considerations were maximum uptime, redundant power and cooling, robust security, and round-the-clock access to equipment. Interxion delivered on all of these fronts. An added bonus was that the Interxion Stockholm data centre is located in Kista, where Cloudmore has its headquarters.

“Interxion’s data centre has everything you need from the point of view of security and accessibility. Having access around the clock, every day of the year is a big advantage,” said Michael Wicander. “So far, Interxion has lived up to our expectations and we are very satisfied with the stability and reliability of their services.”

## CLOUDMORE



### What Cloudmore does...

Founded in 2004, Cloudmore AB, formerly Smarthost, is a leading cloud service distributor providing a portfolio of services over the Internet to a large number of resellers who market, sell and supports the services under their own name and brand. Cloudmore currently has more than one thousand resellers, among them market-leading retailers, e-tailers, operators, system integrators, value-added resellers and consulting companies. Headquartered in Stockholm, Cloudmore now has a presence in Finland, Norway, Denmark, the UK and Ireland and is planning expansions throughout the EMEA region.

[www.cloudmore.com](http://www.cloudmore.com)

### What Interxion delivered...

- Best-in-class equipment housing with the ability to scale and reconfigure space as required
- Direct access to 30 carriers/ISPs including the Netnod Swedish Internet Exchange
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- Guaranteed power availability up to 99.999% with N+1 backup generators and cooling and N+1 UPS
- A range of other services, including data backup and remote hands & eyes
- Redundant cooling equipment with free cooling and cold-aisle-cooling
- ISO 27001-certified information security management

## About Us

Interxion is a leading European operator of carrier-neutral data centres. We serve our customers from 28 facilities located in 13 cities across 11 European countries.

Every Interxion data centre meets the most stringent industry requirements, offering the highest levels of security, power availability and energy efficiency.

Interxion's customer community also has access to 18 major European Internet exchanges and over 350 carriers/ISPs, giving exceptionally convenient, cost-effective and reliable connectivity.

### Our Customers

Over 1,100 organisations, ranging from global carriers and ISPs to leading content owners, service providers and enterprises, house their mission-critical infrastructure with Interxion. They include

- Akamai
- BT
- Cable & Wireless
- Coca Cola
- Fortis
- HP
- IBM
- Level3
- Nasdaq OMX
- Real Networks
- RTL Interactive
- Sage Software
- Siemens
- SunGard

### Quality of Service

Over and above expert local staff, Interxion provides a unique European Customer Service Centre (ECSC) that monitors customer security and systems 24x7 and provides quick-response support in five languages.

Following a rigorous independent assessment process, Interxion has been awarded ISO 27001 for Information Security Management Systems and Business Continuity.

### Contact Us

To find out more about our facilities and our full range of services and solutions, please contact us with your requirements:

Interxion Sweden  
P.O. Box 56  
16494 Kista  
Sweden

Tel: +46 8 594 640 50  
Fax: +46 8 594 640 51  
Email: [sweden@interxion.com](mailto:sweden@interxion.com)  
Web: [www.interxion.se](http://www.interxion.se)

### Accreditations & Associations

**Uptime Institute™**

Cofounder EMEA Chapter, Uptime Institute



the green grid™  
member

Contributor Member, The Green Grid



ISO 27001  
IS 537141



BS 25999  
BCMS 560099

ISO 27001 and BS25999-accredited Information Security Management & Business Continuity Systems



Contributor, EC Joint Research Centre on Sustainability



Patron of the European Internet Exchange Association

© November 2010 Interxion.