IONOS

IONOS Drives Digital Transformation for Customers with VMware Powered IONOS Private Cloud

COMPANY

IONOS

INDUSTRY

Cloud and Web Hosting Services

HEADQUARTERS

Elgendorfer Straße, Montabaur, Germany

END CUSTOMER NEEDS:

• Infrastructure, IT management and cost structure optimization

• Hybrid and multi-cloud solutions

• Migrate legacy IT installations to the public cloud

• Use existing, legacy IT with the power of the public cloud

• Decrease risk in re-building applications and doing installations from scratch

• Security and compliance

About IONOS

IONOS is a leading European provider of cloud infrastructure, cloud services, and hosting with more than 8.8 million customer contracts. Their product portfolio offers everything that companies need to be successful in the cloud: from domains to classic websites and do-it-yourself solutions, from online marketing tools to full-fledged servers and IaaS/PaaS solutions. The portfolio is aimed at freelancers, small and medium businesses as well as enterprise customers with complex IT requirements. The IONOS brand family includes STRATO, Arsys, Fasthosts, home.pl, InterNetX, SEDO, United Domains, and World4You.

As the largest hosting provider in Europe, IONOS hosts more than 12 million domains in geo-redundant data centers in Germany, US and Europe. They specialize in web hosting products, enterprise applications, proprietary data centers and innovative cloud solutions. The IONOS Cloud product portfolio includes the Cloud Compute Engine, an in-house developed IaaS compute engine with its own virtualized code stack, offered as a public cloud; PaaS services, Managed Kubernetes for container applications or managed databases; S3 object storage and a Private Cloud powered by VMware. The IONOS Cloud portfolio and the Private Cloud are backed by their sales team and by full-fledged Professional Services which are focused on ensuring their customer's success. IONOS provides medium- and large-sized companies, regulated industries, the digital economy and the public sector with all the services they need to be successful in and with the cloud.

IONOS has deployed more than 565,000 VMware cloud virtual machines for more than 275,000 customers over the last 5 years achieving double digit growth year over year. The company also has a self-service cloud solutions advertising server and virtual private server that are both based on VMware technology.

IONOS offers transparent pricing and pay-per-minute billing, no vendor lock-ins and the best price/performance ratio in the IaaS market. They provide highly flexible solutions and easy, drag and drop configurations through their patented Data Center Designer. Realizing the importance of data sovereignty, they are committed to ensuring their customers retain control over their data and applications and also offer full GDPR compliant solutions.

vmware®

BUSINESS BENEFITS:

- Deployed 565,000+ VMware cloud virtual machines for 275,000+ customers

- Achieved double digit YoY growth over the last 5 years

- Enabled customers to run any app across vSphere-based private cloud environments

- Offer a pay-per-use model

- Allow customers to shift cost and time-intensive tasks to external IT specialists

- Give customers flexible licensing options

- Provide an optimally shielded and horizontally scalable environment

- Allow backup and data recovery from the cloud with computerized processes and apps

VMWARE FOOTPRINT:

- VMware vSphere® running on IONOS Dedicated Servers

- VMware vCenter Server® appliance

- VMware NSX-T® to power networking for the service offering

- VMware vSAN™ aggregating host-based storage into a shared datastore

End Customer Challenges

IONOS Private Cloud customers are looking for infrastructure, IT management and cost structure optimization. But each customer faces different challenges depending on where they are in their digital transformation journey. Some are looking to move their legacy IT installations, often virtualized with VMware on-premises, to the public cloud while others are more advanced and want a hybrid and multi-cloud solution.

IT administrators also want to decrease risk in re-building applications and doing installations from scratch. So, they want to take a hybrid approach where they can use their existing, legacy IT along with the power of the public cloud. Further, many customers want control of their IT infrastructure on the cloud but have security and compliance concerns and tend to opt for private cloud solutions.

VMware Powered IONOS Private Cloud Offers Customers a Multi-Cloud Strategy

By joining the VMware Partner Connect program as a VMware Cloud Provider, IONOS was able to build and launch the IONOS Private Cloud. The offering uses VMware software-defined solutions to give customers a cloud that combines the agility and flexibility of the public cloud with the security and dedicated hardware of an on-premises IT approach.

Introduced in April 2020, the IONOS Private Cloud - powered by VMware - brings enterprise-class Software-Defined Data Center capabilities to the IONOS Cloud and enables customers to run any application across vSphere-based private cloud environments.

VMware's Cloud Provider Platform gives IONOS the flexibility and choice to offer

customers a multi-cloud strategy. The offering helps IONOS scale and expand their service portfolio through high-value cloud services. It helps IONOS convert prospects into customers by offering the below benefits:

- **Pay-per-Use Model:** Consumption-based licensing means software licenses defined as one-time capital expenditures become subscription-based operating expenditures.

- **Managed IT Environment:** Companies often manage their own server farms and networks. But to overcome a lack of resources, the right technical skillsets, and to serve fast growing markets, customers can opt for managed services. With IONOS Private Cloud, IT decisions are automated and standardized, allowing the customer to maintain exclusivity of their own systems for dedicated use.

  Some of the benefits of the managed IT environment include:

  – Continuous monitoring and troubleshooting

  – Proactive fault detection and capacity management

  – Updates, patching and state-of-the-art security

  – Adherence to availability and compliance SLA levels

  – No time-consuming certification of system administrators

- **Scale:** The cloud scales entirely on demand and the customer only pays for actual usage. There is flexibility to book additional resources without the lead time of ordering a new on-prem server. It also allows companies to complete short term projects after which the hosts can be shutdown again. The IONOS Private Cloud combines the best of both worlds and allows companies to setup a private cloud even if they know they might not need it for a long time. Scalability is important for companies with ever-increasing resource requirements from more users, new functions, peak loads or extreme fluctuations.

vmware®

"VMware is widely used in the SMB segment. So we adopted it partly to build trust, and also because the IT staff in these companies knows the tools and can seamlessly continue using them, making the transition from on-prem to the cloud as easy as possible."

ALEXANDER VIERSCHRODT,
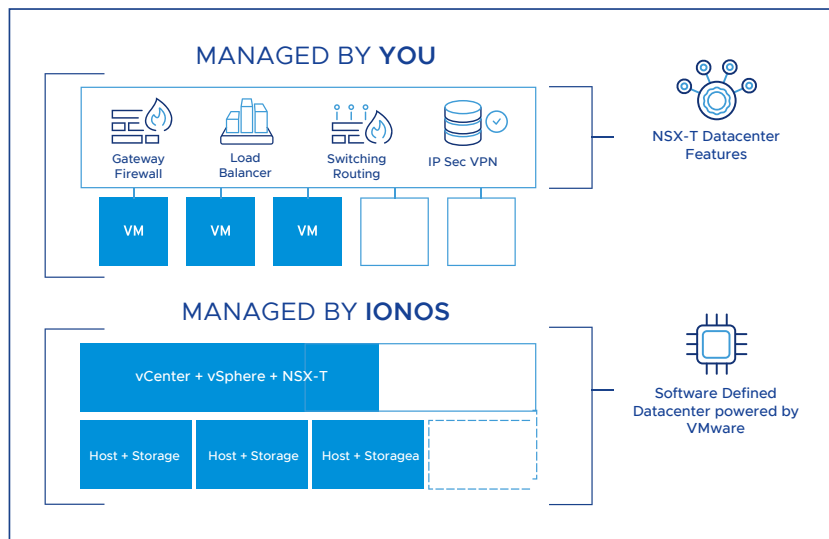HEAD OF COMMERCIAL MANAGEMENT
CLOUD, IONOS

The capacities for a virtual data center come from the IONOS Private Cloud's pool of high-performance servers exclusively available to the user at the time of use. Virtual resources are available in software-defined form almost in real time.

• **License Management:** The IONOS Private Cloud, offers customers flexible licensing options, which helps avoid complications related to region-specific licenses. Customers do not have to worry about obtaining the correct licenses for their vSphere virtual environments.

• **Disaster Recovery:** Data backup and recovery are gaining importance due to legal and compliance requirements, DoS attacks, unintentional encryption, human errors, technical incidents or force majeure. Companies that already use VMware on-premises, can maintain the cloud as an emergency fail-safe option. For IONOS Private Cloud, backup and recovery options from the cloud involve computerized processes and applications that can either be quickly restored in the event of an incident or continue to run as a duplicated process without any interruptions.

Capabilities of the IONOS Private Cloud Powered by VMware

The IONOS Private Cloud - powered by VMware - includes the following capabilities for its customers:

• Maintenance, patching, and upgrades of private clouds, performed by IONOS

• Customers can add hosts or features like IPSEC VPN or IP Addresses/Subnets or Backup service in cloud panel

• VMware vSphere® running on IONOS dedicated servers

• VMware vCenter Server® appliance

• VMware NSX-T® to power networking for the service offering

• VMware vSAN™ aggregating host-based storage into a shared datastore

With the VMware Cloud Verified badge IONOS can now target service providers who have successfully run VMware "standard" environments and have in-house VMware technology experts who help solve problems for their customers.

IONOS Private Cloud also includes access to the following consoles:

• IONOS Control Panel which is the primary user interface for provisioning private clouds

• VMware vSphere client to manage workloads and other components of the private

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cloud (compute, storage and network)

• VMware NSX-T Manager to manage the virtual network of the private cloud.

Zero Carbon Committed Partner

IONOS is committed to keeping their infrastructure climate-neutral and free of environmental trade-offs. When companies host with IONOS or rely on the company's cloud or server products, their business can reduce its impact on the climate. IONOS uses a mix of local, renewable energy sources, carbon offset certificates and other initiatives to neutralize CO_2 emissions. The provider continuously improves the efficiency of their data centers. New servers are built with the most energy-efficient technologies possible, and recycled or disposed of properly at the end of their service lives. From energy sourcing to the supply chain, sustainability plays a key role in the decision-making processes.

VMware Partnership Enables IONOS to Identify New Business Opportunities

The VMware Partner Connect Program has enabled IONOS to extend and differentiate their product portfolio. This has helped the cloud provider target new groups, not only small-to-medium businesses that wanted to transition to the cloud, but also, Managed Service Providers (MSPs) and Value-Added Resellers (VARs) who wanted to offer "asset light" services. With VMware's Partner Connect Program and the Rental License model supporting them, IONOS partners with MSPs and VARs to provide the managed VMware environment, with the MSP or VAR offering additional management or even their own solutions.

IONOS has been partnering with VMware since 2010. They have been a Cloud Verified Partner since 2019 and the certification was renewed in 2021. The VMware team worked with IONOS as the provider designed and launched their Private Cloud offering. In addition, VMware also supported IONOS at events and helped generate promising leads as IONOS launched their Private Cloud beta version. IONOS and VMware have a shared goal in helping customers through their digital transformation journeys. This results in sales collaborations targeting new prospects and extending their footprint with existing customers.

Learn more about the Private Cloud service *here*.