



NewVM: **flexible growth** facilitated by Dataplace

 Dataplace Utrecht

 Dataplace Amsterdam

 Dataplace Arnhem

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 Dataplace Nedzone

Contents

Introduction	3
NewVM: flexible growth facilitated by Dataplace	
NewVM	4
Specialist in cloud and infrastructure	
The challenges	5
More space needed for servers	
Why choose Dataplace?	6
Flexibility, stability & continuity	
The solution	7
Private cage	
Future proof	8
Partner capable of meeting growth ambitions	

Introduction

NewVM: flexible growth facilitated by Dataplace

Many companies in the IT sector are experiencing rapid growth, particularly now that digital services are soaring to new heights in almost every line of business. This growth is driving an expanding need for resources and storage space. One company feeling this need is NewVM, a leading provider of infrastructure and cloud solutions and a pioneer in the development of Hyper-V services.

NewVM was looking for a partner capable of providing the space it needed to expand its services and at the same time able to meet the company's conditions. NewVM's requirements and Dataplace's range of services eventually yielded a good match. In this reference case we take a look at the main challenges that NewVM faced and we examine the solution delivered by Dataplace.



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NewVM

Specialist in cloud and infrastructure

NewVM was founded in 2015 and is now the foremost ISO 27001 and NEN 7510 certified provider of infrastructure and cloud solutions, and a pioneer in the field of Hyper-V services. The company provides IaaS services to large organisations as well as SMEs. NewVM mainly targets companies that are seeking flexibility and have to switch quickly and nimbly between varying workloads.

NewVM is specialised in all types of cloud hosting: private, public or hybrid. All options are possible. As an added bonus, customers have access to a self-management portal with each cloud type. All NewVM cloud solutions are hosted in the Netherlands and comply with Dutch legal requirements as well as key international standards for information protection and quality management.



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The challenges

More space needed for servers

The explosive digital growth experienced by increasing numbers of companies leaves NewVM, as a provider of high-quality hosting solutions, needing more and more space to install new servers. “We provide hosting solutions for many large and mid-sized companies, such as AfterPay and Wereldhave, for example, as well as several healthcare institutions. As we are doubling our present capacity for new and existing customers, there was a pressing need for additional space,” explains Sander Koorneef, CEO and founder of NewVM. The challenge: to find a partner capable of providing the necessary server space and also able to meet the conditions NewVM places on its partners.

“One of the challenges in the current Dutch market is to find a good location. In the Amsterdam region, for example, there is a freeze on all new datacenter construction, accompanied by a waiting list policy. In addition, datacenters that we use must comply with ISO standards 27001:2015 (information management) and 9001:2015 (quality management). Other key selection criteria were the travel time and a party’s capacity to grow flexibly, keeping in pace with the future expansions we expect.”

Why choose Dataplace?

Flexibility, stability & continuity

In the end, only four parties were able to comply with NewVM's list of wishes and demands. Dataplace was one of the parties that ticked all the boxes, and was a familiar name in NewVM's network. Dataplace, for example, has datacenters that provide the flexibility, stability, continuity and level of security that NewVM is looking for.

NewVM has its own space (private cage) in the datacenter. The racks in the private cage are protected by additional security measures in the form of a fence and a dedicated access control system that restricts access to the customer alone. This is by no means possible at all datacenters: most datacenters have shared corridors only, a construction that provides less control over the management of servers and racks. Dataplace also provides excellent facilities for back-up and disaster management. All the essential elements in the datacenters, for example, such as the fiber-optic connections, power supply, cooling, fire prevention measures and monitoring systems, are designed to be fully redundant through duplication.

Thanks to all these measures and continuous monitoring of the network infrastructure, NewVM is assured of an uptime guarantee of almost 100%. "This is a key consideration for us, given that providing demanding resellers with a reliable infrastructure is our core business. Our customers are provided with a dashboard with virtual dash buttons which they can operate when interacting with their own customers. It is important that this is always available", explains Sander.

All the racks are additionally provided with redundant power feeds protected by 32 Amp fuses. Even if mains power is lost, electricity will continue to be supplied to NewVM's servers. Our own generators ensure that we can continue to operate Dataplace's datacenters for at least 24 hours independent of the mains power supply.

The solution

Private cage

NewVM eventually opted for a private cage with 12 racks: an enclosed, shielded area within the Dataplace datacenter to which access is restricted to authorised NewVM staff. A private cage also provides the scope for growth and expansion that a dynamic and fast growing company such as NewVM needs. Sander has nothing but praise for the smooth and efficient cooperation between the two companies from the offset.

“All critical issues were addressed and sorted out. Take connecting new locations to the existing network, for example, which can be tricky business. We solved this by deploying dark fibers, which allow us to communicate from on-site with other datacenters. The work also progressed quickly: the first servers were up and running within roughly 6 weeks of delivery.”



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Future proof

Partner capable of meeting growth



In Dataplace, NewVM has found a partner that is capable of providing the flexibility and meeting the future growth ambitions envisaged by the company. "They provide the space and facilities that are needed to meet our customers' infrastructure needs, without compromising on the security aspect. Furthermore, Dataplace has the technical expertise to offer us proactive input on the best solutions," says Sander.



If you too have serious IT-related growth ambitions and are interested in one of our datacenters, and if the NewVM reference case strikes a cord with you, please do not hesitate to contact our experts, without obligation.



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