VERNE GLOBAL

Datto expands hybrid cloud redundancy for customers with move to Verne Global

Since 2007, Datto has provided comprehensive backup, disaster recovery and hybrid cloud business continuity solutions for small and medium sized businesses (SMBs) and managed service providers (MSPs) across a variety of verticals including healthcare, finance, education, legal, manufacturing and retail.

The company strives to protect data regardless of location and has a broad range of products to support on-premise backup, hybrid cloud backup and cloud instances, whether a client is running in Amazon Elastic Compute or Microsoft Azure. Through its partner ecosystem, Datto provides its solutions to half a million businesses across more than 130 countries.

The Challenge

With the combination of an on-site appliance and a cloud solution, Datto delivers restoration within seconds of an incident. In order to maintain its industry-leading six-second hybrid cloud restore time in the EMEA region, Datto needed to find an ultra reliable data center partner with top-level physical security that could host its cloud infrastructure. The company also needed to anticipate two ongoing regulatory demands specific to the EMEA region: complying with stringent data sovereignty laws and lowering carbon emissions.

Additionally, Datto required a data center partner that could offer on-site technical expertise and customer service, a low threat level for natural disasters and an efficient power usage effectiveness (PUE) rating.

The Solution

With its 100% geothermal and hydro-electric renewable energy sources, stable power grid and year-round cool temperatures, Verne Global's data center campus in Iceland offered an optimal solution to provide Datto with a secondary level of protection for its EMEA customers. Verne Global's secure, Icelandic location also fulfilled the company's needs to comply with European data privacy laws, whilst helping it meet its sustainability goals. Verne Global were also able to provide a world-class customer support team that are on-hand 24/7 to respond quickly to any technical and maintenance requests.

> "
> Unbelievably quick responses. I'm very used to remote hands at other data centers taking hours but at Verne Global I check back within 1 hour and see that one of your technicians responded 45 minutes ago. Thoroughly pleased.
> "
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> **Paul Ledger**
> **Operations Manager, Datto**

datto

The Results

Finding the missing piece to a data storage puzzle

Verne Global operates a carrier neutral campus with on-premise Points-of-Presence from BT, Colt, Epsilon, Vodafone Iceland, Síminn, Farice and Tele Post, providing Datto with scalable connectivity to more than 170 countries. The company has also built an enviable reputation for world-class customer service and enjoys Net Promoter scores well beyond the data center industry average.

Keeping the data cloud compliant in an age of sovereignty laws

Due to Europe's stringent data sovereignty laws, Datto also needed to ensure the company remained compliant to all relevant regulations. European data storage laws mandate continuous access to and control over technical and organisational security measures, including where data is located. Iceland has strict data privacy and security laws (in line with Germany and Switzerland) and is viewed as a data haven for cloud services, data backups and archives for companies storing their data in Europe. As data compliance regulations become more rigorous in the US and Europe, companies have felt the pressure to provide both primary and secondary storage locations in key locations like Iceland.

Helping MSPs and SMBs reduce their carbon footprint

By utilising Iceland's renewable energy, Datto was able to meet the growing demand for a more environmentally conscious and sustainable solution that many of its customers were requesting. Iceland's low power costs from 100% renewable energy and free year-round ambient air cooling, combined with the optimised infrastructure on campus, made Verne Global the most cost-effective, scalable and sustainable data center choice.

Moving Forward

Verne Global was able to exceed Datto's goals and expectations for delivering its MSP and SMB customers optimal protection no matter where their data lives. So much so, the company decided to take its investment with Verne Global beyond a redundancy site, and the Icelandic data center is now the primary storage location for Datto's 'Datto Drive' – the company's file sync and share tool.

Moving forward, with Verne Global's scalability and variable power density options, Datto plans to expand its data center storage capabilities for its clients to provide more flexible and customisable alternatives. Verne Global's flexibility and scalability will enable Datto to offer its customers the option to customise their primary and redundancy locations based on their individual data needs.

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Always a pleasure communicating with you guys. Datto appreciates you immensely.

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Harris Nagle
Cloud Infrastructure
Engineer, Datto

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