

bloosite



# BLOOSITE AG

**Boosting business resilience for customers with a vital data backup service.**

To keep its customers' most valuable asset – their data – secure, cloud solution provider bloosite selected Lenovo systems as the foundation for a new Backup-as-a-Service offering.

**Lenovo**





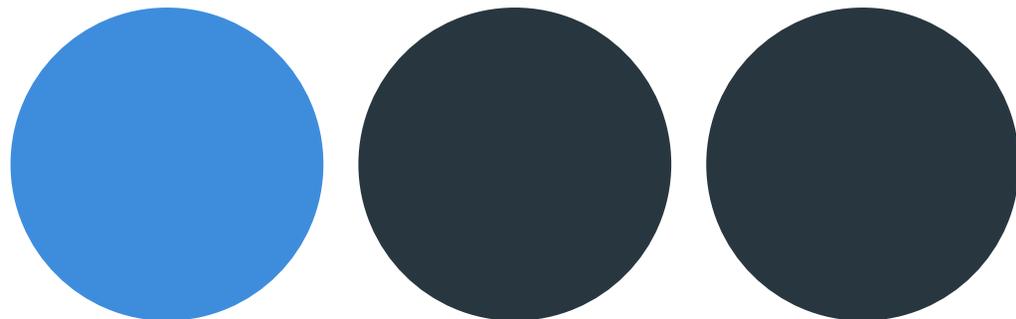
Drive failures, power cuts, malware attacks, floods, fires: you never know what's around the corner. Disasters come in many forms and can strike at any moment, so businesses need to be ready for anything.

For cloud companies like bloosite, disaster prevention is always at front of mind. Based in Switzerland, bloosite develops and operates secure virtual desktop and server solutions and offers storage, network, security and voice services. It provides its solutions as appliances and cloud services delivered via its highly secure data center.

Patrick Roth, Founder and CEO of bloosite, takes up the story: “Many companies now consider data to be their most important asset, so having a robust data protection strategy has never been more important. Regardless of their size, we aim to empower businesses to retrieve their critical data at any time.”

Recognizing that data protection was an under-served area in its home market, bloosite set about developing its own Backup-as-a-Service (BaaS) solution, called blooSafe, and selected Lenovo technology as the foundation for the new offering.

Patrick Roth recalls: “Lenovo has an impressive range of products and the equipment is top quality – we know we can rely on the servers to run 24 hours a day, 365 days a year. Just as important, though, is the expert service that Lenovo offers.



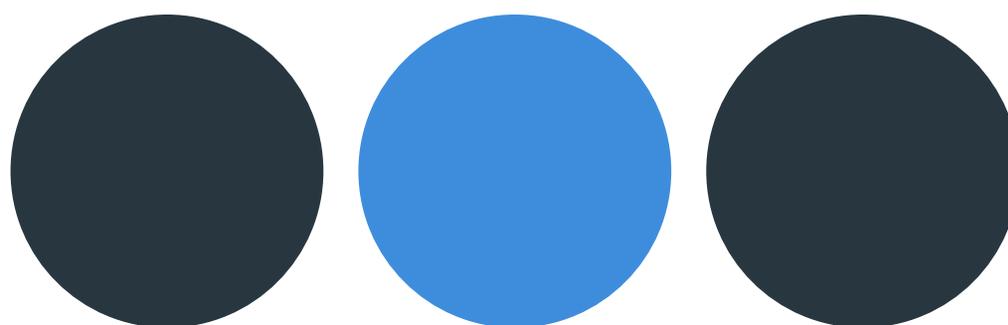
“We had lots of meetings with the Lenovo team to discuss our goals for the blooSafe offering and how to make our vision a reality. We formed a real dialogue, and the advice and support that we received from Lenovo was invaluable. Together, we were able to design a backup infrastructure solution that met all our operational needs.”

With help from the Lenovo team, bloosite implemented 15 Lenovo ThinkSystem SR650 servers, equipped with high-performance Intel® Xeon® Scalable processors, configured as a multi-tenant cluster and virtualized with VMware vSphere technology. Today, bloosite backs up data from thousands of customer endpoints to the Lenovo platform via its blooSafe backup, recovery and business continuity offering.

“We work closely with our customers to configure the blooSafe service to their specific needs,” says Patrick Roth. “For example, some customers need to store personal and medical information, so we adapt how and where in the process we encrypt data to align with their security strategy.”

With blooSafe, customers can be sure that their data is securely backed up, protected around-the-clock and retrievable at any time. The service conforms to domestic and international data compliance frameworks, and eliminates the need for customers to invest in setting up and managing their own dedicated backup environments.

blooSafe has been a huge success. Uptake by bloosite’s existing customers is high, and the data protection service is also attracting many new customers.



Patrick Roth notes: “With the Lenovo infrastructure underpinning the blooSafe service, we feel confident that we can keep up with demand. The Lenovo ThinkSystem servers deliver excellent performance and we can easily scale the cluster when we need more capacity. And thanks to the Lenovo XClarity tool, managing the cluster couldn’t be easier.”

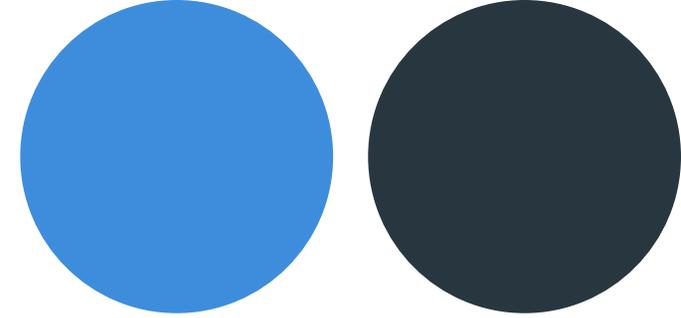
Impressed with the performance, reliability and stability of the Lenovo systems, bloosite decided to migrate blooDesk (its cloud-based virtual desktop service) to Lenovo ThinkSystem servers. “We’re very happy both with the systems and the service provided by Lenovo, so it was an obvious choice for our VDI environment,” says Patrick Roth.

With VMware Horizon View running on Lenovo ThinkSystem SD530 servers, blooDesk offers customers all the convenience of a VDI environment, without the cost and complexity of managing the back-end infrastructure themselves. Instead, bloosite provides access to cloud-based workstations capable of handling even the most demanding workloads, with built-in security and compliance features.

Patrick Roth elaborates: “blooDesk supports everything from back-office applications to graphics-heavy computer-aided design [CAD] and medical imaging programs. In fact, blooDesk was the first virtual desktop service in Europe to support medical imaging modalities such as X-rays. Our customers include engineering firms, architecture firms and dentist practices.”

Demand for blooDesk is already increasing rapidly – and by partnering with Lenovo, bloosite is ready for the future.

Patrick Roth concludes: “As more and more businesses wake up to the importance of data protection, we expect demand for our services continues growing. Thanks to Lenovo, we have a robust, reliable, scalable infrastructure in place to support our thriving cloud services portfolio – helping us keep customer data secure, no matter what.”



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– Patrick Roth, Founder and CEO, bloosite AG



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