

Keenondots Doubles Its 2014 IaaS Revenue and is Tracking to Double Revenue Again in 2015

Keenondots, a mid-sized Dutch hosting provider with a reputation for outstanding service and a strong customer focus, uses Odin Automation for Cloud Infrastructure to power the triple-digit growth of its IaaS revenue stream.



“With Odin Automation for Cloud Infrastructure, you can just request a server with a certain configuration and capacity, and in a few clicks, you’re done. Our customers love that simplicity, and so do we. I’m convinced that Odin Automation for Cloud Infrastructure is the key to building and running an efficient and profitable cloud services business”

- Laurens van Alphen, founder, Keenondots

ODIN PRODUCTS USED

 | Service Automation

 | Automation for Cloud Infrastructure

Country: Netherlands

Size: 2,000 SMB and enterprise customers

Profile: Keenondots is a provider of customized managed hosting and IaaS services to SMBs and enterprises in the Netherlands, delivered directly through a network of partners.

www.keenondots.com

For More Information
Automation for Cloud Infrastructure

Visit Odin:

<http://www.odin.com/products/automation/>

BUSINESS CHALLENGES

In 2014, company founder Laurens van Alphen identified a new business opportunity for his successful web hosting company: growing demand for pay-per-use IaaS in the Netherlands. With its existing Odin Service Automation deployment providing almost all the required service components, Keenondots was already positioned to benefit. However, as van Alphen recalls, a fundamental business issue needed to be resolved first.

“Provisioning and billing for our services was very slow because we were using a different system for each process,” van Alphen said. “At the same time, we knew that speed-to-market and responding rapidly to changing customer demands was crucial for the long-term success of our IaaS offering. Something had to change.”

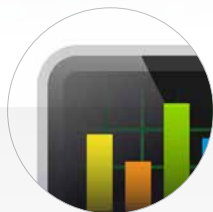
The Keenondots management team began to investigate cloud infrastructure solutions that could support the company’s IaaS offering.

SOLUTION

Available as a module of Service Automation, Odin Automation for Cloud Infrastructure is a comprehensive set of services that enable hosting companies like Keenondots to diversify their businesses and generate new revenue streams by delivering IaaS.

Odin Automation for Cloud Infrastructure allows service providers to deliver a complete virtual data center with fully integrated deployment and management automation, pay-per-use billing, a customer self-service capability, and an online cloud services store.

The high density and high performance computing power of Odin Automation for Cloud Infrastructure gives Keenondots rapid container configuration and automated billing with minimal management effort.



INHERENT FLEXIBILITY

Customer use the solution in a variety of ways to suit their situation. “Customer needs vary from migrating entire IT environments and outsourcing workspaces into the cloud, to setting up an ERP solution like MS Dynamics and creating a reliable and secure web hosting environment,” van Alphen said. “We usually sell IaaS as a small, standalone environment initially, and then scale it as the customer’s needs grow. This pay-as-you-grow approach and rapid scalability is what makes Odin Automation for Cloud Infrastructure-based IaaS so easy to sell.”



REDUCED OPERATING COSTS

Keenondots significantly reduced administrative effort and streamlined its business processes by automating IaaS provisioning and billing within a single, integrated system.



EMPOWER YOUR CUSTOMERS

“Being able to deploy a new system with a few clicks is very important,” van Alphen said. “With public cloud services, the process tends to be a lot more complex and technical. There are a lot of variables to define. With Odin Automation for Cloud Infrastructure, a customer can request a server with a certain configuration and capacity, and in a few clicks, they’re done. Our customers love that simplicity, and so do we.”



MEET YOUR CUSTOMERS' NEEDS

Data analysis start-up Datatrics is the perfect example of a Keenondots customer who benefits from the simple scalability of Odin Automation for Cloud Infrastructure. Datatrics requires a large amount of compute, storage, and database capacity for short periods of time, as well as the ability to scale resources quickly. Keenondots fits these needs by providing Datatrics with pay-per-use capacity with virtual machines that destroy themselves when analyses are complete.



ACTIVATE THE CHANNEL

Keenondots is able to drive its own growth by reselling Odin Automation for Cloud Infrastructure-based IaaS services through channel partners. These resellers often use the platform to create IaaS environments themselves, but in some cases, they build customer solutions together with Keenondots. “This is usually the best option for businesses with specific requirements, such as a downtime service level agreement that the partner doesn’t feel confident enough to offer alone,” said van Alphen.



FUTURE-PROOF YOUR IaaS OFFERING

Keenondots’ use of Odin Automation for Cloud Infrastructure will continue to evolve, fueling future success and revenue. “In 2015, we will start bundling our IaaS services with other SaaS applications, such as Hosted Exchange, cloud storage solutions like RushFiles, or New Relic’s application performance monitoring service,” said van Alphen.