

Viatal Partners with Zadara to Offer Enterprise Data Storage Services

Recognizing growing market demand for enterprise storage services, Viatal leverages Zadara to launch advanced storage-as-a-service.

Viatal is a Dublin-based telecommunications operator. As part of the Digiweb Group, they are the largest Irish-owned provider of connectivity, voice and data center solutions. Viatal focuses purely on offerings for the SME, corporate, public sector and wholesale space. They own and operate a data center in Dublin and provide co-location, dedicated servers and cloud services.



Company Summary

Viatal is the largest Irish-owned provider of voice and data center solutions for corporate, public sector and wholesale customers.

100%

coverage in Ireland

1Gbps

network speed

1997

year founded

Viatal seeks to expand into new services.

Recently, Viatal launched an initiative to expand their business by identifying high-growth markets that were complementary to their existing business. They wanted to expand the services that they could offer their existing customers, but also expand their total available market by offering solutions to new market segments.

To accomplish this goal, they established several research and development teams to explore their options. One of the market segments that quickly became interesting was the storage-as-a-service market that has developed as companies move away from purchasing storage assets to support their business and opt to leverage storage services.

The market rose to the top of Viatal's list for several reasons. First, the market is large and is expected to grow rapidly, capturing roughly 25% of the massive \$50B enterprise storage market by 2020. Next, the offering is very complementary to Viatal's current services offerings. Finally, it opens new segments allowing Viatal to expand its business.

Zadara 'checks all the boxes.'

As with any business expansion, Viatal needed to make a build versus buy decision. After completing a comprehensive market analysis they identified several vendors that met their primary criteria. But during their evaluation they found Zadara was only vendor that checked all of the boxes.



“Zadara enables us to create both significant value for our customers, and also competitive differentiation in the market.”

Damien McCann,
Director, Sales & Marketing,
Viatel

As Viatel’s Director of Sales and Marketing Damien McCann put it, “Zadara not only offered all of the features our customers were asking for, they offered many features we had not even considered, enabling us to create both significant value for our customers, but also competitive differentiation in the market.” Viatel had previously offered pure colocation services to their customers, but now Viatel is able to offer value-added, enterprise-grade storage services.

Offering a complete suite of services.

Viatel is now offering the complete suite of Zadara services, including block, file and object based storage, with advanced data protection. Viatel is also offering customers the ability to mirror data between their Dublin 1, Dublin 2 and Cork colocation facilities. And Viatel is looking to add more mirroring and backup options between Ireland and the UK.

“Zadara Storage is a partner we can grow with,” continued McCann. “We can start small with almost zero startup costs, and as we grow the solution is both scalable and elastic. We simply order additional resources as we need them to support our customers. Financially and operationally, this is a perfect solution for Viatel. It aligns with the way we need to do business,” noted McCann.

Viatel is now able leverage their world-class sales and marketing capability, by combining it with Zadara’s patented, award-winning software-defined storage-as-a-service, to expand their market and also provide greater value to their existing customer base.



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