Customer Case Study

Unitedbase opts for the LeitzCloud, which is hosted at maincubes' FRA01 data center

unitedbase

LEITZ® Cloud
by vBoxx

According to the most recent Cloud Monitor 2020 study by Bitkom and KPMG, cloud computing continues to gain in significance across all sectors of the economy as German enterprises prepare for the next step in the digital transformation. However, before they put their data into the cloud these enterprises need to think their cloud computing concepts through properly because they need to ensure that their provider is both compliant with data protection legislation and trustworthy.

> Unitedbase Vertriebsgesellschaft GmbH, a Berlin-based marketing company, has been using the LeitzCloud for several years. It shares its experiences in this case study.

The cloud as a success factor

Unitedbase has its roots in the address generation and call center sectors. In recent years it has specialized in internet lead generation via online communication channels and e-mail marketing. The majority of its clients are in e-commerce. Unitedbase identifies consumer buying intentions for its clients and publishes appropriate advertisements in social media channels.

Unitedbase's search for a cloud services provider began when it noticed that its outdated IT infrastructure was making processes inefficient and hindering the company's expansion. It needed an infrastructure that allowed it to work quickly and efficiently with clients and externals. That meant outsourcing data and file sharing – and the best solution in that situation was the cloud.

After an extensive search and a test phase, Unitedbase chose LeitzCloud as its cloud services provider. LeitzCloud is a German company that endeavors to set itself apart from competitors by offering its customers flexibility, complete security and support relating to the storage of their data on servers located in Germany.

In the selection process Unitedbase focused on a "provider that could offer [us] flexibility, security and good support," said Ralf Tasch, Chief Technology Officer (CTO) at Unitedbase. These values also happen to be LeitzCloud's USPs. The first benefit that Unitedbase noticed was the speed of data synchronization.

"Our data is synchronized in near real-time. It's an incredibly fast and efficient process," added Unitedbase's CTO. The migration to the cloud went off without a hitch, too. "LeitzCloud has free demos to help new customers set up their cloud computing structures for maximum efficiency and user friendliness, and even after the test phase changes can be made without a problem." Customer service and support are two things that LeitzCloud excels in. "Another very positive thing about LeitzCloud is that we can always rely on one of the support teams getting back to us if we run into a problem, and they always find a solution. They would never let their customers down," continued Tasch. LeitzCloud also offers a comprehensive range of functions. "There are an incredible number of cloud functions, but you don't need any technical know-how to use them. Everything's easy to understand." When asked whether Unitedbase would recommend LeitzCloud to other companies he shot back the answer: "Definitely. Without hesitation!"

Technical and legal state-of-the-art hosting

LeitzCloud chose maincubes FRA01 data center in Frankfurt as its cloud hosting provider. Not only does the data center have a high-availability and scalable infrastructure with multiple certifications confirming compliance with all German and European data protection standards, LeitzCloud also has access to maincubes' own secureexchange® platform. It allows the German cloud services provider to access additional interconnectivity and security services and become part of a secure ecosystem. maincubes is the perfect partner for LeitzCloud because customers want to know they are placing their data in safe hands when they use LeitzCloud's cloud storage service. What better place to locate that service than a data center where security and data protection are paramount priorities.