

Technology | Germany

# Growing rapidly with a strong and reliable partner

at data Infrastruktur GmbH

Combining Lenovo TruScale Infrastructure as a Service with a broad range of other Lenovo products and services enables at data to deliver comprehensive and cost-efficient solutions for its customers.



Lenovo

Lenovo  
**TruScale**

# 1

## Customer background

# Who is at data Infrastruktur GmbH?

at data Infrastruktur GmbH is part of System AG, a full-service IT provider with seven locations across Germany. Within the group, at data focuses on IT infrastructure, private cloud solutions, and managed services. The company is a Lenovo 360 Partner delivering the full range of Lenovo systems, solutions, and services to customers across Germany.

The group is a one-stop-shop for its customers, providing standard software, individual software development, and application hosting. at data specializes in Lenovo data center infrastructure and Lenovo endpoint solutions, all bundled with Lenovo sustainability and support services.

## 2 The challenge

With at data's German customers focusing more and more on sustainability, and their focus shifting increasingly to managed cloud solutions, the company looked to modernize its private cloud to deliver better, more flexible, and more scalable services. To enable business growth and offer added value to its customers, at data wanted to champion full-service solutions and offer services for the complete solution lifecycle.

Like many of its customers, at data had reached the limits of its existing IT infrastructure. The company realized that add-on services and more proactive customer engagement across the entire Lenovo portfolio could help to future-proof its business. How? By keeping existing customers on board and expanding its customer base even further by offering innovative, complementary offerings.

**“With Lenovo TruScale IaaS,  
we can be confident that we  
can scale out as demand grows  
and always align our costs and  
capacities with actual business  
requirements, enabling us to  
offer attractive pricing and  
services to our customers.”**

**Patrick Schindler**

CEO, at data Infrastruktur GmbH



# 3 The solution

## Delivering modern, sustainable Lenovo solutions

Building on its strong partnership with Lenovo, at data decided to take advantage of Lenovo TruScale Infrastructure as a Service (IaaS) with Nutanix. By deploying an integrated, hyperconverged infrastructure (HCI) solution based on Lenovo ThinkAgile HX Series, at data gained a super-flexible private cloud environment combining cloud-like consumption-based billing with on-premises security and control—a complete solution that is attractive to many of its customers too.

### Services

Lenovo TruScale Infrastructure as a Service  
Lenovo TruScale Device as a Service  
Lenovo ThinkAgile Advanced

### Hardware

Lenovo ThinkAgile HX3376 Certified Node

### Software

Nutanix Cloud Platform

# 3 The solution

## Honing in on customer needs

Working closely with Lenovo, at data implemented five Lenovo ThinkAgile HX3376 Certified Nodes with 24 cores of powerful AMD EPYC 7002 processors.

Building on its close partnership with Lenovo, at data quickly became an early adopter of innovative Lenovo channel partner enablement offerings such as Renewtrak to gain more visibility into deployed solutions. This enables at data to offer its customers advantageous support and upgrade options, perfectly aligned with the solution lifecycle. By partnering with Lenovo, at data is better able to answer its customers' needs. To keep on top of the latest developments, at data continuously pioneers new Lenovo channel partner tools and opportunities for the benefit of its customers, providing valuable feedback to allow Lenovo to deliver exactly the best-in-class solutions that channel partners need to be successful.

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“Lenovo TruScale IaaS **enables us and our customers to move faster and adapt more effectively to new challenges.** With Lenovo ThinkAgile HX Series and Nutanix Cloud Platform, we have transformed our operations and now **run a highly flexible software-defined data center with cloud-like economics.** Thanks to our extensive in-house experience with the solution, we are in the perfect position to also deliver the same benefits of Lenovo TruScale to our customers.”

Patrick Schindler

**CEO, at data Infrastruktur GmbH**

# 4 The results

By leveraging Lenovo TruScale IaaS and TruScale Device as a Service (DaaS) for its own systems and devices, at data has created a future-proof business platform and gained valuable experience for future customer projects. The flexible five-year contract for the complete solution, with a monthly subscription-based billing model, includes proactive monitoring and support, enabling dynamic business growth without high upfront investments and financial risks.



30% lower TCO estimated for the full solution lifecycle



5x faster customer data backups drastically reduces nightly backup window



3x increase in Lenovo services revenue over two years



## 4 The results

# Streamlining system administration with advanced automation

To underscore its commitment to sustainability, at data uses Lenovo CO<sub>2</sub> Offset Services for all of its own infrastructure as well as customer implementations. “Everyone can contribute to improving sustainability,” says Schindler. “Working with Lenovo helps us to do our bit—and encourages our customers to follow our example.”

The new Lenovo and Nutanix solution greatly reduces the time needed for administration and management tasks. Now, at data can reboot systems within seconds and deploy new virtual machines and services five-times faster. “Firmware and software upgrades are much easier and faster now,” confirms Schindler. “The whole process is fully automated, which saves us a lot of time. We just hit a button in Nutanix Prism Central and put one node into maintenance mode. After that, all the virtual machines are seamlessly migrated to another node, without interruption for our customers or their business processes.”

# 4

## The results

The powerful HCI platform has increased the stability of complex business workflows for demanding customers. For example, one at data customer relies on the Lenovo and Nutanix solution to control chemical processes in production facilities Hungary from their head office in Germany.

“Cybersecurity and data protection are becoming more and more important for our customers in a world of connected factories and Industry 4.0,” adds Schindler. “We can provide highly reliable and customized business services from the security of a German data center—and we can also deliver the same efficient, automated, and secure solution to customer sites. This allows us to offer cloud benefits and tight integration of advanced Internet of Things deployments with full control over data storage and processing.”

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“Lenovo TruScale IaaS helps us to right-size our own and our customers’ IT infrastructure, and **improves our cashflow with predictable monthly bills**. We can quickly scale incrementally to cover new customer requirements by simply adding new nodes. Thanks to this, our sales team can easily offer hosting and managed services as an option in any negotiation, without us having to worry about capacity planning and costs.”

Patrick Schindler

CEO, at data Infrastruktur GmbH

# Why Lenovo?

As a forward-looking Lenovo 360 Partner, at data has achieved Intelligent Devices Partner Platinum and Infrastructure Solutions Partner Gold status. “Our partnership with Lenovo is pretty perfect,” says Schindler. “Lenovo always supports us across all areas, from the first conversation to the implementation and support. Lenovo always goes above and beyond to make sure we—and our customers—get the best value from the products and services.”

By working with Lenovo specialists from around the world, at data gained valuable technical experience that benefit its own customer projects.

What’s more, as a Lenovo Cloud Service Provider (CSP), at data also has quick and easy access to licensing experts, helping the company to continue to grow its business and optimize customer private cloud deployments. Using the Lenovo channel partner program to manage all new Microsoft licenses, the company has already become one of the top 20 Lenovo CSPs in its local region in Germany.

# How to grow a business flexibly and cost-efficiently?

By moving to Lenovo TruScale and gaining new insights into deployment lifecycles, at data can save costs and engage more proactively with its customers.

[Explore Lenovo TruScale IaaS](#)