



Case Study

Global expansion assured for Cleura

As a leading European Cloud service provider, Cleura is expanding its international footprint. And Digital Realty is an important partner.



Developing beyond the European cloud

“We have zeroed in on regulatory compliance. Cleura offers a unique and compelling combination of potential full automation and modern cloud infrastructure together with high-level compliance. Data centres are the foundation and prerequisite to complying with European data protection laws and regulations. And Digital Realty is our longstanding partner who has grown with us as we expand our business beyond Europe,” says Johan Christenson, Founder of Cleura and VP of Innovation.



Johan Christenson,
Founder of Cleura
and VP of Innovation.

Cleura, previously known as City Network, continues to grow significantly in the European market, particularly during the past few years. As a leading European cloud provider, their infrastructure services focus on Compliant, Public, Private, and Cloud Office tools. They serve customers in highly regulated industries such as banking, financing, healthcare and the public sector, including government agencies. Currently, their Public Cloud is the largest segment, but Compliant Cloud is predicted to take the lead in 2023.

Cleura is a European Cloud service provider offering fully automated and open source-based IaaS. Combined with a growing ecosystem of solution providers and trusted integrators, Cleura brings value to businesses through vital cloud technologies in compliance with European data protection laws and regulations.

Compliance – growing complexity and requirements

For Cleura, internationally recognised standards for quality, data protection and sustainability are critical requirements for data centres. Specific perimeter protection systems, backup systems and other measures for heavily regulated industries are vital. With more customer needs focusing on compliance, having suitable cages and processes around regulations at data centres helps Cleura add its processes. They must adhere to nine different ISO certifications, which are often complex.

Digital Realty's facilities throughout Europe meet internationally recognised standards, such as ISO 27001 for information security management systems and ISO 22301 for security and resilience, a fact that helps give Cleura's customers peace of mind.

Digital Realty also allows us to build the right and different types of cages for our customers. This is very important to validate we follow regulatory protocol. We need to ensure that no one can access the data, including the staff at data centres.

Johan Christenson, Founder of Cleura and VP of Innovation.



Continued focus on easy hybrid clouds

“Compared to a few years ago, companies and people have more confidence and know what the cloud is. The adoption rate and maturity level are also increasing as people start to understand how it can help them optimise their digital services,” says Christenson.

Using Digital Realty’s data centres lets Cleura offer hybrid cloud solutions by moving customers’ legacy physical servers to Digital Realty and directly connecting them to Cleura’s cloud infrastructure.

“Combining cloud with a customer’s hardware from security modules to racks that need to be connected to the cloud is typically not possible with hyperscalers. It’s a valuable option for customers who want to phase their transition to the cloud,” says Christenson.

Scalable cloud – in Europe and beyond

Many customers build their entire infrastructure with Cleura to reduce managing hardware. A major customer advantage is how quickly a virtual server can be set up. Then, with just a few clicks, customers can access the cloud, which is automated and easy to scale.

”With Digital Realty as a colocation partner, we like that the data centre attributes are very similar and standardised. So if we want to go to Frankfurt, London or Stockholm, we know what to expect,” explains Christenson.

“We focus on the European market where we have large enterprise customers and the majority are global players. We want to ensure that we can follow them outside of Europe and continuously build out globally. With Digital Realty’s expanded global footprint, there are sometimes two data campuses in the same city. So we can build out technically the way we want with one partner.”



Towards sustainable cloud services

Increasing customer concern about sustainable and efficient energy use at data centres is an aspect that Cleura and Digital Realty are working to improve. “It’s about showing and teaching our customers how to optimise their workloads from start to finish. We see that with the prices in Europe, people are changing their habits regarding how they use energy. So, for example, we show them the impact of running a workload at night instead of during the day,” says Christenson.

Challenge

- To continuously expand Cleura across Europe and globally
- To meet customers’ requirements regarding regulatory data compliance and phased cloud migration

Solution

- Cleura installed at Digital Realty’s Stockholm and London data centre campuses
- Colocation in facilities that meet international regulatory standards
- Ability to colocate customers’ physical servers in the same facility for direct connection to Cleura Cloud

Result

- Creation of hybrid clouds enabling phased migrations to the cloud
- A European and global presence that supports Cleura’s expansion plans and customers outside of Europe
- A strong partnership for continued collaboration and growth requirements

About Digital Realty

Digital Realty brings companies and data together by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company's global data center platform, provides customers with a secure data meeting place and a proven Pervasive Datacenter Architecture (PDX™) solution methodology for powering innovation and efficiently managing Data Gravity challenges. Digital Realty gives its customers access to the connected data communities that matter to them with a global data center footprint of 300+ facilities in 50+ metros across 27 countries on six continents.

To learn more about Digital Realty, please visit digitalrealty.com or follow us on [LinkedIn](#).

