



CLOUDIST

Cloudist Delivers Zero-Carbon-Committed and Climate-Positive Cloud Services

COMPANY

Cloudist

INDUSTRY

Cloud Services

HEADQUARTERS

Malmö, Sweden

PARTNER CHALLENGES

- Maintaining the right cloud strategy
- Complex in-house data centers
- Lack of competence to scale up the cloud
- Associated risk of investment
- Expensive cloud contracts
- Contribution to the increasing carbon footprint

About Cloudist

As the business world switches to the cloud, it comes at the expense of our climate. Cloudist is a Sweden-based cloud service provider that is revolutionizing the cloud environment with a sustainable, carbon-neutral, climate-positive solution. Cloudist offers a simplified cloud self-service portal in collaboration with VMware and others. All of their cloud services are delivered from secure data centers in Sweden, protected by Swedish law, and managed by Swedish companies. Its data centers make it a clean, green, sustainable machine for everything cloud.

Their main business involves reselling through partners who in turn sell the infrastructure to their end customers through their managed services. Their offering includes Virtual Data Center (VDC) services built on the VMware Cloud Director platform, backup services through Veeam products, S3 storage from Dell EMC ECS, VMware Cloud Director Availability, Disaster Recovery and Migration, infrastructure, and NSX networking and security, all offered as a self-service capability through their VDC interface.

The Need to be Cloud and Environment Friendly

With humanity devoting its efforts to defining the future course of climate change, data centers empowering 'the cloud' have the potential to be the deciding factor. The [International Energy Agency](#) finds that data centers consume < 1% of the global electricity demand - which contributes to 0.3% of all global CO₂ emissions.

While most cloud-based enterprises pledge allegiance to a carbon-neutral future, few guiding stars are not just carbon-neutral — but climate positive.

Cloudist delivers cloud services out of its two data centers in the north and the middle of Sweden. Its sustainability benchmarks make it one of the literal few climate-positive cloud-based data centers - and a proud VMware Zero-Carbon-Committed partner.

SOLUTION BENEFITS

- Operational efficiency that saves money and efforts
- Monetized value that drives higher revenue from the infrastructure
- Hybrid and secure workload mobility across on-premises and cloud
- Multi-site cloud management across the globe

The Cloud is a Challenging Space for Partners

Partners often struggle to find the right balance between the cloud and the strategies that come with it. On-premises data centers have to be enabled with in-house competence. Facilitating the customer's hyperscale environment, setting up the infrastructure, and getting to a production point is daunting, requiring additional expertise in the billing and invoicing areas as well. Add that to the associated risk of investment, reselling, and monetizing the workload directly, expensive cloud contracts, and grave contributions to carbon footprint with racks of physical data centers. Partners want to understand their energy footprint and how that impacts their sustainability goals.

These issues need to be solved with expertise. Cloudist enables smooth and agile cloud management and transition with a few clicks. With a predictable, pay-as-you-go pricing model, their direct customers and partners manage their cloud costs without any commitments, contracts or surprises while making the most of their unmatched infrastructure.

Cloudist Enables Sustainable Cloud Benefits— Seamlessly

As a comprehensive cloud solutions provider, Cloudist assists its customers' infrastructure journey with the Cloudist Virtual Data Center, Disaster Recovery, and migration powered by [VMware](#), and backup services by Veeam. As a purpose-built IaaS solution, Cloudist enables its technology partners with complete control over the cloud with speed and efficiency.

Cloudist offers a solution to partners whose customers are crafting their sustainability and renewable energy goals, allowing them to promote their carbon positive services, especially smaller IT companies that don't have the resources to do this on their own. Cloudist makes it easy for partners to invoice their customers by providing easy access to metering data. Their customers prefer to work with local companies, so most of their partners and direct customers are Swedish companies.

Prompt Connect to the Cloud

Backup and transition are crucial with more enterprises migrating to the cloud, and the Cloudist Cloud Connect solution assists customers in securing old data and new - including critical data from the archive. With online backup and contingency preparedness, Cloudist unlocks a cost-effective backup solution for its customers.

Object Storage (S3)

Their long-time archiving service helps enterprises optimize for the next-generation web, mobile, and cloud applications, while sustainable Disaster Recovery as a Service (DRaaS) solutions safely maintain data in secure data centers.

Infrastructure Backed by VMware

Cloudist is proving to be a beneficial service backed by a sustainable infrastructure. With VMware and ecosystem partner solutions by its side, Cloudist is growing stronger with hundreds of customers and partners at a time.

VMware Empowers Cloudist's Sustainability Goals with Reliability

With a partnership that goes way back, Cloudist was working on a climate-positive initiative for a long while with VMware, delivering all the innovative tools for its mission. What started as a mission to make the cloud a greener place, reached new heights by collaborating with VMware thereby lowering their operational costs. As of this moment, Cloudist is one of the very few service providers in the green cloud space, thanks to VMware's groundbreaking solution that fits just right.

VMWARE PRODUCTS AND SOLUTIONS DEPLOYED

- Cloud Verified
- Disaster Recovery Validated
- Zero Carbon Committed Validated
- VMware Cloud Director
- VMware Cloud Director Availability

VMware Cloud Director: The Enabler of Cloudist's Green Infrastructure

VMware's cloud service delivery platform - [Cloud Director](#) - enabled Cloudist to become a progressive service provider offering multi-tenancy with zero hour, pay-as-you-go flexible contracts to its partners, with predictable costs. VMware's solution perfectly syncs with Cloudist's. With optimal density planning on each node, their partners' workloads are made more sustainable - making every watt count. Cloudist also uses VMware Distributed Resource Scheduling to ensure that they're getting optimal capacity across all physical hosts.

VMware Cloud Director helps deliver secure, efficient, and elastic multi-tenant cloud resources to thousands of enterprises and IT teams across the world. With this partnership, Cloudist wants to enable the modern-app cloud users that are struggling with sustainability and green initiatives due to a lack of resources and expertise.

Journey to Zero-Carbon-Committed: From Sweden to the Cloud

Cloudist has partnered with the **EcoDataCenter** group in Falun, Sweden which is one of the most sustainable data centers in the region. It empowers cloud service providers with a climate-positive footprint from all the services that they deliver. Functioning inside a wooden fortress, the EcoDataCenter generates upto 80MW of heat, which is recycled by a co-located facility, ensuring that no extra heat is wasted, or fossils are exhausted. The Falun site is the powerhouse for intensive workloads for partners within.

The second data center is located in **Ecodatacenter in Piteå**, 10 miles south of the Luleå river, which runs on energy generated by its currents. This secure facility thrives on 100% renewable energy from hydro and wind power, is cloud-verified and commits to its zero-carbon initiative. Their power usage for cooling the data center is also very low most of the year. This is going to be the biggest privately-held data center in Sweden. At one point they were the second cheapest data center in the EU with respect to power costs. This is where Cloudist stores the disaster recovery copy or the backup copies for customers.

The EcoDataCenter's facility is built with wood - the frame, interior walls, and ceiling have cross-laminated timber and glulam. The heat from the data center is pumped into a district heating system for the municipality of Falun, as well into a pellets factory. With the heat production from their servers and storage, they provide the municipality with the heat for them to dry the pellets too, helping them avoid the use of fossil fuels. They also purchase hardware that leaves a low footprint on the production line.

With two of the greenest data centers around the world, Cloudist was nominated as VMware's Zero Carbon Partner - and is in pursuit of climate positivity.

The Mindset is changing to Climate Positive

With enterprises going big on giving back to the environment, staying carbon neutral does not help the cause anymore. With proactive steps needed towards climate change and the amount of data being moved to the cloud, using a Zero-Carbon-Committed cloud service provider is a progressive step in the right direction. Keeping that in mind, partners are moving towards working with cloud vendors that aspire for a positively sustainable outcome.

“Just running VMware services makes the customer’s workloads even more sustainable as we can pack more virtual machines in the solution, making every watt of power count. With insights offered through the VMware tools, we can create optimal density planning on each node that we use and review optimizations from using VMware Cloud Director. Multi-tenancy allows consolidation of hardware resources running multiple tenants in the same hosts securely, leading to more efficiency from a carbon footprint perspective.”

ROBERT BRINK,
LEAD CLOUD ARCHITECT, CLOUDIST

What’s Next for a Greener Future?

Achieving climate positivity does not stop at two data centers. Cloudist and VMware are in a constant effort to make greener forays into the future, such as developing platforms that deliver self-service green Kubernetes to partners and customers by integrating Tanzu into their Cloud Director platform, sustainable integrations that ensure recycling of heat and energy, offering partners insights through their portal, allowing them to view their carbon footprint and make better decisions, as well as envisioning the transition to a zero-carbon and climate-positive cloud horizon.

With eco-friendly solutions, a stellar infrastructure, holistic and carbon-neutral data management strategies, and more climate-positive data centers, VMware aspires to make the world a better place to live in, with innovative partners like Cloudist.

[Explore Cloudist >>](#)