

# Byelex assures performance and availability for SaaS solutions

colt

## Customer name

Byelex Multimedia Products BV

## Sector

Technology

## Products and services

Colocation

## Business

Software development

## Challenge

To collocate corporate and customer infrastructure and SaaS applications in a secure, scalable, highly available data centre environment

## Colocating at a Colt data centre provides Byelex with a reliable, scalable environment for demanding SaaS applications.

When organisations find their needs are too complex to be met by freeware or out-of-the-box software solutions, they can turn to dynamic Netherlands-based software developer Byelex. It develops ahead-of-the-curve software solutions, working with the “brainpower” of the Faculty of Advanced Mathematics and Computer Science in Belarus, dubbed the ‘Minsk Silicon Valley’ – a centre of excellence for advanced research in computer science and mathematics.

Many of the advanced websites, portals and other enterprise applications that Byelex develops for its international customers are provided on a SaaS basis. To ensure round-the-clock availability and maximise uptime, Byelex needs a secure, highly available hosting environment – which it has found at Colt’s ftec data centre in the south of the country, close to the Byelex office in Roosendaal.

“The solutions we develop often handle sensitive and critical information, such as data used in the healthcare, insurance or utility sectors, so we need to be confident they’ll perform well and are in safe hands,” says Edwin van der Hooft, Chief Operating Officer at Byelex. “As a Tier III facility, Colt’s Roosendaal data centre offers the multi-layer security, quality certifications and high levels of availability that we and our customers depend on,” adds Toshio Spoor, Chief Enterprise Architect at Byelex.

### **A state-of-the-art home for corporate and customer data and applications**

Byelex was one of the first companies to move into the shared colocation space when the data centre opened. “Colt worked hard to deliver the server environment quickly, which got our relationship off to an excellent start,” says Spoor. “It’s clear they’ve invested heavily in the facility – not just in terms of its size, but also in

the aisle design, cooling and other technology, all of which are state of the art.”

Byelex deploys customer infrastructure and applications at the Colt data centre. It also operates its software development and testing environments there, along with its own implementation of Storgrid, a platform for secure file synchronisation and sharing.

Storgrid, developed by Byelex, lets organisations keep their data on their own infrastructure and enable secure access to it from remote locations and mobile devices, to support collaborative working, distributed teams and BYOD initiatives. “Storgrid is designed to run as an on-premises solution. In our case it runs at the Colt data centre, which we have quickly come to regard as our second home,” explains Spoor.





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**Chief Enterprise Architect**  
**Byelex**

Because the data centre isn’t far away, Byelex people can easily get there to install or upgrade equipment, and can also invite customers to tour the facility. “Being able to see the data centre environment that will house their applications, and knowing that we use it ourselves to run key parts of our business, helps boost our customers’ trust in our services,” says van der Hoof.

**Making effective use of economically priced resources**

“It was a bold move on Colt’s part to establish a colocation data centre in the south of the Netherlands, rather than simply add another facility in or near Amsterdam,” says van der Hoof. As well as being more convenient for businesses in the Roosendaal area to have their infrastructure and applications nearby, the cost of power is lower than in the Amsterdam area.

“Power represents a high proportion of data centre running costs. The fact that it’s less expensive in Roosendaal helps make the Colt proposition more cost effective,” says Spoor. “And not only does power cost less, the data centre actually uses less, thanks to energy-efficient features like free cooling, so the PUE is impressively low.”

**The scalability to support future growth**

Colt’s Roosendaal data centre was built to give customers like Byelex the space and power to scale their deployments; and its modular design means it can be easily extended in the future. That’s just as well, given that Byelex has developed BuzzTalk, a powerful big-data analysis and visualisation tool that provides a 360 degree view of society.

BuzzTalk captures and aggregates content from new publications related to specific themes, acting as an advanced content discovery and market intelligence tool. Customers can mine online and offline content, including media such as TV and broadcasting, news, and social media including Twitter and Facebook. BuzzTalk enables users to manage the infoglut in order to gain relevant insight, curate content and power decision-making.

“A number of early adopters are already using BuzzTalk and we’re on the brink of a major market launch,” says van der Hoof. “BuzzTalk will need vast amounts of storage and use enormous processing power, so the easy scalability of both space and power at the Colt facility will be critical to its success.”

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