

Storage space tailored to customers' needs

PSP Swiss Property outsources data backup and file sharing with external partners to the cloud – and gets added flexibility in exchange.



Erich Schwab, Head of IT, PSP Swiss Property

The digital universe continues to grow unabated. This is a well known fact, and people have accustomed themselves to it. The tricky part, however, is quantifying beforehand the amount of data growth in specific individual cases. This applies in particular to areas and circumstances where large volumes of unstructured data are incurred on an irregular basis. It makes sense to purchase reserve data storage in order to be prepared for every eventuality.

Although this may seem to be the obvious option, it also does not go far enough. Until now, the real estate company PSP Swiss Property has been searching for a more flexible and cost-effective solution. They finally found

Instead of developing in-house backup server infrastructures and expensive reserve storage capacities to cover all eventualities, PSP Swiss Property has opted for the data storage services offered by Swisscom's dynamic storage cloud solution. By taking this step, PSP Swiss Property has done away with all manual intervention – increasing flexibility overall while ensuring that the exact amount of storage capacity required is available at all times.

The holding company PSP Swiss Property Ltd. is among the leading Swiss real estate companies. They own offices and commercial properties with a value of over six billion Swiss francs in top locations in Switzerland's key business centres. The company is listed on the Swiss stock exchange and employs a workforce of 85 employees in its offices in Geneva, Olten, Zurich and Zug.

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Erich Schwab, Head of IT, PSP Swiss Property

the answer they were looking for with Swisscom – their long-standing partner for IT infrastructure. “Why should we do something ourselves when there are others who can do it better?”, states Erich Schwab, Head of IT at PSP Swiss Property. With this reasoning in mind, PSP Swiss Property has opted for the cloud storage solution offered by Swisscom.

Integrated security

As part of the dynamic storage service, companies can benefit from flexible storage space tailored to their needs. They purchase only the services they require for normal business operations, and can adapt these on an ongoing basis to changing needs. Companies are invoiced only for what they actually use. This means they no longer need to invest in in-house infrastructure and can avoid expensive storage capacity.

An additional benefit is integrated security. With dynamic storage, data are divided geo-redundantly across four locations. This guarantees disruption-free operation. What is more, both operations and data storage remain in Switzerland.

Significant simplification with backup

The storage solution selected by PSP Swiss Property involves a number of aspects. The backup of applications takes place in an in-house data centre operated by Swisscom. For redundant storage there is a cloud solution that mirrors the data in the data centre of Swisscom, with ongoing storage for a total data volume of currently approximately 10 TB.

The dynamic storage solution has not only significantly increased flexibility, but has also simplified the way backup is done. “Before dynamic storage, we used to save the entire backup on tapes, which we then put into a storeroom across the street,” notes Erich Schwab. “Today, we can perform backup without any manual intervention and we have the exact capacity that we actually need.” An additional plus: the new storage solution fully meets the compliance requirements laid down by PwC.

File sharing for large volumes of data

An additional piece in the storage puzzle is Storebox. Storebox is designed to be a personal storage space which can be used as a collaboration tool as well as for secure file sharing inside and outside the company. Roughly 30 individuals work with Storebox at PSP Swiss Property. They use the service primarily for large volumes of data, for example when exchanging construction plans with internal staff or external partners.

Storebox also replaces a manual solution: in the past, CDs and USB sticks were used to transfer large volumes of data. “Today, we can dispense with such tools,” remarks Erich Schwab. “This is more secure, makes us more flexible and increases mobility.” The storage solution is an impressive complete package. Erich Schwab: “We were impressed by the proposed solution right from the outset. Alone, we would be unable to offer this kind of solution with the same level of quality and at such a competitive price.”

The benefits at a glance

- **Flexibility:**
The requirements-driven service based on a “pay-per-use” model helps companies to be more flexible and agile.
- **Efficiency:**
State-of-the-art, cost-saving technologies, extensive specialist knowledge and continuous support ensure highly available and fully scalable solutions that quickly help a company to become more efficient.
- **Price-performance ratio:**
Services and costs are laid out clearly from the start - this provides the basis for calculating the annual costs. An attractive and transparent cost structure ensures confidence and security.
- **Security:**
Swisscom guarantees the highest quality in terms of data storage and security in Switzerland.
- **Partnership:**
Regular personal contact, short and simple communication channels as well as experienced on-site specialists pave the way for a lasting partnership based on trust.



Cloud Computing Services from Swisscom are between 20 and 90 per cent more climate-friendly than running services on your own servers.

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