3WInfra

HOSTING SOLUTIONS

IaaS Hosting Provider 3W Infra Signs Content Marketing Agreement With KINXX PR to Build Its Brand Globally

Amsterdam, the Netherlands, August 30 2016 – 3W Infra, a fast-growing Infrastructure-as-a-Service (IaaS) provider focused on delivering highly customized dedicated server hosting, colocation, streaming and networking infrastructure to customers worldwide, has signed an agreement with Netherlands-based KINXX PR to build its 'pure-play' IaaS hosting brand globally.

Commencing its operations in 2014, 3W Infra has its flagship data center located in Amsterdam, the Netherlands. The company is focused on delivering highly customized, scalable and technologically advanced IaaS hosting solutions. The company now has more than 3,000 dedicated servers under management while their global network exceeds 160 Gigabit/sec (Gbps) of available bandwidth.

"These are impressive figures for a company that didn't even exist a little more than two years ago," said Koen Stegeman, content marketing consultant and owner of KINXX PR. "Behind these 3W Infra figures lies a great story of some hosting industry veterans able to hit the spot with their highly customized IaaS hosting solutions. It's this brand story featuring some highly successful businesspeople and great hosting solutions that we would love to tell. In the end, we expect their brand story to read like a novel with real settings - a page-turner so to say."

The content marketing services delivered by KINXX PR will include brand storytelling strategy; the creation and global distribution of English and Dutch language press releases; social media services, web content, SEO copywriting, and more.

Content Marketing Strategy

"As 3W Infra is founded by people with a long-standing history in the hosting and data center industry, some of us are very familiar with the global content marketing results KINXX PR is able to deliver to its clients within the area of hosting and data centers," said Murat Bayhan, CEO and founder of 3W Infra. "Their professional approach towards building a stronger brand and supporting our fast-growing services organization seamlessly fits our requirements."

Scalability is a key go-to-market element within 3W Infra's IaaS hosting business strategy. As to scalability, their high-volume network (160Gbps network capacity) with global reach stands out of the crowd. As 3W Infra's network bandwidth capacity of 160Gbps intentionally equals twice the average bandwidth usage, they are able to handle peak network traffic for some of the largest streaming providers in the world. 3W Infra's transit-only, multi-carrier network is designed for agility, speed and redundancy, while aiming at low-latency customer experiences.

Customization is another fundamental go-to-market element for 3W Infra. The fact that IaaS hosting customers are able to choose whichever hardware brand they like may be taken as illustrative of the company's extensive customization options.

"Our pure-play IaaS approach with high customization options is not seen elsewhere in the market yet," added Mr. Bayhan. "Cloud providers, systems integrators, hosting providers, broadcasting companies, managed services providers and enterprises get from us the assurance that all their IaaS hosting requirements are being meet. This probably adds to our unique market position and our business success in such a short period of time. KINXX PR will help us build brand awareness by telling our brand stories and sharing these stories globally with media and potential customers alike."

About 3W Infra

Founded in 2014 by some Internet and hosting industry veterans, 3W Infra is a pure-play Infrastructure-as-a-Service (IaaS) hosting provider headquartered in Amsterdam, the Netherlands. The company's enterprise-grade hosting solutions - tailored to the specific needs of each customer - are engineered for scalability and cost-efficiency, with cloud-enabling services including dedicated servers, colocation, IP Transit, and high-level customer support with remote hands.

As a fast-growing company aiming for sustainable growth, 3W Infra has already 3,000 dedicated servers under management, while its global network now exceeds 160 Gigabit/sec (Gbps) of available bandwidth. 3W Infra's customer base includes some of the largest Internet, broadcasting and cloud services companies in Europe and beyond.

To learn more about 3W Infra, visit: **www.3winfra.com**.

About KINXX PR

KINXX PR is a PR agency focused on delivering Public Relations (PR) and Content Marketing services to companies with tech-oriented operations. Although the company's customer base within the IT industry is quite broad, they are specialized in delivering PR and Content Marketing services to companies within the cloud, hosting and data center industry.

As a Content Marketing specialist founded in 2004 and based in the Netherlands, KINXX PR helps tech enterprises and SMBs create professional content for a variety of communication channels, with press releases as an important means to develop a brand story while supporting sales targets and business development efforts.

Other services delivered include English and Dutch language (SEO) copywriting for: customer reference cases, web content, advertorials, opinion articles, sales leaflets, customer mailings, and more.

To learn more about 3W Infra, visit: **www.kinxx.nl**.

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Published on 30 August 2016 (**http://www.hostingjournalist.com/iaas-hosting/iaas-hosting-provider-3w-infra-signs-content-marketing-agreement-with-kinxx-pr-to-build-its-brand-globally/**).