3W Infra Introduces 'Bring-Your-Own-Drives' Dedicated Servers

Amsterdam, the Netherlands 30 January 2019 – 3W Infra, a fast growing Infrastructure-as-a-Service (IaaS) provider operating from Amsterdam with customers around the globe and more than 4,600 dedicated servers under management, today announces the introduction of 'bring-your-own-drive' dedicated servers aimed at reseller hosting use cases. As 3W Infra's customer poll revealed that quite some clients globally want to have full flexibility with regards to their storage infrastructure, these new dedicated servers are delivered without pre-installed hard disk drives.

3W Infra is an Infrastructure-as-a-Service (IaaS) provider focused on delivering custom-engineered hosting services around the world. With its flagship data center presence in Amsterdam as well as Remote Hands and Relocation Engineering services being delivered at the world's main Internet hubs in Amsterdam, Frankfurt and London, 3W Infra provides its custom engineered IaaS hosting solutions to customers worldwide.

After interviewing several customers around the globe including companies from Taiwan, Hong Kong, France and India, 3W Infra learned that its 'reseller hosting'-focused dedicated server offering could use a flexibility-boost. This has now resulted in launching this 'bring-your-own-drive' dedicated server package. The 3W Infra 'bring-your-own-drive' dedicated server is as full-featured package, deployed in 3W Infra's flagship data center in Amsterdam. It will be delivered including CPUs, RAM, and network bandwidth but without pre-installed hard disk drives.

Storage for Virtualization

"Storage plays an increasingly central role in the business model of cloud service providers and other virtualization-focused companies operating within the hosting industry," said Murat Bayhan, founder and CEO of 3W Infra. "For companies that are reselling our IaaS hosting services it means that hard disk drives including high-capacity SSDs have become a distinctive feature of their market offerings. It also means that significant parts of their margins may come from storage equipment if they invest in it themselves. The 'bring-your-own-drive' dedicated server package launched today will offer our reseller hosting partners the opportunity to significantly enhance their margins."

The 3W Infra 'bring-your-own-drive' dedicated server package comes with the latest CPU and RAM technology and flexible month-to-month contracts. Users can send their own hard disk drives to 3W Infra's data center in Amsterdam, after which the company's engineers will integrate these HDDs into the dedicated servers. It will also be possible for users to let 3W Infra purchase the HDDs for them so they'll be able to profit from 3W Infra's own supplier agreements. 3W Infra will then keep ownership of the server and network equipment, while the ownership of these HDDs will be transferred to the reseller hosting customers. In case of ending the dedicated server commitment before end-of-life of the storage equipment, the HDDs will be unscrewed and returned to the respective owners.

"The storage investments for virtualized platforms are significantly on the rise for many of our reseller hosting customers," added Mr. Bayhan. "This might be a burden for some of them, but many obviously see it as an opportunity to greatly increase their profits. Catering to the specific storage infrastructure and margin-enhancing needs of these reseller hosting clients, we are now offering these new dedicated server packages. The return on investment for a hard disk drive is relatively short, so these customers will be able to add good profit to their revenues very quickly."

The new 'bring-your-own-drive' dedicated servers will have access to 3W Infra's proprietary global network with a capacity of currently 160Gbps. The high-bandwidth network with global reach provides 3W Infra's dedicated server clients with redundant, low-latency network paths via Internet exchanges and Tier 1 backbone providers.

About 3W Infra

Founded in 2014 by some Internet and hosting industry veterans, 3W Infra is a global Infrastructure-as-a-Service (IaaS) hosting provider with great engineering knowledge and skills headquartered in Amsterdam, the Netherlands. The company's enterprise-grade, ISO/IEC 27001:2013 and PCI DSS certified hosting solutions are tailored to the specific needs of each customer. 3W Infra's infrastructural solutions are engineered for scalability and cost-efficiency, with cloud-enabling services including colocation, dedicated servers, IP connectivity, and high-level customer support. These solutions come with 3W Infra's Remote Hands including relocation engineering services at the world's main Internet hubs in Amsterdam, Frankfurt and London.

As a fast-growing company aiming for sustainable growth, 3W Infra serves a dynamic array of different customer types with a variety of needs. The company's flagship data center in Amsterdam features one of the lowest calculated pPUEs in the industry (1,04), which is highly energy-efficient. 3W Infra has a significant amount of colocation customers and more than 4,600 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, gaming, broadcasting and cloud services companies in Europe and beyond.

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

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