



HOSTING SOLUTIONS

3W Infra Celebrates 5-Year Anniversary as Global IaaS Hosting Provider

Amsterdam, 18 April 2019 – In 2014, 3W Infra started in a small office in a town just a 20-minute drive north of Amsterdam. Busy growing their company, the founders also had a challenge with defining its business strategy and how to distinguish itself in the ever-emerging hosting industry. This month marks 3W Infra's 5-year anniversary and the path it has walked to success as a fast-growing Infrastructure as a Service (IaaS) hosting provider.

“Our business strategy for delivering IaaS hosting services is a very focused one, that's why we position ourselves as a 'pure-play' IaaS hosting provider,” says Murat Bayhan, CEO and founder of 3W Infra. “Quite some IaaS players out there choose to include cloud-related services or CDN in their business proposition, for example. We clearly decided not to. Based on our long-standing history working for some of the largest hosting companies in the world, we saw a clear need for an IaaS offering that wouldn't be able to raise any channel conflict. Our pure-play IaaS hosting services include dedicated servers, colocation, IP connectivity and remote hands. Allowing CSPs, SIs, MSPs, CDN, hosting providers and others to focus on growing their core businesses. Because why would you situate your IT infrastructure with a provider that could also be considered your competitor?”

In the course of time, 3W Infra has grown its operations from a few rented servers to hosting and managing over 4,000 servers. The global network capacity currently exceeds 250 Gigabit/sec of available bandwidth. Using a blend of tier 1 transit providers and exchanges. Last year it decided to change its transit-only strategy. Early 2016 it moved its office to Amsterdam, currently being situated in the company's flagship data center. End of 2017 3W Infra attained the ISO 27001 certification for Information Security Management together with Payment Card Industry Data Security Standard (PCI DSS) compliance which were successfully renewed end of last year.

“We see quite some service providers in the worldwide hosting industry eager to serve enterprises and other customers with high demands and mission-critical operations, but we don't see many of them achieving accreditations like ISO 27001 and PCI DSS, especially not the relatively smaller or new hosting providers,” says Roy Premchand, Managing Director of 3W Infra. “We think it's a big plus for our mission-critical customers who already entrust their IT infrastructure to 3W Infra - among them international companies within the financial services and online gaming as well as cloud services providers with global operations. Besides that, we expect these enterprise-level accreditations to bring great value on a global level while attracting new types of customers from around the world within for example healthcare and government.”

“After listening to our customers and upholding our business strategy, in the last 2 years, we launched a number of additional services. Through our Financing Program, users are enabled to easily acquire new pieces of IT equipment and keep their investment costs in line with company revenues. The equipment acquired may include rack servers, blade enclosures, storage nodes, firewalls, load balancers, switches, optical fibers, cabling infrastructure, and more. Why would you not benefit from the strong partnerships we have with our suppliers, not to mention the pricing benefit, of course. And earlier this year we introduced 'Bring-Your-Own-Drives' dedicated servers. Users can send their own hard disk drives to our data center, after which our 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, again, profit from our supplier agreements,” concluded Premchand.

“We are proud of what we have accomplished and how far 3W Infra has come in this very competitive market. We still have the same young spirit and core values that we started our journey with. We are committed to continuing to invest in our people and customers, new services, and our infrastructure, together with strong partnerships with major technology companies,” concluded Bayhan.



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After 5 years of business growth and transformation, 3W Infra's entrepreneurial spirit, dynamism, and personal approach to running a business remains.

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 27001 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 4,000 dedicated servers under management, while its global network now exceeds 250 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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Published on 18 April 2019 (<https://www.3winfra.com/pr.php>).