



Case Study

Because privacy is invaluable: Public Cloud without a pry

Pryvate uses IONOS Cloud for maximum flexibility and heightened data security

The name is no accident. Since 2013, Pryvate has made protecting data privacy its mission. “Nothing can pry into Pryvate” is the company motto. Pryvate provides secure communication platforms, including the Pryvate app which encrypts voice, video or chats on smartphones, and the CUG product – a secure communications solution that makes business phone calls bug proof. Over the years, Pryvate hosted its servers in a number of clouds. In 2020, Pryvate decided to consolidate its cloud servers to be able to pass on the cost savings to its customers. IONOS Cloud was selected for the project due to the high data security requirements involved. As an app developer of an encryption communications suite, Pryvate holds itself to high data protection standards. Customers can rely on outsiders not gaining any access to their data.

About Pryvate

Founded in 2013, Pryvate takes very seriously the threat posed by criminals who undermine the proper and useful purposes of the internet. For this reason, it has joined forces with individuals, organisations and non-government organisations in an effort to provide secure communications platforms and safer internet. Pryvate designs solutions to prevent outsider “snooping” on private or sensitive information. Private communication must be protected against criminal activities.

The challenge

Since the company's founding, Pryvate has enjoyed continuous organic growth – and its IT infrastructure has grown along with it. “We had actually already used cloud technologies before the term became established,” says Jonathan Parker-Bray, Pryvate

CEO. “In the past, we used a mix of bare metal and virtual servers.” But over time, Pryvate wanted to consolidate its various systems with a single provider. “We hoped for much more flexibility from this. We also couldn't meet data protection and scalability requirements in the desired form with our previous hosts,” adds Parker-Bray.



Requirements for the new cloud provider

After many years of experience with prior cloud providers, Pryvate knew exactly what it wanted from a new one: data security. The company has long-term experience with the varying data protection laws in different countries. “The EU General Data Protection



Regulation (GDPR) is not the only regulation offering a high level of protection for personal data. Even before the GDPR came into force, data protection was emphasised in Germany. After extensive research, IONOS Cloud offered the most suitable overall package for our business. And not just for now, but also for the future," says Parker-Bray. "Only one provider was able to meet all our standards concerning privacy and flexibility – and that was IONOS Cloud."

CLOUD Act and GDPR: Legal contradiction

According to the Clarifying Lawful Overseas Use of Data Act (CLOUD Act), US IT service providers are obliged to provide any data in their possession to the US authorities upon request and without a court order. European firms are also subject to the CLOUD Act if they're a subsidiary of a US cloud or IT service provider, even if headquartered outside of the United States. Therefore, US authorities can retrieve the data of a European company if that company utilises services from a US IT service provider. Financial and telemetry data are just as unprotected as personal data. In short, the CLOUD Act directly contradicts the EU General Data Protection Regulation (GDPR). You can find more information in the white paper "The Controversial Cloud Act".

The implementation

In summer 2020, Pryvate began planning its data migration to the IONOS Cloud. "The Data Center Designer was particularly impressive," says Parker-Bray. The functionality of the Data Center Designers (DCD) is very simple. Users can arrange their required virtual components on a whiteboard via a drag-and-drop GUI. Configuring a public cloud to be sustainable and secure is an important step in a successful cloud migration. With the DCD, IONOS Cloud simplifies the construction of a virtual data center. The virtual IT infrastructure can be adjusted to meet requirements at any time, to ensure the solution is flexible and can meet the needs of an ever-changing business. "IONOS Cloud completely won us over, including our developers," explains Parker-Bray. "We were able to complete

the migration within three to four months. We worked in a very agile manner – and we could always reach someone who could help quickly and easily."

IONOS Private Cloud powered by VMware

In addition to high security levels – thanks to dedicated hardware in ISO-certified data centers – companies benefit from both flexibility and transparency of the available resources. Users also benefit from easily calculated, pay-as-you-use billing and the flexibility to scale up and down quickly and simply thanks to virtual machines (VMs). VMware is one of the leading virtualisation solutions and is suitable for most applications. You will find additional information in the white paper: "Private Cloud".

The benefits

Moving into the IONOS Cloud has provided Pryvate with numerous benefits:

- **Flexibility**
The IONOS Private Cloud allows resources to be scaled at any time. So in addition to upscaling, the infrastructure can also be downsized if required.
- **Security**
Because IONOS Cloud hosts data exclusively in ISO-certified data centers within Europe, Pryvate can be certain that both its own data and that of its customers is protected from external access, such as by the US authorities.
- **Simplicity**
The intuitive Data Center Designer simplifies the work of the developers.
- **Expert Service**
Jonathan Parker-Bray described working with the IONOS Cloud team as a partnership: "For us, IONOS Cloud is not just a cloud provider, but a partner. We work together on an equal basis. No matter what challenges lie in the future, together we'll always develop the right solution."



IONOS Cloud value proposition

HIGH-PERFORMANCE

- Guaranteed compute performance
- High-speed network thanks to SDN & InfiniBand
- Uninterruptible live-vertical scaling
- Varied storage volumes with high IOPS

SECURE

- Maximum security protection from the US CLOUD Act
- Latest SIEM and IPS/IDS technologies
- ISO-certified data centers with high tier
- Private cross-connect for applications
- Identification access management

TRANSPARENT

- Flexible configuration of virtual data centers
- Patented Data Centre Designer
- Ready to go in just a few minutes
- Automation via API and Microservices
- Software container orchestration with managed Kubernetes

INTUITIVE

- No contractual obligation
- Pay-per-minute billing
- Simple migration with no vendor lock-in
- No license jungle
- Extensive test resources free of charge

CUSTOMER-CENTRIC

- Personal account management
- Professional advice from cloud experts
- Support for specifications during operations
- Free 24/7 support
- Managed services thanks to an extensive partner network



Conclusion

Pryvate and its customers now benefit from a completely flexible and scalable cloud solution, which is perfect to accommodate its plans for global expansion and the launch of more cloud-based tools. And if any challenges come up along the way, the Pryvate and IONOS Cloud teams will solve them together.

Pryvate is a highly-dynamic, innovative company at the forefront of technological trends. "In the future, we expect a business focus on blockchain, trading and privacy," explains Parker-Bray. Which is why Pryvate will continue to build on the reliability and flexibility of IONOS Cloud in future projects.



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