![RedZinc] ![IONOS]

Success Story

Telemedicine provider RedZinc improves business and patient outcomes with IONOS

The IONOS Cloud enables RedZinc to deliver a low-latency, high-reliability platform for real-time video, which cost-effectively meets the healthcare sector's need for high security and data protection, with a guarantee of EU-based data hosting.

+++ Featured learnings +++

- RedZinc expanded sales of its BlueEye mobile video solutions to many EU markets by using the IONOS Cloud for its telemedicine application – guaranteeing customer data is stored and processed in the EU, in line with GDPR guidelines.

- The IONOS Cloud enables RedZinc's customers to reliably manage the large and variable bandwidths associated with real-time video, without increasing costs.

- Taking advantage of a free trial period, alongside the technical support they received during implementation, convinced RedZinc that IONOS is the right cloud provider for their needs.

RedZinc is a mobile telemedicine company that delivers a range of real-time video solutions to healthcare organisations across Europe. RedZinc chose to use IONOS Cloud for its BlueEye cloud platform, so it could offer its healthcare customers the data privacy and protection assurances they need, including guaranteed local data storage and GDPR compliance. IONOS also enabled RedZinc to reduce the costs associated with the transmission of real-time video.

The challenge

A lack of data sovereignty

RedZinc's BlueEye mobile video telemedicine solution uses a uniquely-designed, wearable camera that delivers live video to any browser. It enables remote and community-based workers, such as ambulance staff, paramedics, and community nurses, to get support from expert medical teams in real-time.

"There are a number of really interesting use cases for wearable video," said Jeanne Caffrey, Marketing Director at RedZinc. "For example, in the UK, in the region of 15 % of people taken to hospital by paramedics don't actually need to go, but it's only the doctor at hospital who can sign off on them staying at home. Using a solution like BlueEye, you can connect the remote doctor to the paramedic at the scene, and they can agree what the next steps should be. It can save a huge amount of time and cost, and reduce pressure on hospital services."

RedZinc was uses BlueEye cloud to transmit mobile video data for telemedicine, a highly-secure platform that must provide the low latency and high bandwidth required for a video solution. It also provides features such as security, industrial maintenance, and troubleshooting. But when the pandemic hit, and video-based telemedicine started to grow exponentially, RedZinc found its increased bandwidth requirements were incurring significant additional charges.

Security and data privacy are also key to RedZinc's users, who include healthcare providers across Europe such as hospitals, emergency services, remote community nursing, and search and rescue. RedZinc customers were increasingly demanding assurances on data sovereignty – that their data would remain within the EU and meet GDPR regulations, but RedZinc was unable to pass on a guarantee to its customers.

"Data privacy is a huge issue for our customers," said Caffrey. "The video material they generate is as sensitive as it gets. We've secured our solutions by design – we don't store any of the data that passes through the platform and we don't record any video, for example – but we obviously transmit a lot of data, and that needs to be secure and meet customers' regulatory expectations."

The solution

A better fit for purpose

The team at RedZinc started to look for data guarantees. With a requirement for EU data sovereignty high on the list, IONOS Cloud was an obvious choice. Subhajit Ghosh, Program Manager at RedZinc said: "So many of our customers now demand a solution that meets EU data protection requirements, and IONOS offers a true European cloud alternative."

IONOS is headquartered in Germany and has data centres based throughout Europe, which are all subject to strict data protection regulations and are fully GDPR-compliant.

As well as an EU-based approach to data privacy, RedZinc also needed its platform to be secure, highly-available, and cost-effective – without overcharging as data volumes increased. The IONOS Cloud met all these requirements. In addition, IONOS enabled RedZinc to move away from the public cloud (with resource sharing) to a more secure, private cloud infrastructure.

All the support

The migration to IONOS Cloud started quite quickly when RedZinc was offered a trial period. This enabled the team to scope out and test the features they wanted without cost or risk. It was a success, with great interworking between the two organisations. Any challenges, questions or worries raised by the RedZinc team were quickly addressed by IONOS, and resulted in a smooth migration and transition period.

Support was another area that improved for RedZinc when they moved to IONOS. "We use an agile methodology, so our approach has always been to 'fail fast' – discover and fix issues very quickly," Ghosh said. "With IONOS, we had great collaboration and consultancy between our two parties during setup, working together to configure resources and build the tech stack. So we were reassured that we would continue to get any support we needed after the trial period, and quickly."

The benefits

In short, IONOS has delivered great results for RedZinc and they're delighted with the move.

Greater security and data privacy

RedZinc has already seen a significant increase in the number of customers signing up for the BlueEye platform and solutions, as a direct result of the greater data protection RedZinc is able to offer, and the assurance that their data will remain within the jurisdiction of the EU.

In addition, RedZinc can deliver a more reliable platform, thanks to the combination of fully-private infrastructure and the high availability of the IONOS Cloud.

No unexpected costs

Another area of improvement is pricing. RedZinc customers no longer incur significant additional costs as their traffic volumes increase, meaning they can scale up their use of the solutions with the certainty of predictable costs.

Greater control

The IONOS Cloud gives RedZinc finer grained control, which allows them to better match cloud resources to the required tasks. Rather than pre-packaged nodes with little customisation, IONOS Cloud enables RedZinc to fine tune all the details of the nodes it wants to deploy to best fit its needs, whether it's CPU cycle access, or how processing power is shared. RedZinc can regulate the number of nodes according to how customers are using its platform.

A simple transition

The IONOS team helped RedZinc make a seamless transition. Not only was RedZinc offered a good package of options, the IONOS team was very available throughout the process. The ability to run a trial period helped RedZinc to understand the challenges they needed to address.

Conclusion

RedZinc is very happy with IONOS Cloud. "We have hardly needed to interact with IONOS since the transition, which is fantastic, as it basically means we've not had any technical issues!" said Ghosh. "But we know that if we do have problems, the IONOS team is available to us when we need them, and that they will help us fix any issues."

"We know that telemedicine and video-based healthcare solutions will continue to grow in importance even as the pandemic fades," added Caffrey. "Working with IONOS has put us in a position to supply mobile video telemedicine all over Europe, based on a secure and reliable cloud platform. It has created truly unlimited scalable opportunities for RedZinc."

About IONOS

With over 8.5 million customer contracts, IONOS is a leading global provider of cloud infrastructure, cloud services, and hosting services.

Our product portfolio includes Compute Engine, an IaaS compute engine with its own virtualized code stack; Managed Kubernetes for container applications; a private cloud powered by VMware; and S3 object storage. Our solutions provide established medium-sized and large companies, regulated industries, the digital economy and the public sector with all the services they need to be successful in and with the cloud.

We are convinced that data sovereignty is essential for successful digitisation. That's why we are committed to ensuring that our customers retain control over their data and applications.

Treating our customers fairly is very important to us, so we offer transparent pricing and by-the-minute billing, no vendor lock-ins and the best price/performance ratio in the IaaS market. Ease of use is another priority, so we provide highly flexible solutions and easy, drag and drop configuration through our patented Data Center Designer and APIs.

We also attach great importance to customer needs. Dedicated account management, tailored cloud architecture consulting – including support with proof of concept by professional services – and free 24/7 enterprise-level support with certified system administrators are available to help users in any situation.

Our history

For over 30 years, IONOS has been developing innovative, reliable and high-quality solutions that help companies of all sizes to digitise their business processes.

These include web hosting products and office applications, proprietary data centres and innovative cloud solutions. In addition, we have continuously enhanced our portfolio through strategic acquisitions.

Since its foundation in 1988, IONOS (formerly 1&1) has become Europe's largest hosting provider. In 2010, Achim Weiß, the current CEO of IONOS, founded an IaaS provider, which is now the basis for IONOS Cloud. With 8 million customer contracts and georedundant data centres in Germany, Europe and the USA, we provide intelligently coordinated products for every phase of a company's development.

IONOS Cloud is a sub-brand of IONOS, a United Internet AG company.

More information is available at cloud.ionos.com.

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Success Story

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