



## We've got your back!

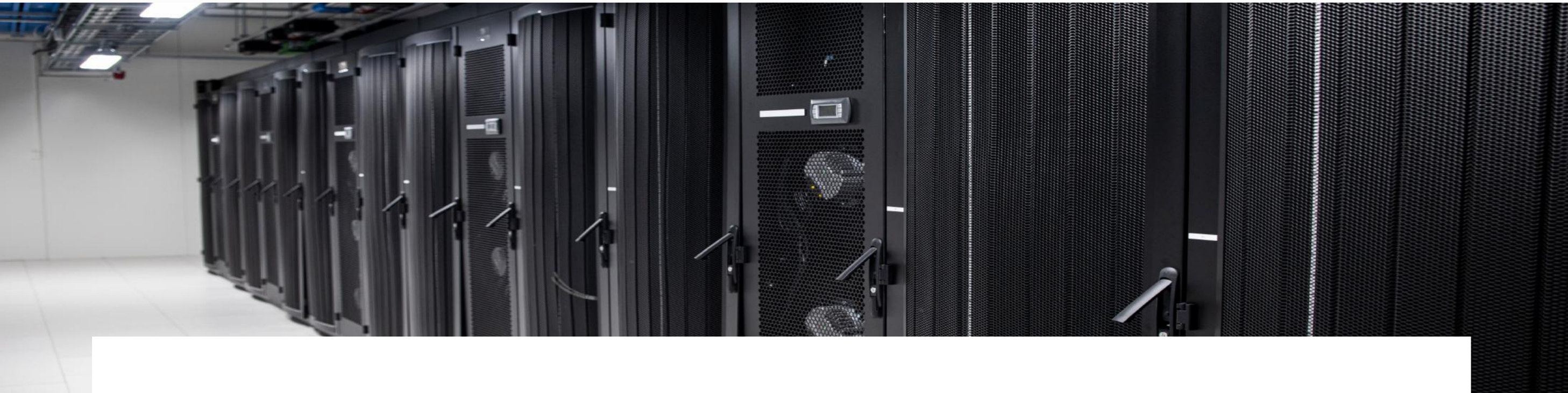
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Danish IaaS provider chooses Bulk Data Centers to deliver predictable, low latency, sustainable data center services to support their growth.





**In Bulk, Cloud Factory found a partner with common goals who delivered on their promises.**



Cloud Factory was founded in Varde, Denmark in 2013 when Danish IT entrepreneur, Jacob Schaumann Schmidt, saw the need for a smaller cloud distributor focusing on availability and reliability. Cloud Factory specializes in providing Infrastructure as a Service (IaaS) to high growth partners that are IT-intensive and require low latency, local data storage, predictable budgets, and top-class support.

“The rise of companies delivering cloud services has been enormous over the last ten years. As a smaller and more intimate company in the industry we have a good foundation for helping IT partners move their customers to the cloud. In the years to come, we want to continue growing alongside our customers”, says Jacob Schaumann Schmidt, Founder, Cloud Factory.

Between 2020 to 2022, the company increased its revenue by an average of 50 percent per year and has no intention of slowing down.

To further scale its IaaS and cloud hosting business, Cloud Factory decided to partner with Bulk Data Centers. With Bulk, they established a reliable and transparent partnership based on shared values and the highest security standards.

“We are proud that Cloud Factory has chosen us as a partner to support their continued growth. Through our cooperation, Cloud Factory will have access to the world’s most sustainable data center capacity as well as a high level of flexibility. This is crucial for growth companies”, says Gisle M. Eckhoff, Head of Bulk Data Centers.

## The highlights

What made Bulk the best choice?

- Bulk’s DK01 data center in Esbjerg offered the space, power and technical expertise to scale quickly and future proofed growth plans
- The partnership with DE-CIX enhances the options for Cloud Factory to interconnect and access a range of services
- High security at DK01 reducing risk, further enhanced by ISO 27001 Certification
- Bulk’s DK01 site offered a guaranteed, secure and reliable renewable power supply

SHARED VALUES:

## “We’ve got your back”



*“We always say “We’ve got your back” to our customers; the IT partners. Our entire business is based on abiding by those words. Our partnership with Bulk has been successful because Bulk has our back, enabling us to fulfil the promises we give our customers”, says Max Larsen, CTO, Cloud Factory*

### About Cloud Factory

Cloud Factory is a Danish distributor of world-renowned cloud services, NextGen hosting, and digital infrastructure. Cloud Factory is a pure partner channel that helps IT companies scale their business in the cloud. The company was founded in 2013 and has since focused on delivering excellent cloud services for IT partners. Cloud Factory is the fastest-growing distributor of Microsoft’s cloud services in Denmark.

### Predictability and Transparency

Two cornerstones in Cloud Factory are availability and reliability for the customers. In practice, this means always answering emails, always answering the phone, and keeping your promises. Predictability and transparency are two of the qualities customers value the most. When Cloud Factory looked for a new data center partner, they needed a partner with the same two cornerstones.



# Esbjerg - The place to be



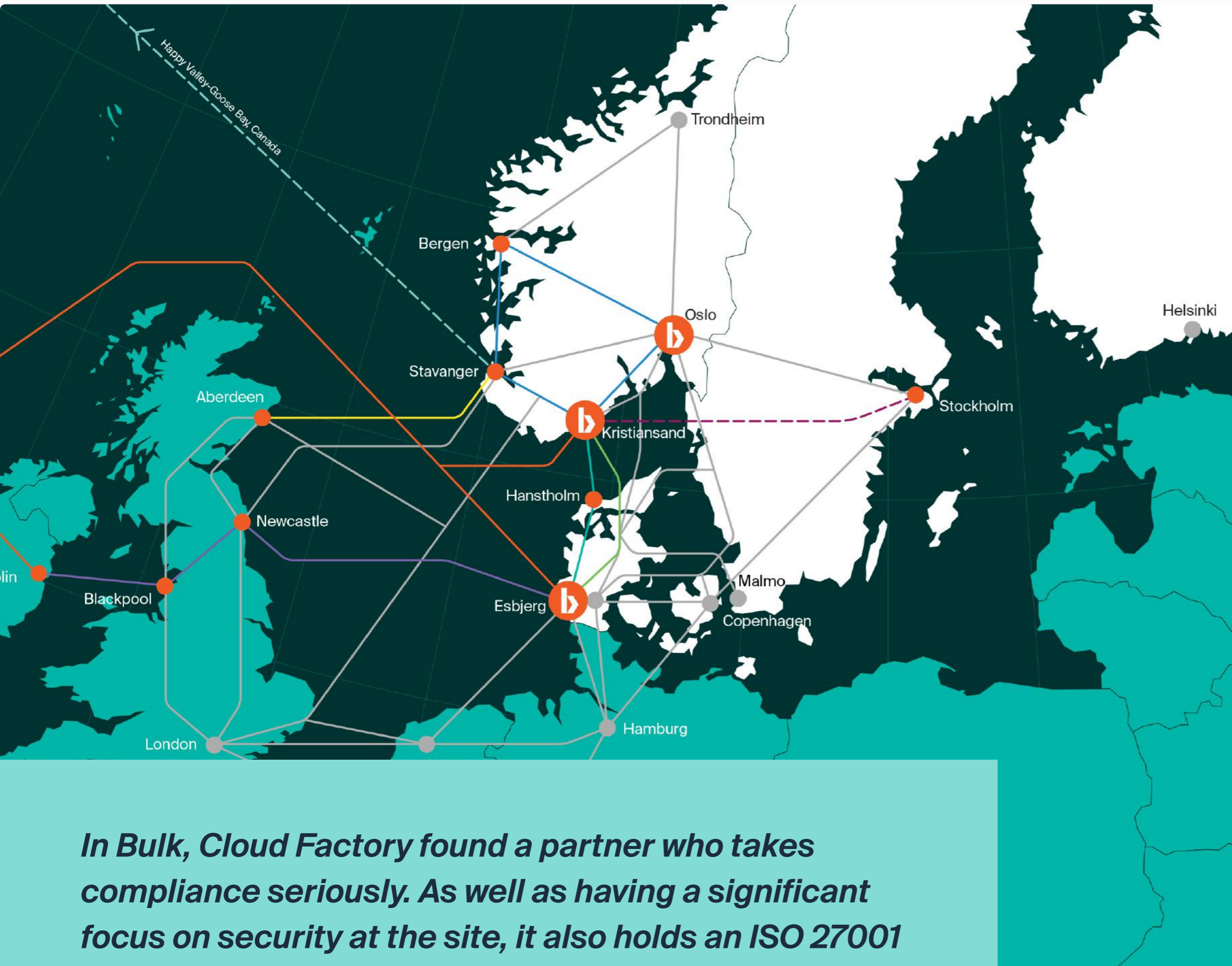
## Increase production of virtual machines

Cloud Factory is expanding its production of virtual machines (VM) to Esbjerg, in addition to its current production site in Kolding. To do this they needed a partner that enabled them to scale quickly and could future-proof their growth plans. Bulk's DK01 data center in Esbjerg offered the space, power and technical expertise to meet these needs.

## Esbjerg – the place to be

Esbjerg's location plays a vital role in providing connectivity within Denmark and the Nordics. The city's strategic position on the west coast of Denmark and its highly connected fiber network makes it an ideal gateway for Northern Europe and the Nordics. The company believes that Esbjerg is the place to be for the coming years, as it turns into Denmark's next technology hub.

# Going hybrid in a secure way



***In Bulk, Cloud Factory found a partner who takes compliance seriously. As well as having a significant focus on security at the site, it also holds an ISO 27001 certification, further reducing the risk of breaches.***

## Going hybrid in a secure way

Over the past year there has been a growing trend towards hybrid solutions for data storage and data processing. This enables companies to exploit the advantages of both public and private cloud storage. There are strict rules for the storage of certain types of data. The partnership ensures the company can continue to offer storage of sensitive data on Danish soil. This way, customers can take advantage of the benefits they get in the cloud while maintaining greater control over business-critical and person-sensitive data.

## Premium connectivity

With ambitious plans to expand further into the Nordic region and Europe, connectivity will become increasingly important to Cloud Factory. Bulk's partnership with DE-CIX, the world's leading Internet Exchange (IX) operator, was a determining factor for choosing Bulk.

'Our partnership with DE-CIX will further enhance the options for Cloud Factory to interconnect and access a range of services in addition to the already low latency access to major markets', says Kristian Kofoed-Solheim, Business Development Director at Bulk Data Centers. Bulk will house DE-CIX IX platforms in Oslo, Norway (OS-IX), Kristiansand, Norway (Campus N01), as well as in Esbjerg, Denmark (Campus DK01).

SUSTAINABLE WITHOUT COMPROMISE

## State-of-the-art facilities

bulk™

### Sustainable operations

Data intensive companies like Cloud Factory are increasingly looking for data center partners that operate sustainably. Bulk Data Centers in Norway and Denmark are sustainable without compromise, extremely resilient, and ready to meet demanding requirements.

Powered by renewable energy and built and operated by Bulk engineers and market-leading partners, Bulk's Nordic data centers provide efficient, state-of-the-art facilities. Bulk is also at the forefront of the industry when it comes to developing solutions for heat re-use, increasing its contribution to the circular economy to deliver significant environmental benefits.

***Cloud Factory has ambitious plans for future expansion and the Bulk team will do its utmost to assist the business in realizing these ambitions.***

## About Bulk Data Centers

Bulk Data Centers delivers strategically located Nordic data centers and a dedication to service excellence that enable customers to reduce costs and environmental impact with ultra flexible, highly connected and scalable solutions.

[Tell me more](#)

✉ [sales@bulk.no](mailto:sales@bulk.no)

☎ +47 47 80 70 00

📍 [Karenslyst Allé 53, 0279 Oslo](#)

🖥 [www.bulkinfrastructure.com](http://www.bulkinfrastructure.com)

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