



Ambient Innovation

Secure infrastructure for digital innovations

Whether it is applications for shipment tracking or a platform that energy company Vattenfall uses to bring together customers and companies for the installation of photovoltaic systems: The Cologne-based digital agency Ambient Innovation: GmbH helps companies create digital value. „Our solutions come into play where standard systems reach their limits,“ says Dennis Gilliam, CEO of the IT company, which has around 100 employees.

Founded in 2010, the company specializes in individual software solutions for business customers. In doing so, the company relies on container technology and Kubernetes, among other things, for high reliability, scalability, and flexibility. In addition, the Cologne-based company offers its customers consistency: Fixed, well-coordinated teams and contact persons continue to develop the solution in close exchange with the customers. „That is our USP,“ says Gilliam. „There are new releases for our solutions about every two weeks. Our customers always know who to contact if they have questions about the further development and operation.“

The company: Ambient Innovation: GmbH

- **Industry:** IT/ software development
- **Year of foundation:** 2010
- **Company headquarters:** Cologne
- **Employees:** Approx. 100





Telekom was the only provider that could meet our requirements not only for data protection and resilience but also for the flexibility and scalability of the solution.”

Dennis Gilliam
CEO of Ambient Innovation GmbH

The Challenge

In the past, Ambient had at times focused solely on business application development. For hosting, customers selected their own resources or an individual cloud provider. If an application then encountered a problem, it was unclear to the customer whether the data center provider or Ambient's development team could help. „That was inefficient and reduced customer satisfaction,“ Gilliam says. So, the Cologne-based company sought a suitable cloud partner to take over the operation of its solutions itself. The requirements included flexibility and scalability to meet peak loads. They also needed an established provider based in Germany that met all the requirements of the GDPR.

The Solution

„Telekom was the only provider that met all these requirements and was a viable partner for us,“ says Gilliam. His company started with servers from the Open Telekom Cloud in test, production, and shared environments. Object-based storage for data storage and databases and load balancing were added. „In the early days, we programmed everything completely ourselves, but now we automate services with Terraform so that we are more flexible,“ he says. One advantage of this is the OpenStack technology of the Open Telekom Cloud, which provides Ambient with a standardized basis and is continuously being developed further by the large community.

The Customer Benefits

Ambient still offers its customers the option of hosting its services in their own data center or with other providers. But the solutions from the Open Telekom Cloud have numerous advantages for both the developers and the users: „This provides the customer with an all-round service: We are the central point of contact – no matter what the issue is,“ says Gilliam. „Deployment works smoothly, and we can run iterations and automated tests more straightforwardly.“ Thanks to the underlying free cloud architecture, the services remain independent. For customers this means that they can change providers if they wish, without having to set up the solution again. „In addition, Telekom's good reputation and positive image are convincing and we can impress customers with them.“ The high reliability of the public cloud solution is also a selling point for Ambient.



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