insinno GmbH

Smart services from the cloud

Intelligent business applications built from modular software components: The medium-sized company insinno develops cloud-based business applications – individually, exactly according to customer requirements. The team offers all its services from a single source, from requirements management and technical content design to implementation and operation. The internationally-operating company was founded in 2010 and has locations in Germany and Spain and for its digital innovations it relies on the secure IT infrastructure from the Open Telekom Cloud. Thanks to the transparent self-management of resources, the insinno's administrative workload is significantly reduced compared to with the previous provider. Above all, however, the software company can score points with its customers with the certified, GDPR-compliant cloud environment. The customers can also choose whether they want to use separate environments or shared services from the Open Telekom Cloud for their applications.

AT A GLANCE

The Task: insinno offers tailored business applications – fast, cloud-based, and individual. To do this, the company, whose customers include insurers and major industrial companies, needs stable, secure cloud services from Europe.

The Solution: insinno relies on GDPR-compliant, flexible resources from the Open Telekom Cloud. Elastic Cloud Server, Database Services, Object Storage Service, and Backup Services ensure a stable operation. insinno manages its resources independently and can easily add new servers.

The Advantages: The Open Telekom Cloud reduces insinno's administrative workload and enables more speed in the technical implementation. The multiple-certified resources convince customers. And insinno can even work with organizations that are BaFin-regulated or belong to critical infrastructures.

The Customer: insinno GmbH

The medium-sized software provider insinno develops tailored business applications. And it does so much faster than the competition. This is because the company clarifies the customer's needs and goals – both business and technical – right from the start and translates them into clear requirements for business and IT. These are met by insinno thanks to a core of thousands of tried and tested basic components in combination with individual solution components. The advantages? insinno provides its customers with exactly the applications, interfaces, and functions they need – all from a single source. There are no delays or misunderstandings, for example, due to the development and subsequent operation being handled by different service providers.

The Challenge

From chatbots for application processes to logistics portals – all of the solutions that insinno offers are cloud-based. In this way, the company increases the flexibility, stability, and availability of the applications around the globe. The biggest hurdle is security. This is because numerous customers of the Heidelberg-based company process sensitive or personal data in their applications and, depending on the industry, are subject to the regulatory requirements of the German Federal Financial Supervisory Authority (BaFin). The software company's customers include large German insurers such as HDI and corporations such as BASF. In order to dispel their concerns and meet all the different requirements, insinno was looking for a cloud provider with GDPR-compliant data storage in Europe and all the required certifications. Other stipulations included stable operation of the cloud infrastructure and backup services, flexible and uncomplicated self-administration of the solution, and a convincing price-performance ratio.

The Solution

insinno relies on the secure and flexible resources from the Open Telekom Cloud as the basis for its business applications. The provider was able to convince the software experts in several respects. Data and applications are stored in the most secure way possible in Telekom's twin-core data centers in Magdeburg and Biere. As a major German provider, the cloud offering has all the required certificates – and the trust of its customers. Christian Michel, Managing Director of insinno, knows that this is particularly important: "Data protection officers, among others, are involved in our discussions with customers. When we bring the Open Telekom Cloud into play, they are immediately convinced." As a traditional company, Telekom also stands for reliability when it comes to the stability of operations. insinno uses Elastic Cloud Servers, database services, network services, the Object Storage Service, and the Load Balancer from the Open Telekom Cloud. And it protects its customers from data loss with the Cloud Backup and Recovery (CBR) service.

The Customer Benefits

insinno can flexibly add and remove servers and services from the Open Telekom Cloud at any time. This significantly reduces the administrative effort for the medium-sized company. It can score points with its customers by having the Open Telekom Cloud as a partner for hosting and operation. And it is also a potential provider for companies from regulated industries. Telekom's cloud offering with comprehensive certifications also shortens time-consuming data protection reviews and audits.