

Case Study Portus Data Centers

Client: IP Dynamics

Industry: Software / SaaS

Customer segment: Insurance & public sector

Requirements: Scalability, power supply, connectivity, and physical security of the infrastructure

IPDynamics

How IP Dynamics Secures Its Cloud Solution with Colocation Infrastructure

When Downtime Is Not an Option

For more than twenty years IP Dynamics has been developing software for workload management and omnichannel routing. When several thousand employees at a large insurance company or government agency access the platform simultaneously, an outage is not a technical inconvenience, it's a business-critical event. Preventing such outages is down to making the right infrastructure decision: IP Dynamics relies on colocation at Portus Data Centers.

Initial Situation: Growing Platform, Increasing Demands

Hamburg-based IP Dynamics operates Dynamic Workload, a cloud solution that acts as a central hub for all incoming tasks of a company: telephony, email, chat, social media, letters and faxes converge in one system, are prioritized in real time and distributed to the right employees based on their skills. The platform includes cross-channel monitoring and reporting and offers comprehensive natively integrated AI features including conversational AI and agent-assist. The majority of customers come from the highly regulated insurance industry and the public sector: two segments where business interruptions can have legal and economic consequences. With the platform's continuous growth, the demands on scalability, power supply, connectivity and the physical security of the infrastructure increased significantly.

For IP Dynamics, it was clear: they needed a location that could grow with their needs in the long term while meeting the highest standards of availability and operational reliability.

Technology, Redundancy, and Partnership

When selecting a colocation provider IP Dynamics defined a clear set of criteria: technical reliability, redundant power and cooling, a high-performance network connection and professional and reliable operation. Flexibility for future expansion and a collaborative partnership based on mutual respect were also essential.

Redundancy is of strategic importance to IP Dynamics. At certain customer sites several thousand users work with the software simultaneously. Malfunctions of individual components or scheduled maintenance must not disrupt the system.

Availability cannot be compromised. Consistently avoiding potential single points of failure is a core component of the company's infrastructure strategy.

"Redundancy is a central element of our infrastructure strategy. It ensures that systems remain available even in the event of individual component failures or maintenance work. Especially for our customers' business-critical applications, it is crucial to consistently avoid potential single points of failure."

Stefan Prignitz, IT System Administrator, IP Dynamics

Best connectivity and maximum control

Portus Data Centers offers IP Dynamics what a pure hyperscaler solution cannot: full control over its own hardware with simultaneous access to professional data center infrastructure. At Portus Data Centers' Hamburg facility, IP Dynamics' own equipment is housed in an environment designed for the requirements of critical business applications: with redundant power supplies, sophisticated cooling concepts and a network connection that remains stable even under high load.

The Hamburg location plays another important role: Low latency is not a convenience feature in real-time applications like omnichannel routing it is an essential requirement. Companies that prioritize and distribute thousands of incoming contacts in real time rely on an infrastructure that operates close to their customers' users and systems. Edge colocation combines edge operation with the quality standards of a professional data center, without requiring IP Dynamics to provide its own space, security systems or redundant power supply infrastructure.

Collaboration: Operational Stability and Rapid Support

IP Dynamics describes its collaboration with Portus Data Centers as professional, reliable and based on partnership. The stable infrastructure and the fast, competent support for technical and organizational issues are particularly impressive.

For a software company that sets the highest quality standards for its customers this is no small feat: The colocation provider's infrastructure becomes part of its own service promise. Stable data center operation is directly linked to IP Dynamics' reputation with its customers.

"For us, the collaboration with Portus Data Centers is a crucial element in providing our customers with a stable and high-performance infrastructure."

Stefan Prignitz, IT System Administrator, IP Dynamics

Result: A Supportive Infrastructure

With Portus Data Centers, IP Dynamics has found a colocation partner that meets the growing demands for scalability, availability and security. The infrastructure contributes to IP Dynamics' core promise to its customers: to operate a platform that functions reliably even under load and in regulated environments.