



CALLIGO

Boosts data privacy in the cloud to comply with tough new regulations.

The European Union's General Data Protection Regulation represents a seismic shift in data protection. To allay clients' growing concerns over where their data resides in a cloud environment, Calligo decided to launch Microsoft Azure Stack hybrid cloud services with data residency guarantees within specific jurisdictions on Lenovo ThinkAgile systems – giving clients the services they want and the data privacy they need.

Lenovo





Calligo is a data optimization and privacy specialist, whose innovative cloud-based services cover the entire data journey, from capture, storage and maintenance to monetization and archival. Within its public and hybrid cloud services, the company provides unparalleled application performance, robust security measures, commercial flexibility and personalized support services.

Calligo delivers a platform that businesses can trust, designed to provide the highest levels of service and protection.

Spotting challenges on the horizon

As cloud adoption continues to grow at a ferocious pace, so too do concerns about data privacy, security and residency. More and more businesses are waking up to the fact that their data could be stored anywhere in the world - and that this brings further challenges.

Calligo was founded with the aim of enhancing cloud computing by being the first in the world to provide data residency guarantees and ensuring data privacy is built into every aspect of its operations and services.

Julian Box, Founder and CEO of Calligo, begins: “Using cloud services means that very often you don’t know where your data is physically stored, or the details of how it is protected. We saw an opportunity to do things differently by putting data protection at the very heart of our services.”

The European Union’s (EU) General Data Protection Regulation (GDPR) represents a fundamental change in data privacy law. The GDPR states that for any organization holding personal data, EU citizens will have the right to access, correct, transfer or delete their personal information at any time. Non-compliance comes with severe penalties of up to EUR 20 million, or 4 percent of the worldwide annual revenue of the prior financial year, whichever is higher.



To meet the requirements set out in the GDPR, many organizations are completely re-thinking their approach to data management.

Julian Box remarks: “The GDPR, and the data residency requirements it creates for companies, represents a huge challenge for cloud service providers. Happily, data residency is an area where we have very strong expertise as we were the first cloud service provider in the world to offer data residency guarantees.”

“We’ve seen a surge in demand for Calligo cloud services since the GDPR was announced. Many companies based in the EU want to continue using Microsoft Azure services, but, for regulatory reasons, they would prefer to have their data reside in the EU, rather than in US data centers. To tap into this fresh demand, we set out to offer Azure services with data residency guarantees within specific jurisdictions.”

Solid foundation

To deliver secure, GDPR-adherent Microsoft Azure services to its clients, Calligo teamed up with Microsoft and Lenovo. The result? Calligo became one of the first companies in the world to adopt the Lenovo ThinkAgile SX for Microsoft Azure Stack, a pre-integrated, turnkey, software-defined solution.

Co-engineered by Lenovo and Microsoft, the Lenovo ThinkAgile SX for Microsoft Azure Stack enables Calligo to deliver Azure services as an extension of the Azure public cloud from the security of specified jurisdictions. Powered by the Intel® Xeon® E5 processor family, the Lenovo ThinkAgile SX solution delivers the high level of performance required to support smooth Microsoft Azure services.

“We’ve been working with Lenovo for many years now, and the technology and the support team have always provided stellar service,” says Julian Box.



“We use Lenovo System x3550 M5 and NeXtScale servers to host a wide range of our cloud services, and we know from experience that Lenovo technology is both reliable and flexible.”

Running on Lenovo servers, Calligo can offer application performance guarantees for its cloud services at a lower cost than many traditional cloud vendors, including Amazon Web Services. The company also offers strategic onboarding services based on clients' individual business needs, in addition to full GDPR and Privacy by Design professional services across the entire data journey.

Julian Box adds: “We’re big fans of the Lenovo XClarity tool, which enables us to manage our entire infrastructure centrally and alerts us to any potential bottlenecks or issues – helping us to keep performance levels high.

“The fact that our new ThinkAgile Azure Stack solution came racked and ready to go was a huge plus. It took all the hassle out of the installation and meant that we were up and running very quickly, accelerating our time-to-value. And because Lenovo takes care of all the firmware and Microsoft updates, we’re free to focus on our core business.”

Enticing clients with tempting new services

With the Lenovo and Azure Stack solution, Calligo can meet growing client demand for highly available, super-scalable Microsoft application services.

Julian Box explains: “By running Microsoft Azure Stack on Lenovo hardware in our own jurisdictions, we can deliver the Azure services that clients want, with the peace of mind that their data resides only within a specific jurisdiction.”

Supported by Lenovo technology, Calligo can deliver high-performance, highly flexible cloud services that offer clients the level of data protection they need to comply with the GDPR.

Julian Box concludes: “With the Lenovo ThinkAgile Azure Stack solution, we gained the perfect foundation for our new Azure services. And we know that we can rely on Lenovo to support us as demand for our unique service offering continues to grow.”

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– Julian Box, Founder and CEO, Calligo



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Solution components

Lenovo ThinkAgile SX for Microsoft Azure Stack

- Lenovo System x3650 M5 with Intel® Xeon® E5 processor family
- Lenovo RackSwitch G8272
- Microsoft Azure Stack
- Lenovo System x3550 with Intel Xeon E5 processor family
- Lenovo RackSwitch G8052
- Microsoft Windows Server 2016 Datacenter
- Lenovo XClarity

Other cloud solutions

Lenovo System x3550 M5 with Intel Xeon E5 processor family
Lenovo NeXtScale System



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