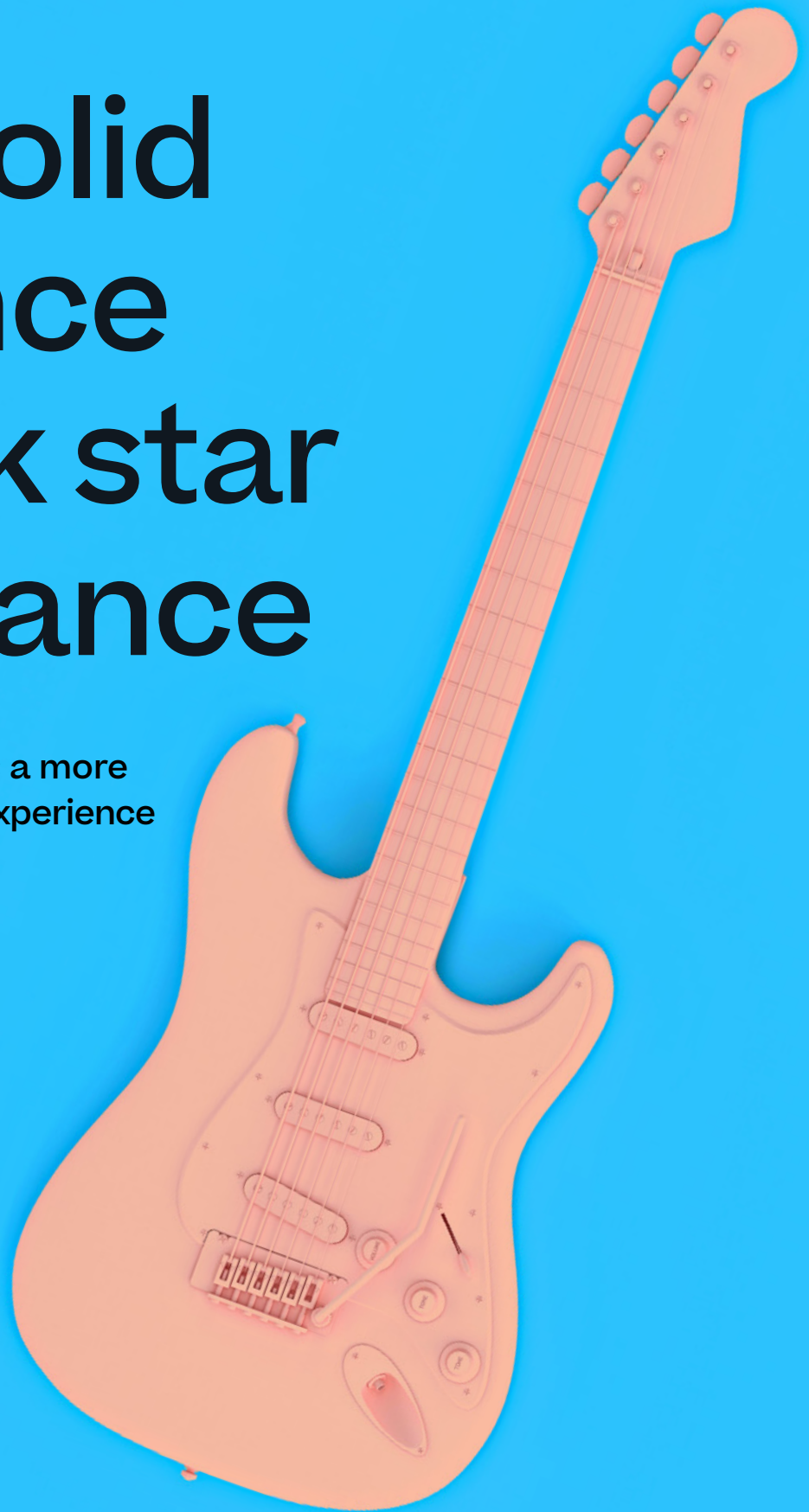


A rock-solid experience with rock star performance

Give Telefónica Tech's customers a more consistent and connected cloud experience with added flexibility.



Promoting long-term loyalty

You can tick all the boxes of responsiveness, issue resolution, predictability, and accurate billing, but today's customer experience is about much more than box-ticking – it's about engaging customers for the long term.

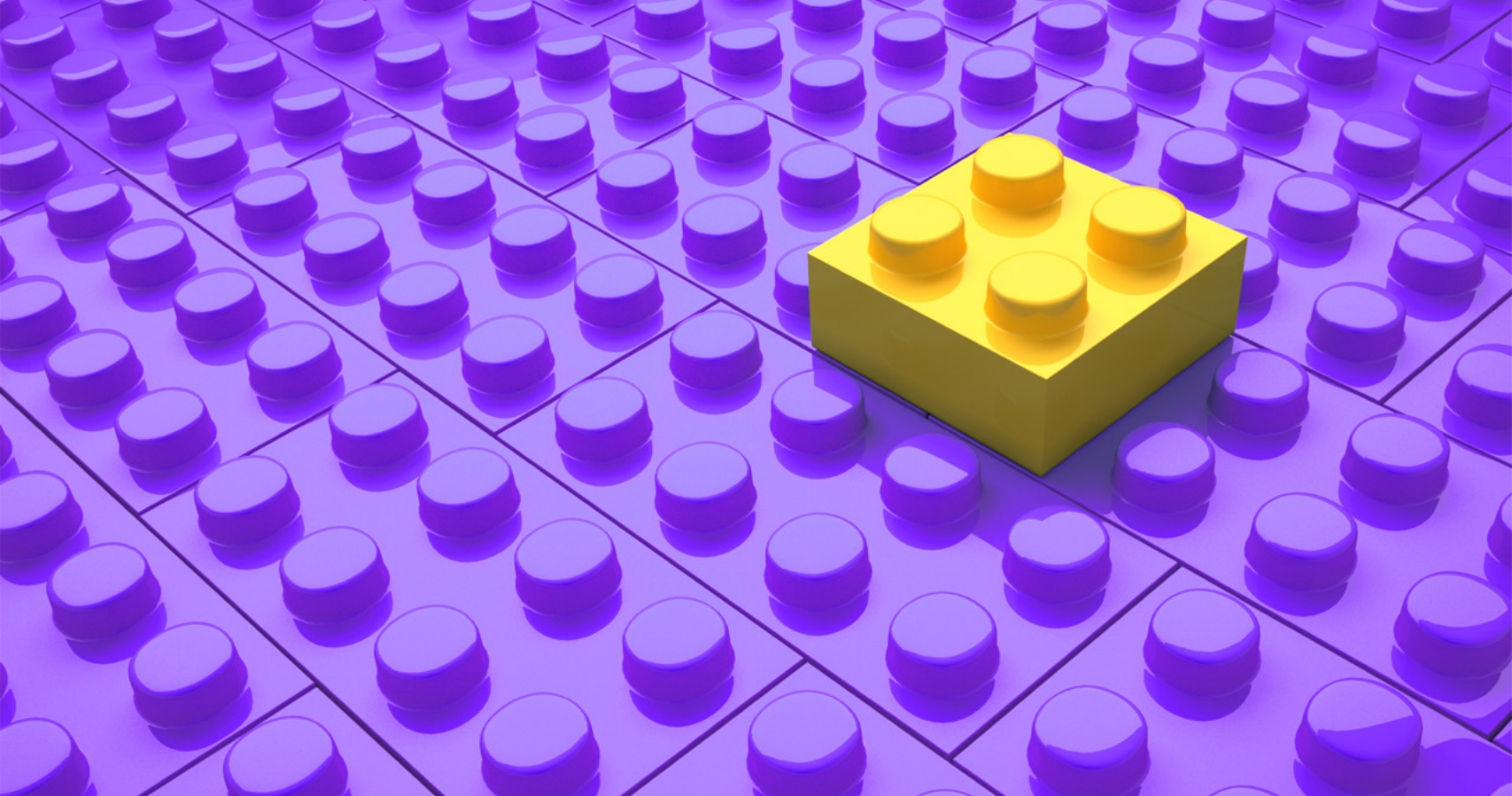
Being able to deliver a consistently excellent service has to be the focus for building lasting customer trust and loyalty. After all, a reputation takes years to build and mere seconds to destroy.

82%

of businesses will pay more for a great experience from service providers.

Source





Building a future framework

To meet customer expectations, service providers almost need a sixth sense for how these expectations will change over time and be shaped by the market. It's a constantly moving target; the technology changes, the demands shift, and the customer experience must adapt.

No one can be expected to predict exactly how the solution stack and service delivery will evolve, which is why it's vital to have a platform that can flex to future changes. Putting the right tools into the hands of businesses like Telefónica Tech enables them to scale and adapt service delivery to meet the changing demands of end customers.

This synergistic relationship is the dream, but the reality can often be that most interactions between service providers and customers occur when there has been downtime or other issues. This leads to dissatisfaction and can put service providers on the back foot in the relationship.

One of the main drivers behind cloud adoption for businesses is to enable increased business agility.

Source

What customers want is simple, if not easy to achieve: their data in the right place at the right time. This means service providers have to be able to deliver highly available and consistent levels of performance as one seamless experience across their IT environments – whether that's on-prem or in the cloud.

Partnering for success

Getting the customer experience right will create clear water between you and your competitors.

To achieve this, Telefónica Tech will need a go-to-market partner that can build a solution with the flexibility, scalability, and connectivity necessary to deliver a seamless service experience for your end customers.

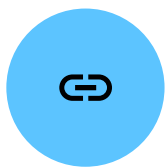
As the cloud storage specialists, we believe NetApp can be that partner.

We can help you develop agile ways of working that will turbocharge your productivity and bring new levels of service reliability for your end customers.





How NetApp delivers on the customer experience



A more connected experience

Your end customers will benefit from a consistent experience across any platform, with seamless data movement between on-prem, private, and public clouds. Not only that, our cloud compliance solutions enable heavyweight data protection and ensure that data is always where it should be.



Accelerated adaptability

We can help you provide your end customers with increased flexibility by empowering you to scale infrastructure capacity up or down to meet their business demands. This allows SLAs to be maintained more easily and promotes adaptive planning, rapid delivery, and continuous improvement.

Developing a first-class cloud experience for 1&1 Ionos

What does 1&1 Ionos do?

1&1 Ionos provides web hosting, domain registration, SSL certificates, email services, website builder packages, and cloud hosting, as well as virtual private servers and dedicated servers.

The opportunity

1&1 had built its success on a traditional storage architecture from a range of vendors. But now, that platform was holding the company back, adding complexity internally and to the end-customer experience.

Internally, 1&1 needed to improve the management process for support teams and move away from constantly balancing competing customer resource demands.

For customers, the main pain point was the choice of performance tiers. With traditional storage not reacting well to ever-changing performance requirements and changing between tiers proving disruptive, there was a lack of flexibility.

The solution






As 1&1 grew, it needed to replace its existing cloud storage infrastructure with all-flash, solid-state storage. So, 1&1 chose NetApp SolidFire. It was the only storage technology that provided easy control of performance levels for each and every workload – with zero disruption to customers. Throw in in-line deduplication and compression technology, and 1&1 was confident it'd see big benefits to the bottom line.

“Using NetApp SolidFire all-flash storage, 1&1 Cloud Server gives customers unprecedented flexibility in choosing the type of cloud they need to support their businesses. Customers can now select from 2,000 times as many server configurations and deploy them in one-tenth the time.”

Javier Salcedo Gadea, Head of Product Management Cloud, 1&1 Ionos

The results

1&1 Ionos provides web hosting, domain registration, SSL certificates, email services, website builder packages, and cloud hosting, as well as virtual private servers and dedicated servers.

-  Improved customers' server configurations from 1,000 in 10 minutes to two million in 55 seconds
-  Guaranteed performance for all its customers
-  Reduced storage infrastructure complexity
-  Improved flexibility and performance for all cloud customers
-  Gained the ability to easily scale out storage infrastructure



Ready to give Telefónica Tech's customers the performance they crave?

[Click here](#) to contact a member of our team to find out more.

 **NetApp**