"We can guarantee our clients that their data is hosted within country borders. That's the beauty of the IBM Cloud."

—Fredrik Beckman, Chief Executive Officer, Apptimate AB

Business Challenge

Apptimate AB's original cloud provider, Amazon Web Services (AWS), lacked the local and global network of data centers the startup needed to expand its business internationally and comply with strict European Union (EU) data security laws.

Transformation

After being accepted into the IBM Global Entrepreneur Program for Cloud Startups, Apptimate provisioned virtual server infrastructure on the SoftLayer platform, gaining the scalable and global network it requires to serve new markets and adhere to cyber security regulations.

Fredrik Beckman
Chief Executive Officer
Apptimate AB

Business benefits

Facilitates business growth
and legal compliance with a global network of data centers

Helps avoid costs
through an entrepreneur program designed for cloud startups

Speeds resolution
of technical issues with superior and timely support

Apptimate AB
Revolutionizing application security with a cloud-based development platform

Located in Lund, Sweden, and founded in 2011, Apptimate AB is a technology startup that provides a highly advanced, secure, point-to-multipoint development and delivery platform for mobile communication and positioning. Delivered as a communication as a service (CaaS), the platform enables developers to build mobile and Internet of Things (IoT) apps with enterprise-level communication security among users, apps, devices and "things" outside firewalls.

Solution component

- SoftLayer®

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