

# Smilepass – Develops a groundbreaking biometric service with a flexible SoftLayer virtual server hosting solution

## Powers low-latency delivery

of a groundbreaking biometric service providing facial- and voice-recognition capabilities

## Supports business growth

across a range of global markets with SoftLayer® data centers around the world

## Gains agility

with flexible, easy-to-provision infrastructure options, including bare metal servers

## Solution components

### Services

- SoftLayer®



**Business challenge:** To launch an innovative biometric service, Smilepass needed a powerful cloud hosting solution. As a new business with the potential for broad international expansion, the startup wanted to team with a cloud provider offering data center locations worldwide.

**Solution:** Smilepass considered cloud solutions from Amazon Web Services and UKFast.Net Ltd., but it determined that the SoftLayer platform offered the performance, speedy network, flexible configuration options and data center presence required. The company provisioned virtual server infrastructure in the SoftLayer London data center to run development, web hosting and mobile web application workloads.

*“We’re very impressed by the speed and flexibility of the SoftLayer technology. Being able to configure infrastructure on the fly is a tremendous benefit.”*

*—Jeremy Rose, chief executive officer, Smilepass*