



## NovaTec reaches new clients with cloud-based service innovations

*Expanding its cloud management offering to sharpen its competitive edge*

---

### Overview

#### The need

NovaTec wanted to better differentiate itself from competitors and attract clients by launching new platform-as-a-service solutions. How could it hone its cloud deployment and management capabilities?

#### The solution

To offer a turnkey provisioning solution for software services in the cloud, NovaTec integrated IBM® Cloud Orchestrator with its automaIT deployment and configuration management software.

#### The benefit

Five additional proof-of-concept exercises a year help NovaTec attract new clients. Simplifies management and hugely increases quality of IT services. Cuts time taken to provision systems from 14 days to four hours.

---

NovaTec is an independent IT company headquartered in Leinfelden-Echterdingen near Stuttgart, Germany, with branch offices in Berlin, Munich and Frankfurt in Germany and one in Jeddah, Saudi Arabia. The company employs more than 150 engineers, who provide software development, integration and consulting services to corporate customers, with a focus on the financial services, automotive, logistics, healthcare, government and defense industries.

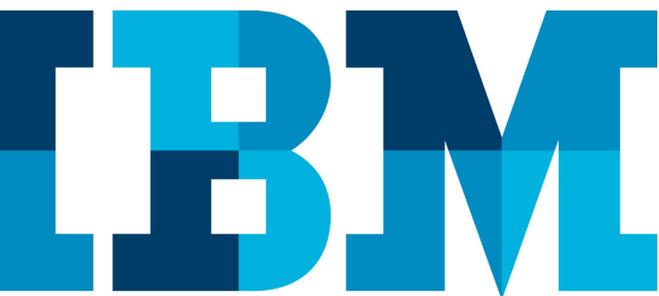
To attract new clients and to extend its service offerings to existing customers, NovaTec identified cloud technologies as a key enabler and differentiator. The company looked for ways to provide a complete, turnkey solution to provision and manage complex business services in the cloud.

Albrecht Stähler, CEO at NovaTec says, “We noticed a shift towards private, public and hybrid cloud architectures. We wanted to embrace these flexible technologies and adapt our products to help our clients use the new solutions in a more dynamic way.”

---

*With a fully automated provisioning solution for software services in the cloud, NovaTec can reach out to new markets and continue its business growth. “We are planning five additional proof-of-concept exercises this year. Thanks to the integrated solution, we can now work with customers in the US and the Middle East,” says Albrecht Stähler, CEO, NovaTec.*

---



---

## Solution components

### Software

- IBM® Cloud Orchestrator
- 

## Standardized deployments, higher reliability

NovaTec chose to base its cloud services on a combination of its own deployment and configuration management solution, automaIT, and IBM Cloud Orchestrator software.

Central to the choice was NovaTec's decision to add comprehensive support for the OASIS Topology and Orchestration Specification for Cloud Applications (TOSCA), by integrating its deployment and configuration management solution, automaIT, with the IBM Cloud Orchestrator software.

Implementing automaIT and IBM Cloud Orchestrator enables companies to standardize and simplify the provisioning and lifecycle processes for IT services, such as application and database servers. The combined package ensures easy specification, configuration and deployment of cloud services, helping NovaTec's customers take up the benefits of cloud computing quickly and cost-effectively.

Albrecht Stähler explains, "IBM Cloud Orchestrator is the ideal complement to our automaIT product offering. By working with IBM and combining both solutions, we created a fully automated system, ready for cloud deployments – and all based on open standards which allow customers to create vendor- and platform-independent systems.

"We help customers to standardize their IT environments to simplify management, increase reliability and eliminate errors caused by manual deployment procedures."

NovaTec's customers use the automaIT and Cloud Orchestrator solution to model, configure and deploy complete cloud-based business processes. Additionally, the solution enables simple variants for development, test and production environments, as well as variants of services for different customer scenarios, to be deployed based on a single, re-usable service description.

---

*“Together with IBM we can continue our business growth and gain clients in new markets thanks to additional product features.”*

— Albrecht Stähler, CEO, NovaTec

---

## Unlocking business growth

The new solution creates new opportunities and possibilities for NovaTec, as the company can now offer a complete cloud enablement service, from system architecture and design right through to technical deployment on almost any cloud infrastructure.

Easy-to-use controls and rapid re-use of service descriptions have cut administration tasks, reduced error rates and improved time-to-market, as Albrecht Stähler reports, “Thanks to the advanced support for cloud implementations, we can perform about five more proof-of-concept exercises this year. This means a potential revenue of more than EUR2 million.”

The automaIT and IBM Cloud Orchestrator solution simplifies management of complex IT services, and eases compliance with auditing requirements. NovaTec customers benefit from a full track record of deployments that ensures they could redeploy any configuration at any time as required. Furthermore, using the NovaTec and IBM solution, customers can automatically deploy entire data centers, for example for disaster recovery, at the touch of a button.

Albrecht Stähler says, “Our clients see reduced deployment time and lower costs of new software services, typically from 14 days involving teams of up to 16 people, to just four hours involving only one employee. This time saving of more than 98 percent facilitates testing and quality management, and improves reliability and availability of mission-critical IT systems.”

The time savings multiply when entire services can be deployed more frequently for testing to support agile software development practices. The fully automated service provisioning process helps NovaTec customers to manage the complexity of modular, service-oriented IT systems more efficiently. By making it easier to test software services, NovaTec customers can release new functionality quicker, increasing user satisfaction and improving software quality.

Albrecht Stähler concludes, “Building on IBM solutions is a door-opener for us. The stellar reputation of IBM helps us approach customers in new markets. It is crucial for our growth strategy to expand to regions such as the US and the Middle East, where clients expect comprehensive solutions. Thanks to the integration of our own software with IBM Cloud Orchestrator, we can do just that.”

## For more information

To learn more about IBM Cloud Orchestrator, contact your IBM representative or IBM Business Partner, or visit the following website: [ibm.com/software/products/en/ibm-cloud-orchestrator](http://ibm.com/software/products/en/ibm-cloud-orchestrator)



---

© Copyright IBM Corporation 2015

IBM Deutschland GmbH  
IBM-Allee 1  
71139 Ehningen  
Deutschland  
[ibm.com/de](http://ibm.com/de)

IBM Österreich  
Obere Donaustrasse 95  
1020 Wien  
[ibm.com/at](http://ibm.com/at)

IBM Schweiz  
Vulkanstrasse 106  
8010 Zürich  
[ibm.com/ch](http://ibm.com/ch)

Produced in Germany  
February 2015

IBM, the IBM logo, and [ibm.com](http://ibm.com) are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml).

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions. It is the user's responsibility to evaluate and verify the operation of any other products or programs with IBM products and programs. THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

The client is responsible for ensuring compliance with laws and regulations applicable to it. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the client is in compliance with any law or regulation.



Please Recycle