STRUCTURE RESEARCH

ARTICLE

Austria's Anexia rolling out multi-location cloud in EU, global

Posted on March 4, 2014 at 21:19 by

Summary: Coming from a classical Internet Service Provider background, Anexia has shifted to infrastructure services and now cloud with momentum and growth constantly rising. We spoke with management to learn more about this under the radar company.

Details: Anexia offers individual software development and IT services with a focus on hosting and cloud infrastructure. While the development of web and mobile applications and individual software has grown historically and proves to be a welcome add-on for existing customers, the latest focus is placed on infrastructure-as-a-service offerings. The completely individual set up service for enterprise and wholesale customers is offered in addition to pureplay hosting to complex web cluster systems, managed servers and managed clusters. Every customer gets an individual package.

Quick metrics: Anexia has a headcount of 55 and had 40% growth in the last year. Its average customer MRR is in the area of €1k. Anexia is more of mid-market player than a SMB shop and has customers from across the DACH region.

Worldwide cloud: Anexia has built a cloud infrastructure service with nodes in locations around the world. To achieve very short latency as well as a matter of choice for data location and a mix of static and cloud-based infrastructure, Anexia operates numerous POPs worldwide. In these locations customers can spin up cloud instances. The independent server location solution with a cloud spread out over more than 45 data centres was named "Anexia Worldwide Cloud". New virtual server capacity at a carrier-neutral location of choice within minutes is one of its benefits. The virtual layer is based on VMware and there are shared firewalls, load balancer and NetApp-based storage. The company uses data centre partners like Interxion and Equinix to host their servers.

About Anexia: Anexia IT is from Klagenfurt, Austria, was found in 2006, offering yet a quite generalist product range for IT services, system integration, development and hosting. Over the past years, Anexia has sharpened its focus to become a cloud infrastructure provider operating over 45 server locations so far, with ten to fifteen new ones coming in 2014. The company further enlarged their footprint to more offices in Austria, Germany and the US and

is steadily expanding their current headcount of 55 employees. Anexia is privately owned and 100% self-financed with a growth rate between 90-130% for the last five years.

Angle: Having the customer's server set up and ready in a snap in whatever country chosen is the angle and value proposition here. It gives enterprises the choice from what location to serve their end customers, a key value for latency-sensitive web services. Also, it is an opportunity to combine any server location with the provider's high-level SLA's. Anexia has won several brand customers like EA, Western Union, Logitech or Carrera. And with up to 15 new data centres targeted in 2014 and an estimated revenue growth of 40% (after several years with triple digital y/y growth numbers), Anexia is strengthening its cloud credentials. Further, they don't experience much competition yet in the market, for example: from other European cloud providers like Upcloud or ProfitBricks. When it comes to pricing management noted there is no price war with AWS and mass-market infrastructure providers. The middle to high-end targeted customer base that cares more about performance than price and is where Anexix is focused.

Competitive landscape for cloud in Germany: There continue to be cloud infrastructure services popping up and playing to the data location angle. Cloud in Germany and across DACH is extremely nascent but hosters are starting to make the move and Anexia is one of them. Perhaps data location and privacy will be the impetus that Germany and the DACH region needs to get moving in cloud. The hosting market is certainly big enough and all the pieces at there.