Press Release

Smartoptics Open Line System set to help iNNOVO Cloud increase connectivity and speed

Oslo, Norway – October 3 – German cloud provider iNNOVO Cloud will boost capacity between its data centers with an Open Line System from Smartoptics that is both affordable and easy to use. The increased bandwidth will bring greater agility and adaptability to the company and their clients.

As the cloud provider's current DWDM networking solution reached capacity they saw a need to increase bandwidth, to enhance connectivity and improve services for customers. iNNOVO worked with Xantaro Deutschland, a local solution integrator and Smartoptics partner to find the best solution. They decided on the Smartoptics DCP-M40 Open Line System with pluggable QSFP28 PAM4 transceivers that will give iNNOVO Cloud the 12 x 100G services they need, as well as the ability to combine several 10G and 16G services over the same equipment.

One of the biggest benefits of the solution is its ease of use. With fully automated client and line side control loops it has taken iNNOVO just a few weeks to successfully deploy the new technology.

Mihail Vasilev, Marketing and Customer Engagement Manager at iNNOVO comments: "Agility and reliability are in our DNA and part of our promise to our customers is to constantly improve our services. We expect the Smartoptics Open Line System to help us deliver on this promise. We now have a platform for developing and launching new services much faster than before."

As well as offering iNNOVO ease of use and speed, the Smartoptics solution deployed with PAM4 technology will provide additional benefits such as reduced rack space and lower power consumption, delivering un-paralleled operational efficiency.

Magnus Grenfeldt, CEO of Smartoptics comments: "After carefully developing a new solution, it's always satisfying to see customers deploy and benefit from it. We are committed to developing technology that addresses actual needs, takes away complexity and is affordable. I am confident that iNNOVO will start seeing the advantages of their new networking solution immediately, as will their customers."

Also see iNNOVO Cloud Case Study.

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About Smartoptics
Smartoptics provides innovative optical networking solutions and devices for the new era of open networking. Our customer base includes thousands of enterprises, governments, cloud providers, Internet exchanges as well as cable and telecom operators. We have an open networking approach in everything we do which allows our customers to break unwanted vendor lock-in, remain flexible and minimize costs. Our solutions are used in metro and regional network applications that increasingly rely on data center services and specifications. Smartoptics is a Scandinavian company founded in 2006. We partner with leading technology and network solution providers such as Brocade, Cisco, HPE and Dell EMC and have a global reach through more than 100 business partners.

For additional information about Smartoptics, please visit https://www.smartoptics.com/

About iNNOVO Cloud
iNNOVO Cloud's focuses on the implementation and operation of IT as a Service Platforms (ITaaS) in virtual private cloud environments. These platforms are comprised of standardised components that are configured individually according to customer requirements. Coupled with extensive know-how in datacenter operation and cloud computing, iNNOVO manages to find the balance between "as standardised as possible "and "as tailor-made as necessary". iNNOVO's strong and reliable partners help them to deliver turn-key solutions with exactly the service that customers need. Starting from unmanaged Infrastructure as a Service (IaaS) solutions up to full-managed Software as a Service (SaaS) products. The customers can choose how much service and support they require. Start-Ups, SME's and large enterprises can be equally supported by iNNOVO's ITaaS concept. iNNOVO enables businesses to stay agile and react fast & dynamically to the challenges of their various market segments.