



DATAlovers

ARTIFICIAL INTELLIGENCE FROM THE CLOUD

You have to knock on a lot of doors to make a sale: Contacting lots of companies simply in the hope of signing a single deal. But cold-calling often goes nowhere – it's a huge effort normally associated with only a minimal payoff. This is because most of the companies contacted don't really need new products or don't belong to the right target group.

But artificial intelligence (AI) could make sales work far more efficient. That's the idea behind the start-up DATAlovers, which has developed a solution providing sales reps with better leads. It's a promising growth market: According to AI specialist Tractica, AI applications will account for 31 billion in turnover by 2025, up from 358 million today – a staggering 85-fold increase in just seven years.

In order to make their vision reality, the entrepreneurs needed a secure cloud platform to analyze and store large amounts of data quickly and reliably. And they found just that in the Open Telekom Cloud.

AT A GLANCE

The challenge: For web crawling, data storage and data analysis, DATAlovers requires IT capacity from the public cloud. Demand fluctuates according to current workload. Plus, customers demand the highest possible standards for both data security and data privacy.

The solution: IT capacity from the Open Telekom Cloud. Depending on demand, the start-up uses between 60 and 120 virtual machines. The company based in the western German city of Mainz relies on flavors specifically tailored to the needs of artificial intelligence and Big Data analytics. DATAlovers saves large amounts of data in the secure and affordable Object Storage solution.

The benefit: Now, DATAlovers is always able to deliver for its customers. No matter how many analysis jobs there are, or if the algorithm is undertaking some deep web crawling – the IT resources are scaled according to the current business needs. And the start-up also profits from the best data security and data privacy available.



LIFE IS FOR SHARING.

THE CLIENT: DATA LOVERS

Founded in 2015, the start-up DATAlovers solves a big problem for sales representatives: While searching for new customers, they often have to contact countless companies in the hope that one will hit pay dirt. But most go nowhere, costing lots of time and effort.

But with DATAlovers that's all in the past. The start-up's clever algorithm compiles lists of companies that are likely to be interested in certain products or services. This saves sale reps a huge amount of time spent researching potential new customers and significantly increases their conversion rates.

THE CHALLENGE

DATAlovers tested various US cloud providers for its artificial intelligence application. But customers repeatedly expressed their wish for higher data security and privacy standards. That's because the firm's AI generates lists of leads from a customer database processed in the cloud to create a statistical twin. So the start-up looked for a solution that offered both great performance while fulfilling customer expectations. "Our customers consider it important to know that the data is saved inside Germany's borders," says Andreas Kulpa, CEO and one of the founders of DATAlovers. "We tested other providers but were never really that satisfied. One reason for this is that we often have to make enormous use of IT resources. But only if the customers start the analysis," says Kulpa.

THE SOLUTION

That's why the start-up based in the western German city of Mainz chose the scalable IT resources from the Open Telekom Cloud. To find new customers for other firms, the company uses its algorithm to scan their current customer database. From this information, the system creates a statistical twin that can be used as a digital customer template. The AI then matches potential new customers to this template by sifting through a comprehensive database in a second step.

This database is operated by DATAlovers in the Open Telekom Cloud taking advantage of Object Storage service: an affordable long-term storage option for large amounts of data. The start-up uses around 60 virtual machines for its cloud-based solution. The exact number



In love with data: DATAlovers co-founder Andreas Kulpa

varies according to the workload: When comprehensive crawling is called for – such as analyzing a database with artificial intelligence to define leads for sales reps – that number can surge up to 120 virtual machines.

THE BENEFIT

Working with Deutsche Telekom has given the start-up the necessary flexibility to further grow. "The biggest advantage is that we are always able to deliver," says Kulpa. "No matter when and how many customer requests come in: We always have exactly the computing resources from the cloud that we need."

Deutsche Telekom's start-up program TechBoost also helps DATAlovers reach potential customers by supporting joint marketing activities and providing a top-quality reputation for IT resources. "After all, data processing at Telekom's data centers is a good selling point," says Kulpa. "Deutsche Telekom simply has a great reputation when it comes to data protection."

DATAlovers[∞]
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