



Particulate Solutions GmbH

DONATIONS FROM THE CLOUD

Make customers brand ambassadors and distribute donations more democratically: The Koblenz-based start-up Particulate, and its approximately 30 employees, offers companies donation platforms with their own corporate design in order to distribute donations more fairly and transparently.

Every company – whether in the banking, energy or transport sector – can operate such a platform on which customers can redeem donation codes and donate so-called SocialCoins to their chosen projects. As soon as the donation target is reached, the company transfers the amount to the charitable organization. For example, banks can give new customers SocialCoins when they open an account, which they could donate to a football club or for the expansion of a playground. The bank pays the donation amount.

The start-up was looking for a secure cloud solution to develop and operate the platforms, one that meets the highest data protection and data security requirements and is flexibly scalable. The founders opted for the Open Telekom Cloud, Deutsche Telekom's public cloud offering.

AT A GLANCE

The Task: Particulate develops donation platforms for companies. It was too expensive and inflexible to use its own servers. The start-up was therefore looking for a secure, flexibly scalable cloud solution for the white-label platforms.

The Solution: Particulate uses IT capacities from the Open Telekom Cloud within the framework of the TechBoost program. For the operation of the donation platforms, the start-up uses compute instances with two CPUs and four GB RAM. As user access increases, the Auto Scaling service automatically adds resources.

The Advantages: Thanks to the Auto Scaling service, the start-up always has access to sufficient IT capacity; it has used up to eight virtual machines in parallel so far. There's no longer any need for its own servers. A Deutsche Telekom contact person is available to the start-up at all times for questions about architecture.



LIFE IS FOR SHARING.

THE CUSTOMER: PARTICULATE SOLUTIONS GMBH

It all started with a semester abroad in Finland. The three founders Stefan Pandorf, Stephanie Henn and Stefan Fink then wrote their master thesis on social engagement in companies. This led to the idea of developing donation platforms through which customers could donate fictitious currencies to selected projects – from donating jerseys to a football club to building playgrounds. The solution went online in 2012. The goal: to combine marketing with social engagement in order to harness the potential of donations for companies. “Engagement and sustainability are becoming more and more important to customers,” says founder Pandorf. “And customers are also increasingly choosing a company that is socially engaged when purchasing a product. Corporate Social Responsibility has become an important factor when making a purchase decision.” With the donation platforms, companies enable their customers to decide for themselves where the money goes.

THE CHALLENGE

Initially, the start-up used the German cloud provider ProfitBricks and also tested Amazon Web Services (AWS). “But we have many customers from the banking sector,” says Pandorf. “That’s why data security and data protection are our top priorities. However, the cloud providers could no longer meet these standards.” The company needed a secure cloud solution that met the highest data protection and data security requirements. For smaller projects Particulate was still using rented root servers. “But the advantage of the cloud is clear: we can scale flexibly,” says Pandorf. “Our goal is to approach large and small companies throughout Germany and soon also internationally. We can only do that in the cloud.” In addition to secure data storage, the most important criteria included flexible scalability. “If user numbers suddenly increase, our system has to be stable and reliable,” says Pandorf.

THE SOLUTION

Particulate is a member of Deutsche Telekom’s TechBoost program and develops and operates the donation platforms in the Open Telekom Cloud, Telekom’s OpenStack-based public cloud. “OpenStack also contributed to the decision in favor of the Open Telekom Cloud, as it already provides many ready-made solutions,” says Pandorf. The founders use Compute-II (c2) instances, each with two CPUs and four GB RAM, and can add additional IT

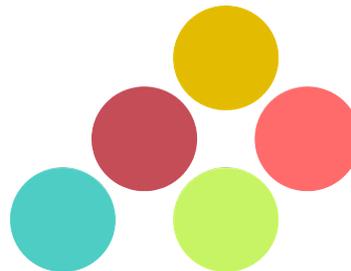


Stefan Pandorf, founder and CEO of Particulate: “The partnership with Deutsche Telekom is a key argument for our customers.”

resources as required thanks to Auto Scaling. Particulate stores the data volumes in the secure and inexpensive Object Based Storage (OBS).

THE CUSTOMER BENEFITS

Particulate is in a position to deliver – no matter how many customers are using the platforms. That’s because sufficient IT resources are always available thanks to Auto Scaling. “The Open Telekom Cloud allows us to enable all our customers to handle large volumes of traffic of more than 600 requests per second. This would not have been possible with a server and a network card,” says Pandorf. The fact that there is always a contact person at Deutsche Telekom available for architecture questions is a real benefit for the start-up. And that’s not all: “The partnership with Deutsche Telekom is a key argument for our customers who attach great importance to data protection and data security. Deutsche Telekom simply has a good reputation in this area.”



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