

# Take off in the cloud

The founders of Sosias Data have set a course for growth



Reference project:



## “Our move to the Google Cloud will let us write the next chapter in our success story – data sovereignty included.”

Maximilian Reinhard, Founder Sosias Data

“Which companies can we approach to sell our products?” – Many companies on a growth path ask themselves this very question. Tasks like this usually end up with interns who comb the internet for company addresses, contact persons, and financial figures. “We’ve done that often enough ourselves,” remembers Maximilian Reinhard, who founded Sosias Data in Munich together with Benedikt Reinhard and Constantin Wild.

“We wanted to automate and simplify these recurring research activities,” adds Benedikt Reinhard, his co-founder. “Why should people waste their valuable working time on things that computers can do much faster and easier? We wanted to create a kind of Google for company data – a search engine that provides the right contact persons in sales and marketing, as well as current company lists and data in the private equity sphere.” Three years ago, the three students began the development of an algorithm that consolidates company information from various public sources – and updates it continually. This created a database with information on more than 3.5 million German companies.

It couldn’t be simpler to use: interested parties sign up on the Sosias website, specify the framework for their search queries with just a few clicks, and receive an Excel file with the corresponding list within seconds – and pay only for the data they receive. It’s an accurate on-demand business model.

Initially started on a server under a university desk as a student project, the service attracted more customers thrilled by the

company lists’ quality and utility. “Sosias lets us automate costly manual research work with just a click of the mouse. We regularly use market overviews, comparisons, and lists of new customers for our portfolio companies,” reports one customer.

In 2023, the three founders from TU Munich want to take the next step: expand their offerings, grow their database, and attract new customers.

### At a glance

- A digital solution for researching company information
- New business ideas, but only limited opportunities for growth with current hosting
- Low capital availability
- Reduce management expenses
- High demand for data analytics
- Migration to Google Cloud
- Use implemented Google tools
- Deploy platform-native machine learning models
- Scalable, sovereign platform
- Tapping into new customer groups
- New services, larger database
- Sovereignty for sensitive services
- Pay-as-you-go model

# Reference in detail

## The challenge

Previously, the founders of Sosias worked on self-managed servers at a hosting company. This demanded regular maintenance – and offered only limited options for growth. “If we want to keep growing, we need a platform that offers future perspectives. A platform that can keep up with our growth,” explains Maximilian Reinhard. For Sosias, growth has three dimensions: firstly, the database itself will be expanded continually, with data from European countries, for instance. Secondly, Sosias wants to use its data trove to offer additional innovative services to its customers. And thirdly, the company wants to tap into new customer groups. The team wants to be prepared technically for these additional requirements and be able to respond to expected increases in workloads – but without high up-front costs. The Sosias team also has another demand of the platform: “Since we want to realize new business ideas that incorporate customer data as well, the platform has to offer maximum data confidentiality.”

## The solution

During this phase, the Sosias founders heard about the T-Systems Sovereign Cloud powered by Google Cloud. “We’d been using tools from the Google ecosystem for our algorithms for some time. Among other areas, we also build on machine learning models and enhance them continually,” explains Constantin Wild. “The Google tools are straightforward to use, and the APIs even let us integrate our service in customer environments.”

A move to the Google Cloud was the next logical step for Sosias. In the process, they initially migrated the production environment, consisting of the database and related applications. The development environment has also been moved to the Google Cloud. As a result, Sosias gets all tools for development and operations from a single source. Following the migration of its “as is” status, Sosias is now launching new applications on the platform. As a result, the Sovereign Cloud is just a stone’s throw away from the public cloud variant. Both sourcing types are based on the same technology, which means even hybrid setups can be realized easily. As soon as the new services demand higher data confidentiality, they simply shift the corresponding parts of their application landscape to the Sovereign Cloud. The platform is run exclusively by a European staff. It guarantees that the data remains in Germany and that keys are managed outside of the platform. As a result, all regulatory demands are met.

## Customer benefits

“With our move to the Google Cloud, we’re on course for the future. We can grow in all three dimensions: with new products – even with sovereignty requirements, with a larger database, and with more customers,” summarize the three founders. At the same time, the Google ecosystem gives the team a familiar yet powerful environment for enhancing its services. Last but not least, the financial risks for the three founders are extremely low. Running the service in the cloud means only minimal operating costs. While these costs rise with the platform load, increasing loads also mean more customers and higher revenues. This story contains all the components of digitalization: a clever business idea, scalability in the cloud, future perspectives from a robust ecosystem – and the label “Made in Europe”.

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