

Sovereign Cloud at the touch of a button

Peaks & Pies expands range of services with sovereign data analytics

Reference project:



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Daniel Boekhoff, Managing Director for Business Intelligence, Peaks & Pies GmbH

Data-driven approaches that help customers get to know their customers and visitors better are a major advantage of sales and marketing on the web. But data analytics don’t only help provide more information about visitors; they can also help to design websites to offer the best possible user experience. The conversion rate is the key currency in digital marketing: How many visitors become customers and ultimately decide to take the next step on a website – up to buying a product?

“Many companies fail to capture the full potential of their websites,” says Daniel Boekhoff, Managing Director for Business Intelligence at Peaks & Pies, a digital agency with offices in Hamburg and Berlin, Germany. Its team brings a strong technical background to the table, with experience in the cloud as well as with classic data center services, above all big data analytics. For more than a decade, it has helped well-known customers like Otto, Beiersdorf, Tchibo, Xing, ARD, and FC Bayern Munich to optimize their websites.

Peaks & Pies has arranged its portfolio in three categories. “Data analytics is used to create individual data strategies, analyses, and tracking methods that go beyond normal web analytics. The results help our customers to identify optimization potential,” explains Boekhoff. The agency doesn’t stop with analytics, however: “In conversion optimization, we implement strategies and implement optimized websites as a one-stop shop.” The agency’s third pillar goes beyond the digital sphere. “Many companies have valuable data in their systems. With business intelligence, we turn that data into business insights that can help to optimize business operations, among other factors.”

Google’s suite of tools is an established standard for all website-related analytics. As such, the team is familiar with the features and ecosystem of the Google Cloud. Peaks & Pies also uses a wide range of partner solutions, however, such as PowerBI from Microsoft to create precision analyses for and with its customers. “When we heard that T-Systems offers a sovereign cloud with Google, our ears immediately pricked up and we contacted the cloud provider,” explains Sagiev Busch, who is responsible for strategy and partner management at Peaks & Pies.

At a glance

- Customer expectation: data sovereignty for analyses
- High costs for operating servers in-house
- T-Systems Sovereign Cloud powered by Google Cloud as a new component in the sourcing mix
- Simple availability of the Sovereign Cloud through folder features in the Google Cloud organization
- New business option: Customers can choose between sovereign and classic
- Mapping of data privacy and data protection requirements
- Sovereignty requires minimum effort
- Low-cost solution

Reference in detail

The challenge

“Many of our customers have misgivings in big data analytics projects,” explains Busch. “They want to maintain as much sovereignty as possible when analyzing their data, such as IP addresses – and they don’t want Google to be able to access it.” The team needed a solution to win projects with these security-sensitive customers. “We could have set up our own server capacities or leased them from a German cloud provider, but that would mean having to manage them as well – around the clock.” An in-house solution wouldn’t just have generated higher operating costs, however; it would also have created an additional, relevant cost item.

The solution

“With the T-Systems Sovereign Cloud powered by Google Cloud, we’ve found the perfect solution for us,” says Boekhoff. With the new folder feature within the Google Cloud organization, existing Google Cloud users like Peaks & Pies can simply move workloads to the sovereign variant - and vice versa. “That means we can make it very easy for our customers, letting them choose to create and implement their projects in either the classic Google Cloud or in the Sovereign Cloud.”

The Sovereign Cloud ensures secure data storage and processing. The data stays in Germany, external key management provides a powerful security add-on: Data encryption keys are stored outside of the Google infrastructure. As a result, customers’ requirements for security and data protection are met effectively. At the same time, Peaks & Pies can still easily access Google ecosystem tools, such as BigQuery as a data warehouse and analytics tool.

“For us as a service provider, it’s become really easy to use sovereignty. We don’t have to deploy or manage any separate processes or tools. Sovereignty is built into the platform – just the way it should be. Sovereignty shouldn’t incur any additional costs,” summarizes Busch.

Customer benefits

With the T-Systems Sovereign Cloud powered by Google Cloud, Peaks & Pies can retain its established technology stack and continue to use tools like BigQuery for its analyses. Since it can now address data-sensitive customers, the agency has gained new business options. “The additional costs for using the Sovereign Cloud are really within a manageable scope – establishing internal server capacity would have been much more expensive,” reports Boekhoff. “It’s a fantastic product with built-in data protection at no extra cost.”

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