



## Leading European Contact Centre Provider

getaline GmbH uses well-located Colt Data Centre Services Hamburg facility for rack space and connectivity to maintain high uptime and delivery standards for its contact centre representatives

“ We needed a key partner that could help with our infrastructure needs. That was the key factor why we decided to go with Colt DCS in Hamburg. Our I.T. and Internet service runs with great stability. It is good for us that we don't have to manage infrastructure in our facilities any longer. We are glad that Colt DCS works for us. ”

Stefan Bahnsen, Infrastructure Manager, getaline GmbH





## getaline needs its systems online to keep contact centre representatives in touch with people.

The Hamburg-based firm offers contact centre services for a variety of companies that want to communicate with businesses by e-mail, phone, the web and other channels of communication.

getaline, which has housed its technology infrastructure in the Colt DCS facility since 2016, needed help from an infrastructure partner to ensure its representatives had more-readily accessible systems.

The company also had significant growth plans it wouldn't be able to fulfil without the help of a data centre outsourcing partner.

That's where Colt DCS came in. Thanks to its colocation arrangement with the data centre operator, getaline's representatives have communicated freely with people worldwide without the uptime and maintenance worries that came with the on-premises arrangement.

The energy-efficient facilities of Colt DCS's Hamburg site have helped it secure infrastructure operations and delivered the needed uptime for its employees to be the voice of its many customers worldwide.

Equally important have been the Colt DCS staff and the delivery of superior service which makes Colt DCS a recommended partner of getaline.

Given the quality of the facility and the infrastructure, getaline is in a position to grow its presence at the Hamburg site in future.

getaline's mission is to enable contact centres globally. Its customers need the company's infrastructure to be operational if getaline is to offer a web store service for example or act on the behalf of their customers by speaking to people with the help of contact channels such as social, mail and e-mail.

However, problems with power management and cooling systems in its dedicated on-site server closets and significant associated downtime, led getaline to seek help from colocation data centre operators such as Colt DCS.

*"It was difficult for us to manage everything; we were no longer able to do things in a secure way. We knew it was time for a change,"*

said Stefan Bahnsen, the infrastructure manager of 14 years with getaline.

*"There were great problems to solve and they were difficult to solve on our own. We wanted a partner to do that for us."*

Ultimately, getaline chose Colt DCS from the three data centre providers that competed for its business.

The factors that led to the selection of Colt DCS were the price of the service, the consultative approach taken by the data centre operator's representatives and the revealing tour of the Hamburg data centre.

*"We felt very good about the site visit after the tour of the Hamburg site that was taken, which went particularly well,"* said Bahnsen.



## Solution

getaline, which employs 1,500 people in Germany, delivers software it needs for production purposes from servers that are housed in two racks on the Hamburg site. Colt DCS also hosts 900 of its technology 'seats' for German country operations in the same data centre.

The high-quality hosting service offered by Colt DCS has given getaline the flexibility it needs to expand internationally and offer its comprehensive 'smart processes' and quality management to contact centre customers worldwide without having to worry about uptime.

*"The security provided as well as the excellent service are just two reasons why we've stuck with Colt DCS as our provider,"* said Bahnsen.

The continuity of service in Hamburg is crucial to getaline operations as its representatives can detect potential system errors and

correct them as soon as possible. getaline prides itself on stability and high performance standards.

The excellent work done upfront by the data centre operator's site staff and account managers have given the company the infrastructure to maintain those standards.

The proximity of the Hamburg site helps too as getaline technicians can easily change backup tapes and perform hardware installations and software updates as needed.

The flexibility of the service helps too, he added, as getaline can 'scale up' operations by as much as 25% should the need arise in the future.

## Why would you recommend Colt DCS?

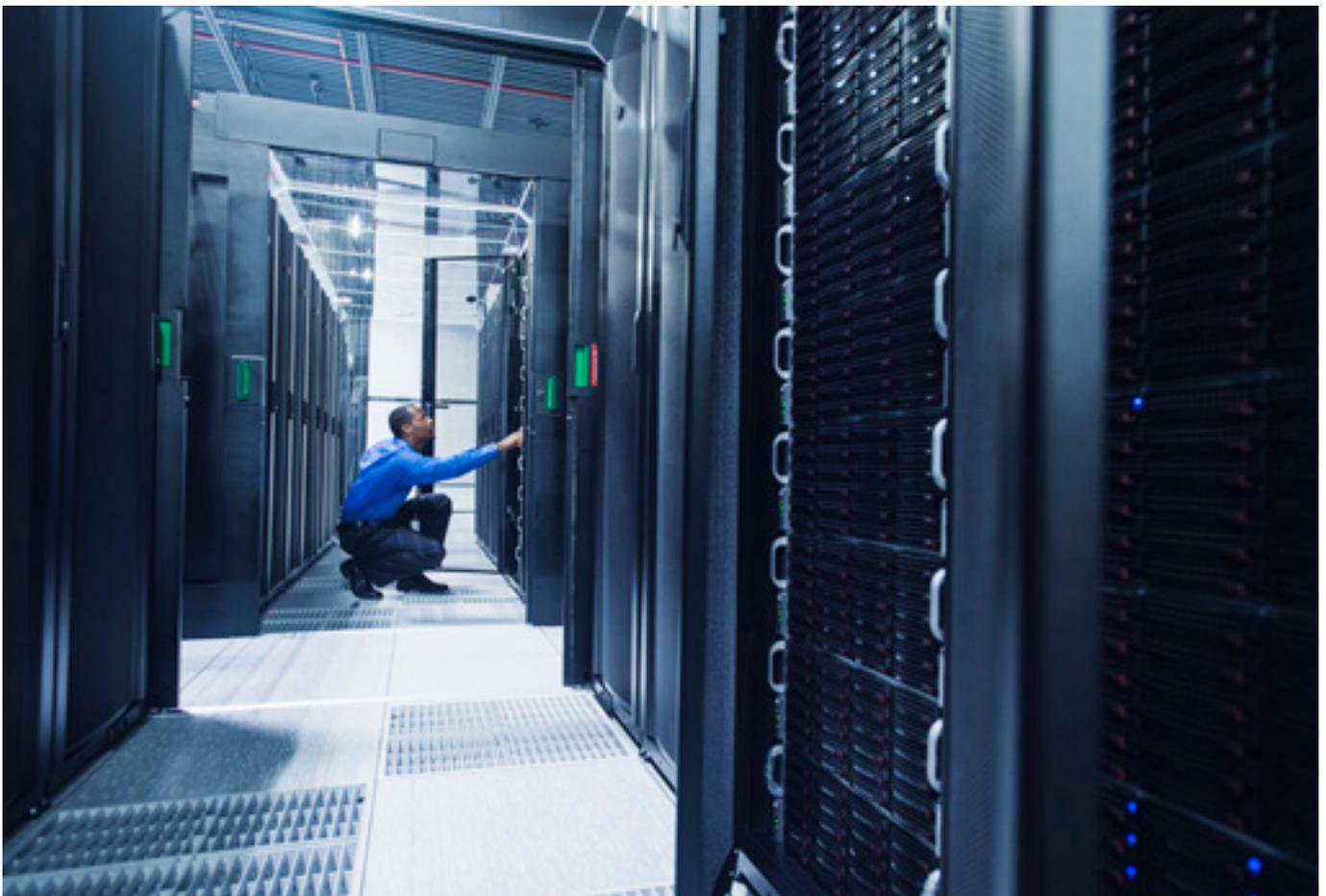
The stability of the provider, the scalability, security and design of the facility in addition to the cost effectiveness of the services are just a few reasons the data centre operator is a partner and supplier that getaline can happily recommend.

Bahnsen knew soon after he and other getaline representatives took a tour of the Hamburg facility two years ago the parties would work well together.

The qualified, attentive and flexible personnel of Colt DCS made it apparent to getaline representatives the high-quality personnel would be able to provide a comprehensive offering.

*"Everything works as it should,"* Bahnsen noted. A recent cross-connect implementation is proof positive of the quick and reliable service organisations can expect of Colt DCS, Bahnsen added.

getaline is happy with the space it has at the site but the positive working relationship Colt DCS has built with the company means it will strongly consider taking space at other facilities run by the operator in future.



Getaline has acted as the premier partner for professional customer dialog on a variety of platforms since 1994. The contact centre provider has delivered bespoke service on behalf of many companies in Germany and other countries around the world.

Getaline aims to build trusting and long-lasting relationships with its clients that operate in a wide range of industries, including technology and financial services.

The company emphasises client-centric service. It does so by listening, understanding, and offering solutions to clients in its network. Getaline team members also speak multiple languages and are true professionals when it comes to conversing with clients.

Headquarters: Hamburg, Germany  
www.getaline.de



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