

## Scaleway, Iliad's B2B cloud, unveils its French and international strategy at its inaugural ScaleDay

Paris, June 13, 2019 – Scaleway has communicated its key short- and medium-term strategic goals to 1,000 clients, partners and suppliers at its first IT event, held in Paris. During the opening and closing keynotes, Arnaud de Bermingham, CEO, and his management team presented the strategic options selected by the company with a view to becoming an expert cloud supplier with an international specialist reputation.



As the second-largest French player in the IaaS market in France\* and one of the top ten in Europe, Scaleway is currently pursuing its core strategy and consolidating its positioning in a fiercely competitive environment. To achieve its objectives, the company intends to shake up the codes of its industry, as reflected in the event's slogan, "*Time to change the codes*". Scaleway has deliberately chosen not to be a jack-of-all-trades cloud supplier, proposing numerous products, but on the contrary, to concentrate on high-value-added cloud products with a focus on excellence, cutting-edge expertise and compatibility with market standards.

*"Anyone who thinks that Europe's players can rival the current world leaders in the IaaS market is basically dreaming. We are realistic and our ambition is clear. Our overriding mission is to offer the market alternative products that are extremely high quality and fully compatible with market standards. Our strategic choices and roadmap clearly illustrate this position, while anticipating the expected boom in PaaS\*\*",* explains Arnaud de Bermingham.

Scaleway's strategy is structured around five main drivers:

- **A cloud resources ecosystem** called "**Elements**", which meets the main usage requirements for now and the future: computing, storage, network, Internet of Things (IoT) and artificial intelligence (AI). Each of these ranges of essential products meet the same high standards in terms of **simplicity, experience, consistency, contained costs, and innovation**. The products are compatible and complementary with the offers that have become the market standards, therefore facilitating the use of hybrid cloud and multi-cloud solutions.

- **Developers**, who are Scaleway's principal users. These are the people who are creating and shaping the digital era in all companies – from start-ups to major corporations – and are at the very heart of R&D.

- **A highly community-centric approach**. Scaleway has embarked on a large-scale innovation drive to provide best-in-class support for its clients. With a more direct and people-focused approach, Scaleway is seeking to offer a real cloud experience, based on client satisfaction and trust, while providing an element of fun through its design, events and communications (monitoring tools, support programs, etc.).

- **Reinforcement of its offerings in France**. This means providing French companies and public authorities with **solutions for their recurring sovereign cloud needs**, notably by setting up a governmental area (AZ gov in Scaleway's DC4 databunker).

**New opportunities** are also on the horizon thanks to the **strategic fit between Scaleway and Jaguar Network** which recently joined the Iliad Group. The two companies' teams have drawn up a shared cloud catalog for France, combining Scaleway's infrastructure with Jaguar Network's services.

- **International development with new data centers opened in high digital growth areas** where Scaleway already has communities of active clients.

In line with this, Scaleway has opened a data center in **Poland** for clients in Eastern Europe, Russia, Ukraine, Turkey and Israel. Other data centers covering, among others, **Asia and Latin America**, are also scheduled to open by end-2020. *"We want to move quickly in order to make our product ecosystem as widely available as possible. Time-to-market is a major factor and we aren't looking to build data centers from A to Z in other countries"*, adds Arnaud de Bermingham.

The ScaleDay event was an excellent reflection of the company's strategy, giving participants a remarkable opportunity to share high-level expertise in a completely transparent way and to create a memorable experience. The Scaleway team would like to warmly thank its front-ranking tech partners, Intel (Platinum sponsor) and AMD and Nvidia (Gold sponsors) for helping make the day such a success, and looks forward to seeing its communities at next year's ScaleDay.

All of the opening and closing keynotes will shortly be available online on our website at [scaleway.com](https://scaleway.com). And all of the tech conferences can be viewed via [Slideshare](#).

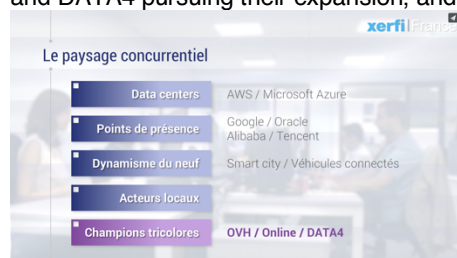
## About Scaleway

Scaleway is a B2B Iliad Group brand supplying a range of pioneering cloud infrastructure covering a full range of services for professionals: public cloud services with Scaleway, private infrastructure with Scaleway Datacenter and bare-metal cloud services with Online by Scaleway. Scaleway's offer is based on some 20 years of expertise in developing and marketing dedicated servers (Online by Scaleway) and managing high-end innovative data centers (Scaleway Datacenter). Scaleway is growing its reputation around the world and currently serves business clients in over 150 countries. Scaleway relies on seven data centers located in France and one in the Netherlands. Its clients include Le Bon Coin, Vente-Privée (Veepee), Safran and Le Monde.

## Notes

\* [https://www.xerfi.com/presentationetude/Les-hebergeurs-et-gestionnaires-de-data-centers-a-l-horizon-2020\\_8SAE39](https://www.xerfi.com/presentationetude/Les-hebergeurs-et-gestionnaires-de-data-centers-a-l-horizon-2020_8SAE39)

"The business outlook for hosting providers and data center managers is good (...). The French market is very dynamic, with the giants AWS and Microsoft Azure setting up in the country, the French heavyweights OVH, Online and DATA4 pursuing their expansion, and small local players continuing to emerge".



\*\* According to research by Gartner, the PaaS solutions market is expected to double by 2022 as this service will be the dominant model for supplying platforms to businesses in the near future.

<https://www.gartner.com/en/documents/3902906>