INDUSTRY:

Software

CHALLENGE:

Meeting customers' privacy needs, while ensuring the highest security and scalability for its smartphone-manufacturer and carrier partners.

SOLUTION:

Iron Mountain Data Centers colocation services

VALUE:

- Adding to their existing service is now much simpler than it used to be.
- A multi-level security strategy includes physical and logical security.
- Immediate response to issues that arise enables confidence in their new colocation service.

IRON MOUNTAIN®

FAST GROWTH AND DATA PRIVACY CONCERNS

By enabling remote tech support and training for smartphone users to get the most out of their increasingly complex devices, AetherPal helps manufacturers and carriers keep those customers coming back for upgrades.

AetherPal's patented mobile support management (MSM) software—which helps improve the customer service experience—connects the service rep and the smartphone user, allowing them both to see the phone in real time. It's been deployed on more than 45 million mobile devices and supports hundreds of device models.

During customer service calls, AetherPal's data center production servers communicate with the mobile device and store some device data on the company's servers. Data is also generated and stored when AetherPal performs device diagnostics, self-care, and analytics.

Even though many studies indicate that four of every five technical occurrences can be resolved remotely, there are still privacy concerns for users. AetherPal's manufacturer and carrier partners are sensitive to the impact of remote access on customer privacy. Since privacy remains a top concern for many, AetherPal built security into its software. But security at the infrastructure level—within the data center—is equally important.

As AetherPal grew, its carrier partners tasked the company to find an outside data center that would provide state-of-the-art security as well as the capacity for AetherPal to grow into the future.

"Our solution is mission critical for our business partners," Subbu Ayyalasomayajula, vice president for product delivery, explained. "Full-time availability, data center security, and the ability to scale are very important to us."

"We put our trust in Iron Mountain."

- Subbu Ayyalasomayajula, VP/Product Delivery

Different approach to data center services

AetherPal looked at a number of data centers. Their need for security and scalability led them to Iron Mountain. "We feel the company is well-positioned to provide us with both," said Ayyalasomayajula. "Iron Mountain has a different approach for providing data center services."

The fact that Iron Mountain's modular data center offers next-generation security was a key differentiator. And when AetherPal found out Iron Mountain was just six miles away from their headquarters, the problem was solved.

Data center protection from all angles

The misalignment of logical security and physical security was a significant problem. Logical security controls can often be bypassed by having physical access to the equipment. Iron Mountain uses all available security measures to synergistically protect the data center from every angle that a potential adversary might use to attack it.

"They have a unique way of securing the data center," said Ayyalasomayajula. "That's what interested us most."

Iron Mountain uses a combination of physical data center security approaches, including:

- Fenced defensible perimeter
- Traffic bollards
- Guard-controlled gated entry
- 24x7xForever on-site guard staff
- Digital video surveillance (with on-site monitoring and storage)
- Customer-defined access lists
- Visitor tracking
- Biometric screening
- Mantraps

Additional physical security comes from the data center modules—hardened steel vaults. The modules are tested, certified, standardized data center infrastructure that can be hardened to the highest levels of national security requirements.

The other key aspect of data center security at Iron Mountain is logical. Its data center infrastructure management software establishes a baseline and framework for information exchange across operational technology and the information technology stack, enabling organizations to proactively detect and mitigate threats to their IT enterprise.

"If we have to expand our operations within Iron Mountain, adding to our existing service is as simple as 1-2-3."

- Subbu Ayyalasomayajula, VP/Product Delivery

Expanding capacity as easily as 1-2-3

While security was the key factor, scalability was also important. In an Iron Mountain data center, there are two ways to add capacity:

1. **Scale vertically by increasing density within the same data center footprint** – A module can support densities five times greater than raised-floor, providing five times more room to scale.

2. **Scale horizontally by expanding your data center footprint** – Deploy new capacity quickly, enabling data center expansion in months, not years.

"The fact that the modules enable us to grow interested us a lot," Ayyalasomayajula explained. "If we have to expand our operations within Iron Mountain, adding to our existing service is as simple as 1-2-3."

In Iron Mountain, we trust

Iron Mountain will be there for AetherPal as the company expands. "Iron Mountain is a global company with operations strategically placed in a way that will allow us to grow along with our customers," Ayyalasomayajula said.

"Since we moved our data to Iron Mountain, the company has been responsive to all of our needs and has addressed any issues that have come up," Ayyalasomayajula said. "We put our trust in Iron Mountain."

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