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Green Clouds Ahead: Cloudist sees a new sustainable future ahead for the Nordic region’s managed service providers

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May 04, 2023 • 4 mins

Cloud Management

Green IT

Cloudist is on a mission to offer green clouds that enable managed service providers to eliminate the nearly 4% of total CO2 omissions created by cloud services and the data centers that enable them.



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Headquartered in Malmö, Sweden, **Cloudist AB** is on a mission to help managed service providers embrace the transformative potential of the cloud. But Robert Brink, the company’s cloud architect, notes there is a caveat.

“We want our customers to be able to provide their clients with high-performance cloud services from the Nordic region’s most secure data centers with one click,” says Brink. “We want them to take advantage of the peace of mind we offer – 100% predictable costs, no vendor lock-in, no commitment periods, and the scalability they need to remain nimble. But first and foremost, we want them to make a choice to create a positive change for the planet.”

This positive change is to address an issue that is more than a business imperative for Cloudist. It’s the very mission of the company: to decrease the carbon emissions generated by cloud services and the operation of the data centers that make them possible.

“Cloud-based digitalization is the future, but today’s cloud services are responsible for nearly 4% of all CO2 emissions,” adds Brink. “When you look at that in context – **Climatiq** for example estimates that commercial air travel is responsible for 2.4% – the importance of offering cloud services in a way that eliminates carbon emissions is readily apparent. We provide 100% green cloud services because we believe we have to, not just as a company, but collectively as providers of the IT services and solutions enterprises need to work smarter and more sustainably. Our mission is to be a pioneer and a driving force for positive change by offering green cloud solutions.”

All of Cloudist’s services use entirely renewable energy sources throughout the entire delivery chain. This includes facilities operated by **Ecodatacenters** in Falun and Piteå. Powered by 75% hydropower and 25% wind power, the data center Falun offers unparalleled security and is optimized for high-density applications. The data center in Piteå is powered completely by hydropower and in turn offers ironclad security and high availability.

Notably, Cloudist’s cloud services include **Infrastructure-as-a-Service** based on VMware Cloud Director and **Disaster Recovery-as-a-Service** based on VMware Cloud Director Availability. Some of the company’s many additional offerings include Storage-as-a-Service for S3 Object Storage and Cloudist’s Microsoft 365 Backup, a secure and complete backup for Microsoft 365 services that lets enterprises quickly get back to business after everything from user errors to ransomware attacks.

“We have a long relationship with VMware and know firsthand that it is trusted and relied on by organizations across industries,” says Brink. “With our motto being ‘green clouds ahead™’ it is only natural and fitting that we would wholeheartedly support and participate in the VMware Zero Carbon Committed initiative.”

Brink stresses that Cloudist’s services are particularly impactful for small- and medium-sized enterprises that are often using legacy hardware and on-premises systems installed with little or no thought given to sustainability. Needless to say, power savings and the efficient use of heat were not priorities.

“Our customers want to make a difference and adhere to the corporate sustainability policies and goals they put in place,” he says. “We can help almost any organization make a meaningful leap in the right direction given our 100% fossil fuel-free services and carbon positive footprint, but for organizations that are making the shift from legacy, on-premises data centers the sustainability gains are truly dramatic right out of the gate.”

To Brink, these gains are far more than good business. They are personal.

“There are seven natural wonders of the world. Only one of them is in the clouds, the Northern Lights. We are from the North. We live and work in the North, but with the growing levels of cloud cover driven by climate change, we face a very real possibility that the northern lights will be forever hidden from view,” says Brink. “For all of us here at Cloudist, those same lights and their beauty and magic are our inspiration to do everything we can not only to ensure there are ‘green clouds ahead™,’ but also that we collectively make real gains in reducing carbon emissions quickly. We don’t have time to waste in our collective efforts to combat climate change.”

Learn more about Cloudist and its partnership with VMware [here](#).