

WBJ Observer presents

BLUE SKIES OVER POLISH CLOUD SERVICES

Łukasz Polak, vice president of **Beyond.pl**, a data center and cloud services provider, discusses the prospects for the **cloud computing** business and the ever-present issues of data security

How fast is the Polish cloud solution market growing? Do Polish entrepreneurs welcome such solutions? What are their advantages?

Łukasz Polak: The Polish **cloud computing** market is growing at double-digit rate. In 2015 it grew seven times faster than the traditional IT service market (IDC Report). It is estimated that by 2019 its value will grow by up to \$1.5 million. This shows that more and more businesses recognize and appreciate the advantages of such solutions. The first thing they notice is the positive impact cloud services have on areas such as improved business performance and service automation, lower costs, better flexibility and easier implementation of new products and solutions.

Many entrepreneurs are afraid that the cloud might leak their sensitive data (trade secrets, etc.). How do you ensure the confidentiality of customer data?

This is one of the most common myths about the cloud. You should remember that security is one of the key priorities for cloud service providers. They use a number of different security measures to ensure that the stored information is given a high level of protection, including encryption and two-step login verification, security certificates, cloud traffic control, network isolation, as well as physical and procedural data center protection. We believe that education is the best way to bust this myth. Right now, almost half of all managers admit that they don't have sufficient knowledge concerning real cloud security. This is going to change in the coming years, though.

How do you protect your customers against DDoS attacks, which interrupt services and companies' access to their data?

DDoS attacks are an increasingly common tool used by cyber criminals, and so are the global losses these attacks lead to. We offer our customers two-level protection. The first one is the IT infrastructure level. At **Beyond.pl** we use the latest technology, including power supplies, cooling and building architecture. We also look at the second level of protection, i.e. applications and networks. Thanks to our partners, such as Grey Wizard, we make sure our customers enjoy the most comprehensive anti-DDoS protection.



ŁUKASZ POLAK, VICE PRESIDENT OF **BEYOND.PL**

What are the advantages of using a local cloud compared to global cloud solutions offered by Amazon S3, Google App Engine, or Microsoft?

You can't really call **Beyond.pl** a local cloud, however, since our resources are based in Poland, it is a clear advantage for all EU citizens. If you want to comply with EU and G1000 regulations on data processing, you have to store data in centers located within EU territory. When you look at the biggest "global" providers, you very often don't know exactly where the resources are stored and you run the risk that they may be leaked outside the EU. Another key factor that makes these solutions different is the price, which is much better for the more local your provider is.