

Telia Utilises CloudStack and ShapeBlue to Maintain a Market-leading Position in the Baltics





The rate of change in the TELCO industry has accelerated over the last few years as customers demand more innovation and faster time-to-market to support their business initiatives. Cloud Services have proved to be a great enabler in achieving this, allowing telcos to ensure agility and reliability for their customers' infrastructure platforms. The rewards for meeting these customer needs are high, with some telcos able to differentiate themselves in the competitive market.

One such organisation that has achieved this is Telia Latvija. Now Telia Latvija is one of the leading ICT service providers in the Latvia.

Enterprise Solutions for the B2B Market

Telia Latvija offers a range of solutions: from telecommunications and Enterprise-level cloud solutions through a self-service cloud video platform. They have developed from a traditional internet operator to a comprehensive ICT services supplier for businesses.



Martins Paurs
Commercial Director,
Telia Latvija



We focus on the B2B market only, providing enterprise solutions across the major verticals – government, finance, retail, transportation and healthcare.

We have been part of the Telia Group now for 30 years and provide the full range of telco services - Internet, IP transit, data comms and fibre optics. But, over the last few years, we have expanded our services to offer more ICT solutions, of which the biggest part of this is cloud. Providing pure telco services is nowhere near as profitable as it was a few years ago and so providing these complimentary enables us maintain our market-leading position and allows us to continually innovate by utilising our telco knowledge and experience.

One example of this has been an online video platform, where we have been able to use our skills to provide a fully scalable service that is now being utilised, among others, by a national TV broadcaster.



Media Streaming Orchestrated by CloudStack

Telia Latvija provides professional media technology services to the national TV broadcaster and a range of other media companies. This infrastructure, underpinned by CloudStack, provides the high level of flexibility demanded by their customers. Customers can use the right amount of resources and IaaS when they need it, and enhanced media content requires much of it. The consumption-based business model, which is offered by Telia Latvija makes them unique in their market and drives growth.

Martins Pauris continued, *“The level of confidence that we have in our infrastructure, for large part thanks to CloudStack, allows us to dedicate more resources on innovations, new services and new segments. That is why we have the media services in our portfolio. Because we had time to invest in developing this segment.”*

Move to Open-source Apache CloudStack

Telia initially implemented a vendor distribution of CloudStack as the core of their technology stack, but after some time, moved to open-source Apache CloudStack.

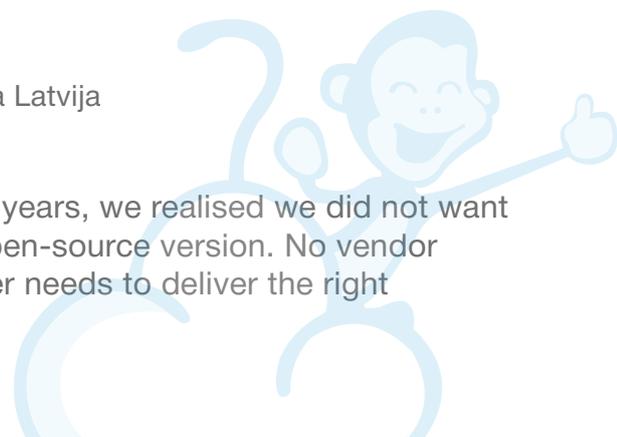


“We chose CloudStack because it was cost-effective and easy to manage.”

Kristaps Blūms

Technical Director at Telia Latvija

“But after working with a proprietary version for several years, we realised we did not want to be locked into one vendor. Hence our move to the open-source version. No vendor lock-in has enabled us to choose whatever the customer needs to deliver the right solution.”





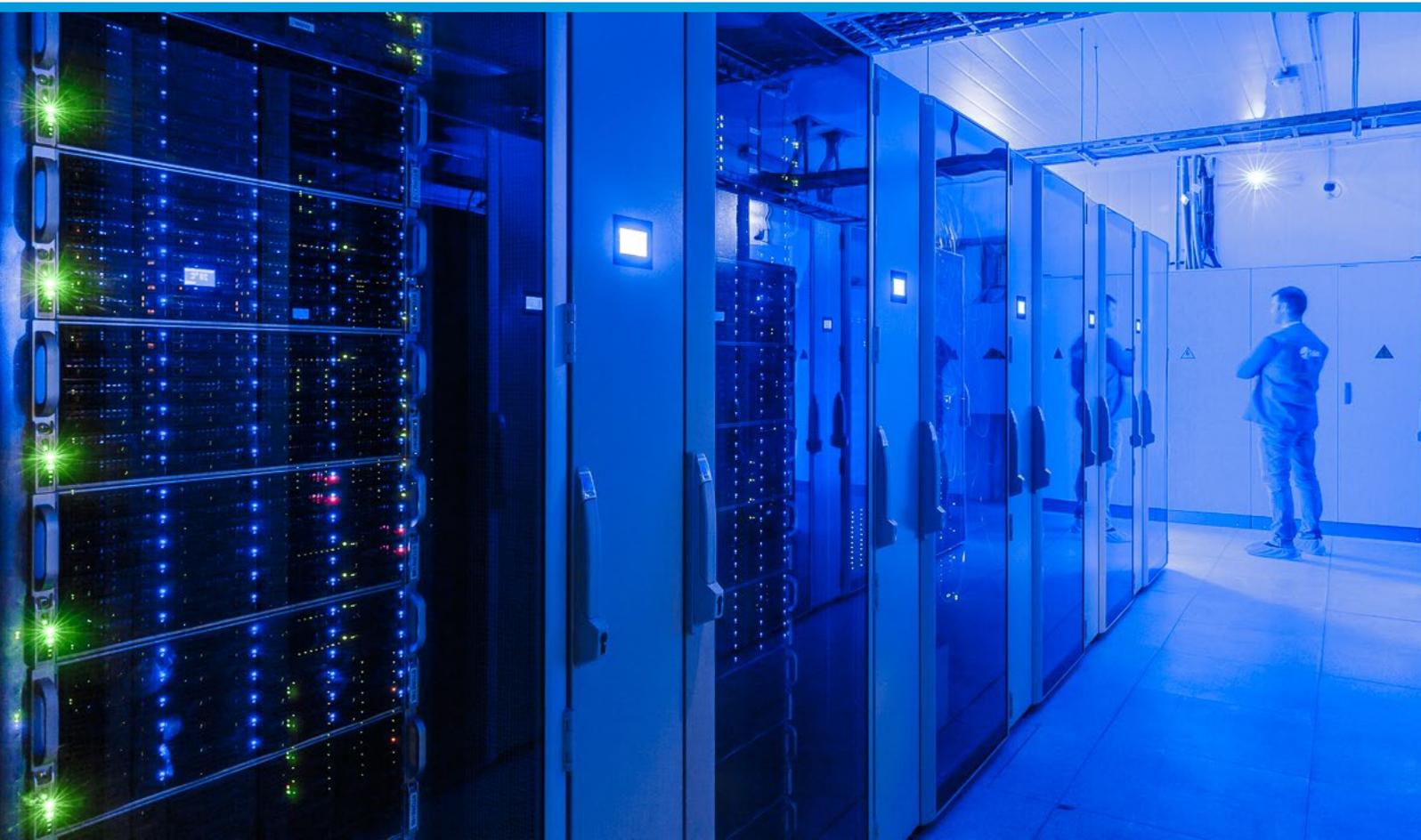
Although the benefits of using open-source Apache CloudStack were apparent to Telia management, there were also immediate benefits to their customers. These include multiple hypervisor support to look after different client needs, user self-service, the ability to customise easily, support of hybrid networking services and complex networking infrastructures.

Major Upgrades Carried Out With Minimum Disruption

One of the significant advantages of CloudStack for a telco is that it is straightforward to manage, needing minimal staff. *“We have experienced very few technical challenges”,* continued Kristaps Blums, *“For the 10+ years, in which we have been using CloudStack, we have carried out many major upgrades with minimal disruption to our customers, all managed by a small team.”*

Since the switch to open-source Apache Cloudstack, ShapeBlue has been Telia’s support partner. *“They were the right guys, at the right time in the right place”,* said Martins Paurs, Commercial Director, Telia Latvija. *“We really like the fact that they are an active and participating member of the open-source community, continually helping to develop CloudStack. They are a tremendous company with an innovative business model.”*

ShapeBlue are the largest independent integrator of CloudStack technologies globally and are specialist in the design and implementation of IaaS cloud infrastructures for both private and public cloud implementations.





A Focus on Building New Services, Rather Than Managing Infrastructure

On specific features of CloudStack, Kristaps Blums, Technical Director at Telia Latvija, commented, *“The self-service portal allows our customers to carry out a lot of routine admin tasks themselves. While the rich API enables us to deliver customised solutions that can integrate with virtually anything.”*

With CloudStack, underpinned by ShapeBlue’s support, Telia has been able to focus on developing new services rather than running infrastructure. Physical infrastructure scaling is effortless, and we can allocate more of knowledgeable staff to meet future needs of our customers. Our media services offering is a good evidence to that.

“We need to be able to change a lot of the parameters on which we provide the service, quickly and seamlessly,” said Kristaps Blums. For example, when the Olympics are streamed, we have to use a different encryption algorithm based on the IOC standards, which requires significantly more computing resources. To switch between these different standards is easy with CloudStack, as we may easily scale the underlying infrastructure exactly when needed.”



Maintain Leading Position

CloudStack is now a vital and integral part of Telia’s future, as Martins Paurs concluded. *“We are always looking at new features that become available to see how we can monetise them through delivering greater value to our customers and improve overall service. One we are looking at currently is the use of containers.”*

“This will enable us to maintain our leading position for cloud services by focusing on local clouds. Then we can leverage any new services we develop from our base infrastructure.”

About Telia

Telia Latvija is one of the leading ICT companies in Latvia, offering a wide range of ICT services and solutions such as Telco and data center services, cloud solutions, security solutions, and an online video platform for video content distribution to B2B customers worldwide.



www.telia.lv

About ShapeBlue

ShapeBlue is the largest independent integrator of CloudStack technologies globally and are specialists in the design and implementation of IaaS cloud infrastructures for both private and public cloud implementations. We combine 100's of person-years of experience in designing and building complex network, storage and compute infrastructures with globally leading skills in Apache CloudStack.

Our services include Consulting, Integration, training and infrastructure support. Our technical teams are all active contributors to the Apache CloudStack project and a good percentage of our team are also project committers. We have helped design and build some of the world's largest cloud infrastructures.



www.shapeblue.com | info@shapeblue.com

Want to find out more?

[Get In Touch](#)