

How GLOTECH Accelerates Multi-cloud Ops From Hours to Minutes

Overview

Learn how GLOTECH, an established German IT firm with an upcoming MSP business, uses emma to unify cloud operations, reduce deployment time, and deliver complex hybrid and AI infrastructure with speed and confidence across a growing portfolio of SMB and enterprise clients.

Background

GLOTECH is a Germany-based company developing IT infrastructures and providing a full range of managed services to their customers, including equipment and software delivery, technical support, testing, and personnel training.

As an infrastructure provider and MSP, GLOTECH must consistently deliver high-performance, scalable infrastructure solutions under tight deadlines and high expectations to meet the demands of their diverse clientele, which includes a number of SMBs as well as enterprise organizations with complex AI and big data workloads.

Challenge

Scale operations, reduce manual overhead, and support complex hybrid workloads

Operating in such a diverse landscape meant that GLOTECH had to deliver and maintain an equally diverse portfolio of public, private, and bare metal environments, including high-performance, custom-built setups for AI and big data workloads.

As a result, their DevOps teams were always stretched thin, spending significant time on infrastructure design, manual configurations, environment management, and maintenance. From provisioning Kubernetes clusters to designing AI-ready infrastructure, the growing complexity was creating a bottleneck for the DevOps team.

Key results

01

>80% reduction in Kubernetes provisioning time

for SMB customers, from hours to under 45 minutes.

02

Unified hybrid infrastructure workflows

streamlined the delivery of complex AI and big data setups.

03

Multi-tenant management at scale

enabling GLOTECH to manage dozens of customer environments in parallel.

04

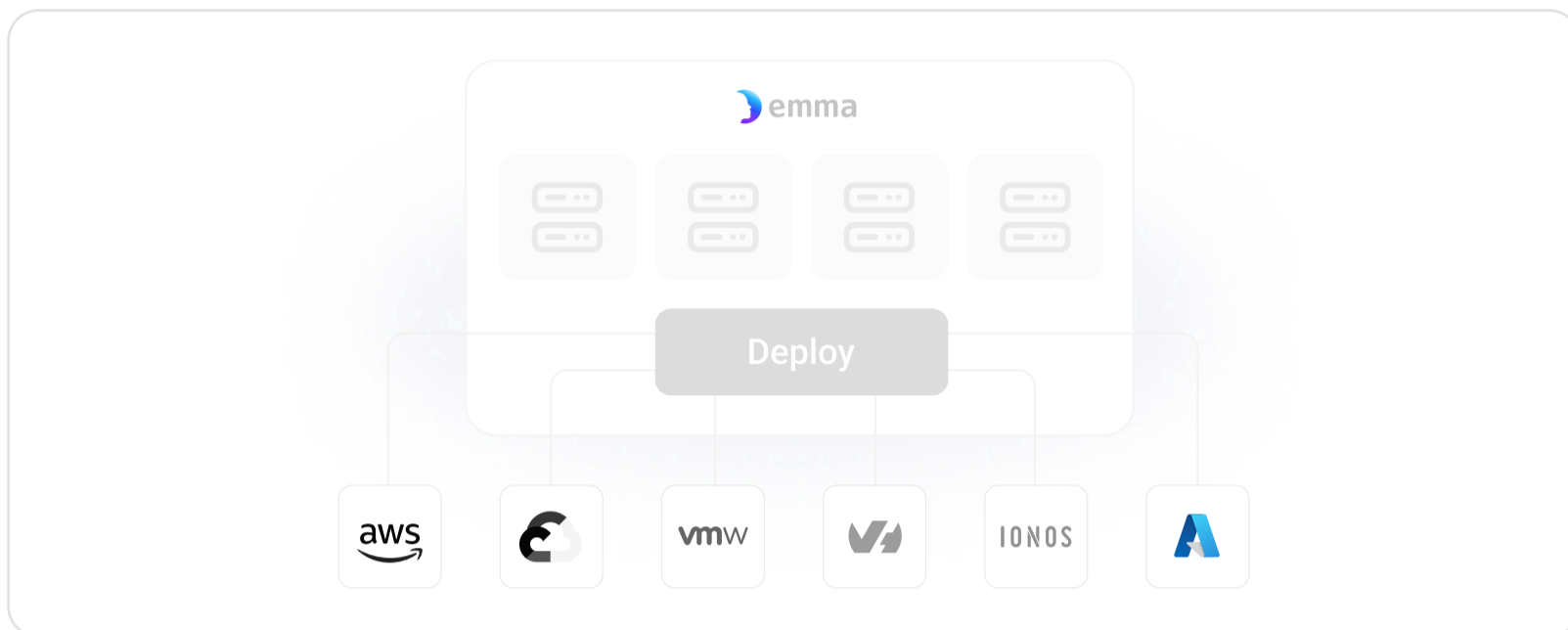
Reduced operational overhead

allowing GLOTECH to scale without increasing DevOps headcount.

Solution

GLOTECH uses emma to streamline, automate, and scale cloud deployments across client types

When GLOTECH first engaged with emma, the promise of deep automation and multi-cloud flexibility stood out.



Over time, GLOTECH unlocked new efficiencies across their entire infrastructure delivery pipeline:

01

Simplicity. Unified, multi-tenant management across clouds

GLOTECH used emma's project-based categorization and organization to neatly segment operations by customer, making it easy to manage dozens of environments in parallel.

02

Speed. No-code deployment and automation

emma standardizes configuration and deployment across different infrastructure environments through its no-code, click-to-deploy interface. GLOTECH was able to deploy consistently across all client environments, and at speed. Built-in automation enabled DevOps teams to launch multiple clusters with guaranteed repeatability and without repetitive steps.

03

Control. Custom AI and big data environments

With emma, GLOTECH gave teams full control to build custom AI and big data environments with high-performance, complex hybrid needs. They could design, launch, and scale complex AI infrastructure through a single unified workflow, without switching consoles or reconciling configuration files.

We needed to scale without adding people. That meant simplifying infrastructure workflows and cutting down repetitive tasks.

What stood out immediately was the combination of automation depth and flexibility. emma seemed mature enough to handle both our high-volume SMB business and our bespoke enterprise projects.



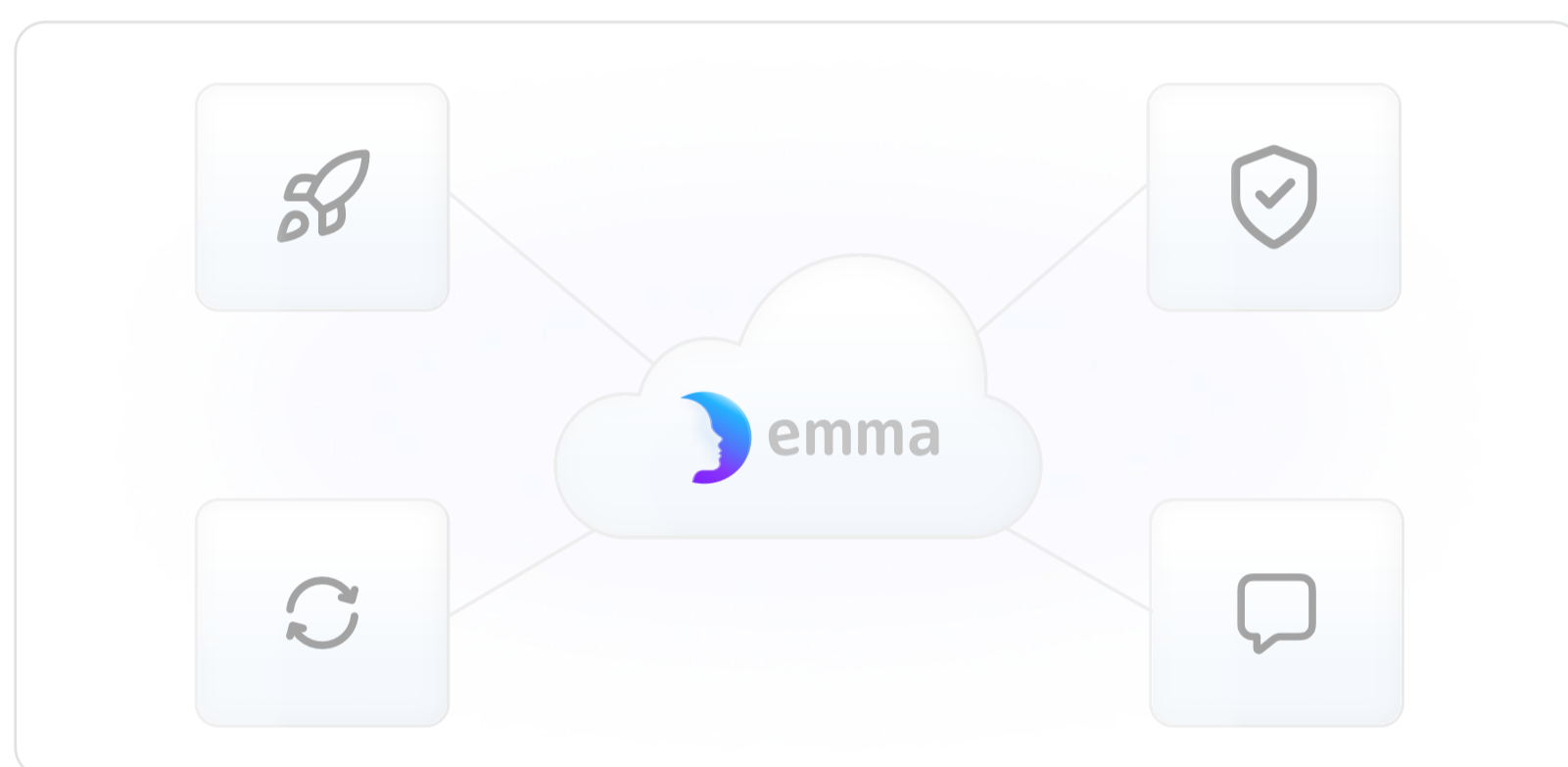
Evgeni Schukin
Managing Director, GLOTECH

Impact

Faster delivery and streamlined operations for high-volume SMBs and AI-ready hybrid environments.

For SMB clients, this translated into faster, more consistent provisioning and scaling. For enterprise projects, emma's hybrid infrastructure orchestration empowered GLOTECH to deliver complex, AI-ready environments with higher confidence and speed.

GLOTECH was also able to reduce the backlog for the DevOps team, freeing up engineers to focus on innovation and client support, rather than repetitive deployment tasks. One area of clear improvement was Kubernetes provisioning.



Looking ahead

More integration, more business growth.

GLOTECH is now planning to roll out emma across even more customer environments and integrate internal monitoring and billing systems directly with emma's API to further streamline operations.

As enterprise demand for AI and big data infrastructure grows, emma will continue to power GLOTECH's ability to design and deliver complex, specialized hybrid infrastructure setups faster, with less risk and more repeatability.

While GLOTECH initially expected faster deployments and reduced overhead, they were especially impressed by emma's hands-on approach and technical support for complex hybrid and AI infrastructure projects.

Built-in automation and abstraction ... reduced time-to-deploy from hours (sometimes days) to minutes.

Previously, this was a multi-step, manual process involving multiple engineers. With emma, we can now deploy production-ready clusters with pre-configured networking, storage, and monitoring – all through a single automated workflow.



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Managing Director, GLOTECH

ABOUT EMMA

The cloud operations platform for distributed infrastructure

emma is built for organizations running distributed workloads across hybrid and multi-cloud environments – where operational complexity, fragmented tooling, and unpredictable costs get in the way of building.

emma provides a single policy-driven operating layer that spans hyperscalers, regional European cloud providers, AI-optimized infrastructure, and on-premises environments. It gives engineering, platform, and finance teams unified deployment, governance, policy and cost control from one place. Sovereignty and compliance are built in through proactive guardrails, not bolted on.

With a vendor-neutral architecture, emma ensures organizations can choose the right infrastructure for cost, performance, and regulatory requirements – without lock-in or operational trade-offs.

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Integrated Networking

emma's private networking backbone is built for data-intensive multi-cloud operations. When data moves over emma's private networking backbone, egress costs become predictable compared to the public internet.



Extensible by Design

New providers are added without rebuilding how everything is operated. emma's operating layer absorbs the new environment, while existing governance, cost model, and deployment patterns stay intact.



Unified Operations

The entire distributed stack – hyperscalers, sovereign clouds, AI providers, on-premises – operated from a single interface. No context switching. No blind spots.



Continuous Cost & Performance Optimization

Unified visibility into cloud usage, performance, and cost across every environment. Workload placement decisions that optimise economics without compromising governance.



Intelligent Workload Orchestration

Workloads are placed across providers based on performance, economics, and policy – not vendor incentives. No commercial bias toward any hyperscaler, neocloud, or AI provider.



Automated Governance

The same policies, governance, and deployment logic apply across every environment. Compliance holds everywhere, by design.



2021

Founded & HQ in Luxembourg



15+

Cloud providers supported



~90

Cloud engineers at your service



NO

Cloud Act applicability

Certifications & Frameworks

emma operates under internationally recognized security and compliance frameworks, including ISO-certified security management and SOC 2 Type II audited controls, with data protection aligned to GDPR and resilience aligned with NIS2 and DORA.

