

# datacate<sup>4</sup> CASE STUDY SERIES

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## Straten Consulting Supports Sales Pipeline With Data Center Colocation



*Straten Consulting - an SAP PartnerEdge company headquartered in San Jose, California.*

### **In This Edition -**

Datacate's VP Ed LaFrance speaks with Jens Straten of Straten Consulting, a developer of software solutions to simplify business processes for SAP customers. Ed and Jens discuss how Straten Consulting utilizes Datacate's colocation services to support new client engagement.



*Jens Straten, CEO and founder of Straten Consulting*

Welcome, and thank you for reading Datacate's case study series! In each edition, we speak with a Datacate client to learn about their business, and how they utilize technology solutions from Datacate to solve problems and deliver services to their clients.

In this case study, Ed LaFrance speaks with Jens Straten of Straten Consulting, a developer of software solutions to simplify business processes for SAP customers. Ed and Jens discuss how Straten Consulting utilizes Datacate's colocation services to support new client engagement, product demonstrations, and telecom services.

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**Ed: Hello Jens! Tell us a bit about you. What is your role at Straten Consulting?**

Jens: I am the CEO and founder. My role here includes common CEO tasks, like communication with customers, vendors, business partners, and the public; creating and implementing our mission, strategy and goals; ensuring high standards and social responsibility; assessment and minimization of risks. I am also involved in the design of our software products and the creation of service offerings.

**Ed: What is Straten Consulting's market position - what products and services do you offer to your clients?**

Jens: Straten Consulting is an SAP PartnerEdge company. We primarily offer software solutions to simplify business processes for SAP customers. Our solutions streamline work-intensive issues to save time. For example, we offer a product that dramatically simplifies the IDoc error handling process in SAP. IDocs are typically used to connect SAP customers to other customers and vendors using EDI. As such, errors can affect mission-critical functions and need to be resolved quickly (e.g. a large or time-sensitive order).



Another product we are offering allows our customers to create interfaces and reports on-the-fly. While SAP provides a built-in programming language to create new interfaces and reports, newer business products typically require a more agile way to get data. For example, an SAP customer might be using a third-party planning solution that requires different data every week. Handling this would be daunting for traditionally programmed interfaces. Our solution nicely fills the on-demand data requirement many customers are facing.

**Ed: Datacate provides your company with colocation. What role does that play in your operations?**

Jens: Our SAP development and demonstration servers are co-located at Datacate's data center. Needless to say, these are business-critical functions for us. Without these servers we can neither demo our solutions to customers nor can we continue development. In addition, our IP based phone system lives in Datacate's data center.

**Ed: What are the specific needs and challenges that Straten Consulting has for its colocation? What are the critical factors?**

Jens: Internet connectivity is probably the most critical factor. The company phone system won't work without highly available connectivity at the data center. Furthermore, our pre-sales people cannot conduct demos for customers if there isn't enough available bandwidth or if the systems are unreachable.

**Ed: How does Datacate uniquely address Straten Consulting's technology needs?**

Jens: We really like it that our colocation plan comes with unlimited bandwidth at a speed of 100 Megabits per second. In addition, we no longer need to worry about providing backup power as we did when we were self-hosting since Datacate's offering includes facility-wide power backup. Overall, the switch to colocation has resulted in much greater availability overall.

**Ed: For how long has Straten Consulting been using Datacate for colocation?**

Jens: I believe we have been a Datacate customer for more than six years now.

**Ed: What has been your overall experience with Datacate as Straten Consulting's colocation provider?**

Jens: The facility is well organized, and heat dissipation in the data cabinet is efficient. At our request, Datacate handled the transfer of our equipment into the new data center for us. They even assisted us with some basic configuration, which basically allowed us to complete the entire move remotely. As such, downtime was minimized and we were up and running again in a relatively short time. Great service!



**Ed: How would you rate the quality of service and support that Straten Consulting receives from Datacate?**

Jens: We have no complaints. We normally visit the data center once a year to inspect the equipment; everything else can typically be handled by their remote hands service. I also like the professional communication and expertise from Datacate's staff and management, who go out of their way to make sure that we are happy with our service.

**Ed: How would you rate the overall value of the services that Straten Consulting receives from Datacate?**

Jens: We really like it that unlimited bandwidth usage and flat-rate power are included in the package price. We know that not every provider offers this. It really sets Datacate apart from other vendors.

**Ed: How has Datacate's performance compared with other colocation vendors that Straten Consulting has used?**

Jens: I have worked with multiple data centers across California and Oregon, and yes, there are some providers that offer more bells and whistles than Datacate, but their services are typically aimed at high-end customers who need to meet specific requirements and have big budgets to do so. Datacate provides everything that small and mid-sized businesses need. In fact, when I compare them directly to other colocation vendors targeting the same market segments, I feel that Datacate is the better option.

**Ed: What kind of end-user experience feedback does Straten Consulting get from its clients regarding the services that it delivers via Datacate's colocation?**

Jens: We get a lot of good feedback for the voice quality of our collocated VOIP server. In addition, customers frequently compliment us on the front-end performance of our collocated SAP servers.

**Ed: Would you / have you recommended Datacate's services to colleagues and associates?**

Jens: I have recommended Datacate to two companies in our field, and I would recommend them again.

**Ed: Any final comments or closing thoughts?**

Jens: Thank you for your great service and please keep up the good work!



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For more information about Straten Consulting's services and solutions for SAP:



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