

Case Study

Geyser Data Accelerates Launch and \$4M Growth Opportunity on PlatformDIGITAL[®]

Digital Realty's PlatformDIGITAL[®] and ServiceFabric[®] enable Geyser Data to quickly launch their Tape-as-a-Service offering while reducing OpEx

Challenge

Geyser Data, a cloud cold storage startup, helps organizations uncover the hidden value in their long-term, historical data. Founded in 2024, the company is tackling the downstream effects of the data explosion by solving organizations' challenge of archiving more data for longer periods—enabling Artificial Intelligence (AI) innovation, meeting growing cyber resiliency requirements, and complying with increasingly stringent regulations.

Geyser provides Tape-as-a-Service (TaaS), which combines the cost-effectiveness and durability of traditional tape storage with the accessibility and flexibility of modern cloud object storage—but with neither the hassle of physically maintaining on-prem tape libraries nor the hefty cloud egress fees associated with current cloud archives.

“The volume of data that companies need to store long-term is exploding,” said Nelson Nahum, Co-founder and CEO of Geyser Data. “Geyser Data offers businesses an easy, cost-effective way to use tape storage without the capital expense or management headaches. For companies that store data in the cloud, our service makes it lower cost to store—and no cost to retrieve—their data.”

To achieve their vision, Geyser sought a true partner to support their growth—one that could help them:

Launch their cloud cold data storage service quickly and grow efficiently

Geyser needed a digital foundation to bring their TaaS cold data storage platform to market quickly. They wanted move-in-ready data center colocation near their headquarters for their core infrastructure, with seamless



About Geyser Data

Geyser Data specializes in cloud-based cold data storage solutions. Their Tape-as-a-Service platform combines the durability of tape with the flexibility of cloud backup, to support short- or long-term data archiving, regulatory compliance, disaster recovery, and emerging use cases such as AI.

Industry

Service Provider

Headquarters

Tustin, California, United States

Customer Use Cases

Multi-Site & Multi-Cloud
Interconnected
Network Optimization
Data Localization
Shared Data Service

Outcomes from using Digital Realty products and services Colocation and interconnection on PlatformDIGITAL[®]

8x

Faster deployment

Accelerate service launch
from first colocation site
2 weeks vs. 4 months

\$4M

Opportunity realized in 4 months¹

Win more business by harnessing
the value of Digital Realty's customer
ecosystem on Service Directory

90%

Network cost savings

Easily scale bandwidth up or down
without long-term commitments to
meet Geyser's business needs with
ServiceFabric[®]

interconnections to their TaaS platform, their customers, and public cloud providers. To capitalize on the growing demand for affordable data archiving, Geyser needed the ability to rapidly expand into new locations.

This long-term vision required a data center partner with a global footprint, the infrastructure to support rapid business growth and customers' regional data protection requirements, and a collaborative relationship to help them accelerate growth. "As a cloud business, we need extremely good connectivity to many different locations," said Nahum.

Provide secure, flexible interconnection to customers

To support high-volume, fluctuating data transfers, Geyser required high-performance, low-latency connectivity between their TaaS platform, customer environments, and public cloud services. Because data archiving and retrieval require moving huge, inherently bursty flows of traffic, the colocation solution also needed to support flexible, usage-based bandwidth to avoid the inefficiencies of static capacity planning.

Many of Geyser's customers operate in highly-regulated industries like healthcare and financial services, which have stringent compliance requirements including data sovereignty. To meet these needs, each customer has their own dedicated and air-gapped tape. Their data must be encrypted both in transit and at rest. Having multiple colocation facilities would enable Geyser Data to meet customers' data sovereignty requirements by maintaining data archives in multiple geographically dispersed locations or within the country of origin.

A data center partner that would help grow their business

Cloud backup was a \$9 billion market in 2024, and it is expanding 11% annually.² As a startup, Geyser needed agility to win more of those opportunities, along with operational efficiency to grow profitably as the company addresses evolving data archiving use cases across industries and around the world.

Capturing that opportunity required more than agility—it meant finding a data center partner that offered more than just infrastructure. Geyser needed expert on-site technicians to help deploy and manage their infrastructure at colocation facilities. In addition to technical support, they aimed to accelerate sales by gaining access to potential customers, offering easy proof-of-concept testing, and rapidly provisioning their cloud cold storage service for new clients and emerging use cases like AI. They were equally focused on international expansion through a network of cloud service providers and channel reseller partners.

Solution

Geyser chose Digital Realty as their trusted colocation and interconnection partner, enabling the startup to quickly launch their cloud cold storage service and capitalize on the market opportunity. This allowed them to leverage secure, flexible interconnection to serve their customers anywhere and establish a true partnership that would enable them to grow their business.

Colocation on PlatformDIGITAL® enables scalable growth

To bring their TaaS platform online quickly, Geyser deployed core infrastructure on PlatformDIGITAL®, Digital Realty's global data center platform. With more than 300 locations and a 99.999% global uptime SLA, PlatformDIGITAL® allowed Geyser to launch in their preferred geographic location, with the capability to expand as their customers grew.



"ServiceFabric®

will allow us to expand to more locations with greater efficiency. Having a single, open ecosystem delivers a tremendous value for us and for our customers."

Nelson Nahum

Cofounder and CEO,
Geyser Data

Geyser was fully operational within weeks at the first Digital Realty facility. “We had customers running on our service two weeks after our tape library arrived on the floor,” said Nahum.

Digital Realty’s Remote Hands service also played a key role in fast deployment and smooth daily operations. Available 24/7, the service allows Geyser’s team to remotely troubleshoot, install, or replace equipment without having to dispatch staff on site. This support has been especially valuable during time-sensitive updates and off-hour requests. “Digital Realty’s remote hands operations team is amazing,” said Nahum. “I admit that I sometimes call on the remote hands team even when our team is onsite at the data center.”

Geyser quickly deployed at Digital Realty’s El Segundo, CA facility and is preparing to expand to four additional locations—Ashburn, Chicago, London, and Frankfurt—within the next year. As Geyser grows, PlatformDIGITAL® provides the scale and availability to support geographic expansion, including future international deployments through Digital Realty’s Channel Partner program. “With the global reach of Digital Realty, we can have local partners outside the United States that offer our service, but we still retain control over our business,” said Nahum.

Deliver secure, flexible, any-to-any interconnection with ServiceFabric®

Geyser’s customers transfer and retrieve massive volumes of data, often measured in petabytes, and typically in unpredictable bursts. To support these demands, ServiceFabric®, Digital Realty’s service orchestration platform, seamlessly interconnects Geyser’s backup service with customer environments and public or private cloud providers. This enables high-performance and secure connectivity as customers archive data for cyber resiliency, regulatory compliance, or AI model training—and retrieve it quickly and cost-effectively when needed.

As an open ecosystem, ServiceFabric® enables Geyser to connect through more than 50 carriers and interoperate with other data center providers to meet evolving customer requirements. “Interconnectivity among data centers is important if customers want to archive at geographically different locations,” said Nahum. “ServiceFabric® allows us to expand to more locations with greater efficiency. Having a single, open ecosystem delivers a tremendous value for us and for our customers.”

ServiceFabric® delivers secure connectivity through built-in network segmentation and private links, enabling Geyser to meet their customers’ data protection and data sovereignty compliance requirements. These features, combined with Digital Realty’s robust physical and digital security, allow Geyser to serve customers with strict regulatory requirements. Digital Realty facilities are certified to leading industry standards—including SOC 2, PCI-DSS, and ISO 27001—giving Geyser and their customers confidence that data is protected at every layer.

ServiceFabric® allows Geyser to dynamically provision bandwidth, aligning network costs with actual usage. “Our application requires a lot of bandwidth, but the data comes in bursts,” said Nahum. “ServiceFabric® charges by the day, which allows us to scale bandwidth efficiently for our customer needs.”

ServiceFabric®’s scalable bandwidth and flexible billing also helps Geyser win more business by offering proof-of-concept tests to prospective customers to see how the TaaS solution meets their unique needs—without making a long-term commitment.



“With Digital Realty, we have a data center partner that is easy to do business with, operates in an open ecosystem, and can provide both strategic and hands-on expertise when needed.”

Nelson Nahum
Cofounder and CEO,
Geyser Data

A true partner that helps the startup grow faster

As a startup, Geyser required more than infrastructure—they needed a partner that could support efficient service delivery and enable them to scale their customer reach. Service Directory, the central marketplace within the ServiceFabric® platform, played a key role in meeting that need.

Service Directory allows Geyser to publish, discover, and connect services—including interconnection, compute, and storage—across Digital Realty's global platform. By integrating their TaaS platform with Service Directory's Application Programming Interface (API), Geyser can automate service orchestration and provisioning to accelerate customer onboarding and simplify delivery through a consistent and scalable interface.

"We plan to integrate our software with the Digital Realty Service Directory API so we can automate provisioning, which will allow us to get customers live faster, enable seamless integration with customer environments, and allow our business to scale more efficiently," said Nahum.

Through this integration, Geyser can collaborate across ecosystems, support future channel partnerships, and scale service delivery globally—all while maintaining operational control and a consistent user experience.

Digital Realty's Private AI Exchange (AIPx) is also an enabler of growth and opportunity for Geyser. AIPx, which is built on ServiceFabric®, allows businesses, cloud providers, and other technologies to quickly and securely integrate into an open ecosystem to enable private AI solutions. With Geyser's zero egress fees and the seamless integration of AIPx, customers can rapidly ingest vast amounts of historical data from cold storage into their AI models, unlocking new insights and innovation.

Outcome

By choosing Digital Realty's PlatformDIGITAL® for colocation and multi-cloud interconnection, Geyser accelerated the launch of their TaaS platform and can now rapidly scale to meet growing data archiving demands—supporting regulatory compliance, business continuity, and AI-driven innovation for their customers.

Geyser's cold data storage service, built on Spectra Logic's enterprise-class Spectra Cube tape library, was operational within two weeks, which is 8x faster than the typical deployment that could take up to four months. This will allow the company to quickly scale service delivery to multiple colocation facilities across the U.S and beyond.

"Working with Digital Realty gives us the flexibility and efficiency we need to grow our business," said Nahum. "We deployed 8x faster on PlatformDIGITAL®. The speed and flexibility are game-changing."

Geyser customers can securely access their long-term data archives from anywhere, including any public cloud environment. With the global reach and flexible bandwidth of ServiceFabric®, new connections can be provisioned in minutes. This makes it easy for prospective customers to test Geyser's cloud cold storage service without making long-term commitments.

ServiceFabric®'s bandwidth on-demand and flexible billing also deliver operational savings. Geyser estimated ServiceFabric® has reduced network bandwidth costs by 90% compared to setting up cross connects.³

A true partnership with Digital Realty has been an enabler of the startup's business growth. Geyser can leverage ServiceFabric®'s APIs to automate customer provisioning, promote their TaaS service on Digital Realty's



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Service Directory marketplace, and facilitate international growth through Digital Realty’s Channel Partner program.

Digital Realty’s Private AI Exchange can help Geyser’s customers unlock the power of their data to drive AI innovations with greater agility and cost efficiency, and with the sustainability of tape.

“We can grow faster because of the flexibility and global reach that Digital Realty brings to our business,” said Nahum. “In the short term the value is \$4 million annual recurring revenue in four months, and we are in a good position to win more business.”

Geyser credits rapid growth to their strong infrastructure foundation and a trusted partnership with Digital Realty. “From the first conversation with Digital Realty, we felt we were building a partnership and not a transactional vendor relationship,” said Nahum. “With Digital Realty, we have a data center provider that is easy to do business with, operates in an open ecosystem, and can provide both strategic and hands-on expertise when needed.”

Key Insights

Context

Founded in 2024, Geyser Data’s Tape-as-a-Service offers a flexible and cost-effective alternative to traditional tape libraries or cloud backup services for organizations that need to archive data for cyber resiliency, regulatory compliance, or AI innovation.

Challenge

Quickly launch a cloud cold storage solution from a data center colocation provider in the U.S., with the ability to securely connect any customer and any public cloud provider, while controlling networking costs. Geyser also needed a data center provider that would be a true partner to help expand globally.

Solution

Deploy colocation on Digital Realty’s global data center platform PlatformDIGITAL® and leverage ServiceFabric® open interconnection platform to enable scalable growth, with secure, any-to-any customer and cloud connections. Expert on-site technicians, on-demand bandwidth, API-driven automation, and Service Directory’s open marketplace accelerate service delivery and drive operational efficiency.

Outcome

Geyser’s TaaS platform went live in two weeks at their first Digital Realty colocation facility, 8x faster than on other platforms, and can rapidly scale across the U.S. and beyond.

Geyser customers can securely and flexibly connect to their data archives from anywhere and any cloud. ServiceFabric®’s flexible billing reduced network bandwidth costs by 90%.³

New customers can be provisioned in minutes. Prospective customers can test Geyser without long-term commitments, resulting in \$4M annual recurring revenue prospects in 4 months.¹

About Digital Realty

Digital Realty brings companies and data together by delivering the full spectrum of data center, colocation, and interconnection solutions. PlatformDIGITAL®, the company’s global data center platform, provides customers with a secure data meeting place and a proven Pervasive Datacenter Architecture (PDx®) solution methodology for powering innovation, from cloud and digital transformation to emerging technologies like artificial intelligence (AI), and efficiently managing Data Gravity challenges. Digital Realty gives its customers access to the connected data communities that matter to them with a global data center footprint of 300+ facilities in 50+ metros across 25+ countries on six continents. To learn more about Digital Realty, please visit digitalrealty.com or follow us on [LinkedIn](#) and [X](#).

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¹ Data provided by customer.

² "Enterprise Information Archiving Market Forecast 2025-2034: Comprehensive Analysis And Growth Opportunities," The Business Research Company, April 2025

³ Networking cost savings calculated by comparing 10 cross connect set ups to cost of delivering connectivity via ServiceFabric® for 10 customers for single-day proof-of-concepts.