



CASE STUDY

Pink Elephant Builds a Sovereign, Energy-Efficient Data Resilience as a Service with ActiveScale Cold Storage

Pink Elephant is a Netherlands-based IT services provider delivering data resilience services across Europe, including Backup as a Service, Disaster Recovery as a Service, and long-term data retention. Serving healthcare, education, government, and enterprise organizations, the company helps customers protect, retain, and recover critical data under increasingly strict regulatory and operational constraints.



FEATURED PRODUCTS

ACTIVESCALE

Enterprise-scale object storage with geo-resilient durability and a native tape-based cold storage tier managed within a single namespace.

ACTIVESCALE COLD STORAGE

The native tape-based cold storage tier within ActiveScale, extending object storage for ultra-low-cost, long-term retention at petabyte scale.

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Rene Sesink
Product Manager, Pink Elephant



“ The beauty of ActiveScale Cold Storage is that you simply store the data, and it’s written across multiple locations automatically. You can read it from any of them. That’s exactly what we needed. ”

Jeroen Boekkamp – Technology Lead, Datacenter Cloud Services, Pink Elephant



SOLUTION OVERVIEW

- Quantum ActiveScale® Object Storage with integrated ActiveScale Cold Storage cold tier

KEY BENEFITS

- Sovereign, geo-distributed object storage** across three data centers.
- Ultra-low-cost long-term retention** with an integrated tape tier.
- 15 nines of durability** with continuous availability.
- S3-compatible access** with policy-based tiering to cold storage.
- Immutable storage** supporting compliance and ransomware protection.

BUILDING A NEW CLASS OF SOVEREIGN DATA RESILIENCE SERVICES

As customer demand grew for long-term storage that was cost-efficient, highly available, sovereign, and energy-efficient, Pink Elephant set out to expand its services with a new object storage offering. To deliver this capability across multiple data centers in the Netherlands, the company built its service on Quantum ActiveScale Cold Storage.

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THE CHALLENGE: MEETING SOVEREIGNTY, SCALE, AND SUSTAINABILITY REQUIREMENTS

Pink Elephant’s Data Management as a Service (DMaaS) portfolio includes Backup as a Service and Disaster Recovery as a Service, delivered to customers across multiple industries. The company manages tens of petabytes of customer data across data centers in the Netherlands and Germany, supporting long-term customer relationships built on trust and reliability.

As data volumes accelerated—driven by regulatory mandates, extended retention requirements, and emerging AI-related workloads—customers began demanding additional storage tiers optimized for long-term retention. These tiers needed to provide S3-compatible access at multi-petabyte scale, while sharply reducing power

consumption, rack footprint, and ongoing operational overhead.

Pink Elephant evaluated approaches to extend its existing environment, but available alternatives introduced tradeoffs that were unacceptable for a managed service. Competitive solutions increased cost and complexity, or required customers to choose a single location for data placement. Critically, they lacked native support for storing and accessing data across multiple geographic locations while preserving consistent availability, durability, and operational simplicity.

THE SOLUTION: A UNIFIED ACTIVESCALE COLD STORAGE ARCHITECTURE

After extensive evaluation, Pink Elephant selected Quantum ActiveScale Cold Storage, which combines S3-compatible object storage with an integrated, tape-based cold tier, managed as a single system. This design uniquely enables Pink Elephant to deliver geo-distributed durability across three data centers in the Netherlands while enabling ultra-low-cost, long-term retention using tape as a native storage tier.

With ActiveScale Cold Storage, data is automatically written across geographically distributed sites in the Netherlands, ensuring continuous availability even if a single location becomes unavailable. As data ages, it is seamlessly tiered to the integrated tape layer, dramatically reducing power consumption and cost while preserving durability and accessibility.

“The beauty of ActiveScale Cold Storage is that you simply store the data, and it’s written across multiple locations automatically. You can read it from any of them. That’s exactly what we needed,”

said Jeroen Boekkamp of Pink Elephant’s data center team.

Because tape is managed natively within the ActiveScale platform, Pink Elephant avoids the complexity of operating separate archive systems. The result is a single, policy-driven storage service that delivers cloud-like simplicity with the economics and security of on-premises infrastructure.

DELIVERING SOVEREIGNTY, SECURITY, AND SUSTAINABILITY

The new service allows Pink Elephant to offer a fully sovereign storage platform built entirely within the Netherlands. Customers know exactly where their data resides and can meet strict regulatory and compliance requirements for long-term retention.

“Security and immutability were critical for us. With ActiveScale Cold Storage, we can offer an immutable object storage platform that meets compliance requirements and protects customers against ransomware,” said Rene Sesink, Product Manager at Pink Elephant.

The integrated tape tier provides an air-gapped layer for long-term archives, strengthening cyber resilience while significantly lowering energy usage. This architecture enables Pink Elephant to meet sustainability goals while delivering predictable, long-term economics to customers who need to retain data for 7 to 10 years or more.

READY FOR NEW MARKETS AND GROWTH ACROSS EUROPE

Pink Elephant launched its service built on ActiveScale Cold Storage across three data centers in the Netherlands, with plans for future growth across Europe to meet customer demand. This approach

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allows the company to scale geographically while maintaining data sovereignty, consistency, and operational efficiency.

“Data protection is a responsibility you have to fully commit to. With this platform, we’re confident we can safeguard our customers’ data for the long term,” said Jeroen Boekkamp.

By partnering with Quantum, Pink Elephant has built a resilient, energy-efficient, and future-ready data platform that enables

customers to retain more data for longer periods at lower cost, without sacrificing availability, security, or compliance.

ABOUT PINK ELEPHANT

Pink Elephant is a global IT services provider specializing in data resilience, cloud services, and managed IT solutions. Through its Data Resilience portfolio, Pink Elephant delivers Backup as a Service, Disaster Recovery as a Service, and long-term data retention solutions to customers across healthcare, education, public sector, and enterprise markets.

Pink Elephant manages more than 250 petabytes of customer data across sovereign data centers in the Netherlands and Germany.

Quantum®

Quantum delivers end-to-end data management solutions designed for the AI era. With over four decades of experience, our data platform has allowed customers to extract the maximum value from their unique, unstructured data. From high-performance ingest that powers AI applications and demanding data-intensive workloads, to massive, durable data lakes to fuel AI models, Quantum delivers the most comprehensive and cost-efficient solutions. Leading organizations in life sciences, government, media and entertainment, research, and industrial technology trust Quantum with their most valuable asset – their data. Quantum is listed on Nasdaq (QMCO). For more information visit www.quantum.com.

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