



Atmosera Introduces Follow the Sun Master Data Service to Improve Application Performance

Ground-breaking service helps workforce productivity by reducing application latency, increasing data resiliency and improving overall usability.

News Summary

PORTLAND, Ore. - - August 24, 2016 - - [Atmosera](#), a premier provider of fully managed Microsoft Azure hybrid solutions, today released a new service that ensures business applications have the most up-to-date and lowest latency access to data. This service addresses the need to have predictable application performance and reduce the time required to access the data used to power applications such as Business Intelligence (BI) and Customer Relations Management (CRM). By leveraging [Azure's global footprint](#), Atmosera's service is able to move data closer to users who needed it. This is especially useful for geographically distributed teams who work in shifts.

Companies increasingly rely on applications to drive their business and make better decisions. These applications rely heavily on the ability to access accurate data quickly and without long wait times which can negatively impact user adoption and utilization. For geographically distributed companies, performance issues can start to cause issues if the data is far away from the region where the applications are being used. Azure provides an ideal solution to ensure the data is closest to the team that needs to access it during their workday. The data can follow the sun and physically move across geographies as the day unfolds. The [Atmosera Follow the Sun Master Data service](#) delivers key capabilities:

- **Isolate data related bottlenecks** -- identify how data performance and application latency can be improved.
- **Engineer new data solution** -- plan and execute a geo-distributed master database based on locations and team needs.
- **Increase employee productivity** -- ensure employees have a better experience with reduced latency and improved data freshness.
- **Improve customer experience** -- help teams support near real-time application access to data and reduce wait times for your end customers.
- **End to end security and compliance** -- guarantee the data adheres to information security industry best practices and meets regulatory and compliance mandates, including [HIPAA/HITECH and PCI DSS](#).
- **Hybrid cloud solution** -- deploy the master data in various geographies using a mix of on-premise servers, hosted environments and public Azure clouds.

“Many Atmosera customers conduct business across the globe and have teams in multiple geographies where poor application performance becomes an impediment,” said Jon Thomsen, Atmosera’s Chief Executive Officer. “Our service delivers the lowest latency possible and greatly improves overall application performance no matter where a team is located.”

“Atmosera, with their capabilities to manage hybrid environments integrated with Azure’s public cloud environments, is a great fit for customers looking to adopt hybrid cloud solutions and applications to help grow their businesses,” said Aziz Benmalek, Vice President, WW Hosting & Cloud Services for Microsoft Corp. “By continuing our longstanding relationship with Atmosera, customers can take advantage of Atmosera’s differentiated services on Azure for deploying and scaling data driven applications quickly and accessibly.”

Azure Certified for Hybrid Cloud

Atmosera services are delivered to customers as managed solutions. Each solution receives the “Azure Certified for Hybrid Cloud” designation which confirms it passed Microsoft’s rigorous validation process under the [Cloud OS Network \(COSN\) program](#). Customers benefit from knowing that their solution was carefully planned and executed using best practices and proven methods.

Find out more about Atmosera’s Azure services here: <https://www.atmosera.com/services/microsoft-azure-clouds/>

About Atmosera

Atmosera helps companies and application developers plan and execute smarter cloud computing investments based on modern, open, flexible and secure environments. With over 20 years of industry experience and real-world best practices, Atmosera delivers cloud strategies aligned with each customer’s unique business needs.

Whether a business needs a private cloud, a public cloud or a combined approach, Atmosera partners with each customer to achieve the right balance. Each solution also incorporates expertly customized enterprise-grade security, compliance and network services. Atmosera customers span the globe and a variety of industries. Customers include Blount International, Great Western Malting, Icebreaker, Lattice Semiconductor, OCHIN and Oregon Freeze Dry.

Find out more at [atmosera.com](https://www.atmosera.com).

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