



BIFROST
STORAGE CLOUD



A Smart Logistics Platform Finds a Smart Partnership in Bifrost Cloud



Introduction

Logistics Analytics Labs (L.A. Labs) is a start-up company developing a digital platform for the logistics industry to harness the power of big data through modeling and machine learning. Its first product, Smart Document Management, addresses the problem of sharing connectivity of files and documents for logistic businesses. Scattered data could generate tremendous business value if connected.

L.A. Labs clients are logistics companies that are looking to capture the business value of consolidated information. With L.A. Labs robust Smart Document Storage solution, clients can also be confident with both the accessibility and security of their highly sensitive information, within the digital platform.

A Smart Solution from an Industry Expert

Rick Court, with more than 30 years of entrepreneurial experience in the logistics industry, founded L.A. Labs. His mission was to solve a particular set of issues that have plagued the industry for years:

- How to maintain control of data, while sharing data within today's increasingly complicated supply chain.
- How to connect and link the relevant data and documents to:
 - present a holistic view that customers are demanding
 - extract business value from insights that were previously unexploited

Many parties in the logistics industry experience the symptoms of these problems. For example, it is frustrating and time consuming searching through countless emails with multiple attachments trying to find the right file. As well, the data the user is accessing is scattered all over the place and not very secure. Rick believed that creating a centralized platform for both structured data (e.g. Excel files) and unstructured data (e.g. scanned documents, pictures, and videos) would result in greater accessibility and security of logistics data, significantly streamlining workflow for logistics companies.

Through the creation of Smart Document Management, L.A. Labs makes sharing data easy and fast by providing a smart option for capturing, storing, organizing, securing, and sharing digital files.



A Platform in Need of a Partner

L.A. Labs set out to create a solution for an industry pressured by the scattered nature of informational data. As they worked towards creating one central location to store, analyze, and search for information, they kept encountering challenges around cloud storage affordability, data accessibility, and security. They knew that Smart Document Management would save their clients time, increase data security and create a streamlined platform for data accessibility. They also recognized the need to keep their clients' data as secure as possible within the platform, while meeting the technical needs of the tool. It was clear that they were in need of a cloud storage partner who could check all of their boxes.

Checking All of the Boxes with Bifrost

"We can focus on solving problems and finding solutions for our logistics partners and not have to concern ourselves with storage cost, reliability or security because our trusted partner, Bifrost, is taking care of it." - Rick Court, founder

When searching for a cloud storage partner, L.A. Labs was looking to resolve three major pain points: storage affordability, data accessibility and data security. At first glance, the high cost of duplicating data between regions with other cloud storage providers had made cloud storage solutions seem unrealistically expensive. The logistics industry already operates on very thin margins. There was also the concern about storing critical data with a provider without having control over who had access.

The solution was discovered with Bifrost Cloud. Bifrost Cloud is the next-gen cloud storage solution for logistics businesses like L.A. Labs because of the unique way in which Bifrost stores data points globally. With the ability to break up data and create redundancy in 80 different locations worldwide for each client, Bifrost Cloud is able to ensure that client data is always secure, resilient and, the sticking point for many companies, also affordable. Bifrost Cloud is able to provide affordable cloud services that are extremely geo-diverse and, to the great relief of L.A. Labs clients, fully encrypted end-to-end.

Ultimately, L.A. Labs chose to partner with Bifrost Cloud over other service providers because Bifrost was the only cloud storage partner who could reliably ensure accessibility and security of critical client data stored on their platform, at an affordable rate.



Down to Demo

When L.A. Labs first considered partnering with Bifrost Cloud, their platform was still in development. How could they be sure that Bifrost Cloud was going to seamlessly integrate with the solution they were in the middle of building? The answer was to work together towards integration with L.A. Labs while they created their platform. Bifrost Cloud provided L.A. Labs with a demo account for testing as they developed and updated their platform. Once the solution was ready to roll out into the market, and fully integrated with cloud storage, L.A. Labs transferred their account from the demo to the Bifrost Portal with the aid of Bifrost's S3 compatible command line interface.

Bifrost Cloud was able to be with L.A. Labs every step of the way.



Fantastic Results

“I was initially pretty skeptical, but the results have been fantastic. Simply put, it works.” - Rick Court, founder

L.A. Labs was able to get the results they needed with Bifrost Cloud. They were able to partner with Bifrost during the development phase of their product, streamline into the portal when ready to launch, and now can be sure that their client data is secure, resilient, and ready to be accessed through their Smart Document Management system. L.A. Labs can focus on providing solutions to their clients with the knowledge that their data is safe and secure in the hands of Bifrost Cloud. All at a price they can afford.



To learn more about Bifrost Cloud's next-gen storage solution and how increasing your data resilience can benefit your business, and client's, please contact us at:

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