

Scaling bare metal at Cloud speed

Challenge

The bare-metal market is undergoing a shift: enterprises want the performance and security of dedicated hardware with cloud-like scalability. This creates major operational challenges, as scaling bare metal requires physical capacity, cross-connects, and bandwidth, unlike virtual machines that can be deployed instantly. [NovoServe](#) recently faced this when high-growth clients needed rapid scaling in the US. To maintain service quality, NovoServe had to immediately double capacity in its New Jersey data center, increasing Arelion transit from 200G to 400G, highlighting how network provisioning delays can directly impact customer growth.

Solution

Despite being a global network powerhouse, Arelion delivered immediate operational support with agility and efficiency. The communication was direct, transparent, and entirely focused on execution speed. Arelion's engineering and data center teams quickly provisioned the physical ports and routed the extra capacity, upgrading NovoServe's US deployment to 400G seamlessly. This rapid response turned a potential infrastructure bottleneck into a frictionless upgrade.

Results

Immediate scaling to 400G enabled seamless handling of massive traffic spikes without latency impact. By combining high-performance bare-metal infrastructure with a highly adaptable backbone, this approach achieves cloud-like agility while maintaining strict service quality. This delivers clear operational benefits, allowing rapid onboarding of data-intensive clients with unpredictable growth, backed by the ability to scale capacity on demand. The result is faster provisioning, reduced delays, and a stronger competitive position, supporting reliable, high-bandwidth services at scale while reinforcing customer trust and retention.

Solution overview

Industry

Network services, digital infrastructure

Geography

Rotterdam, Amsterdam, Copenhagen, and New Jersey

Functions

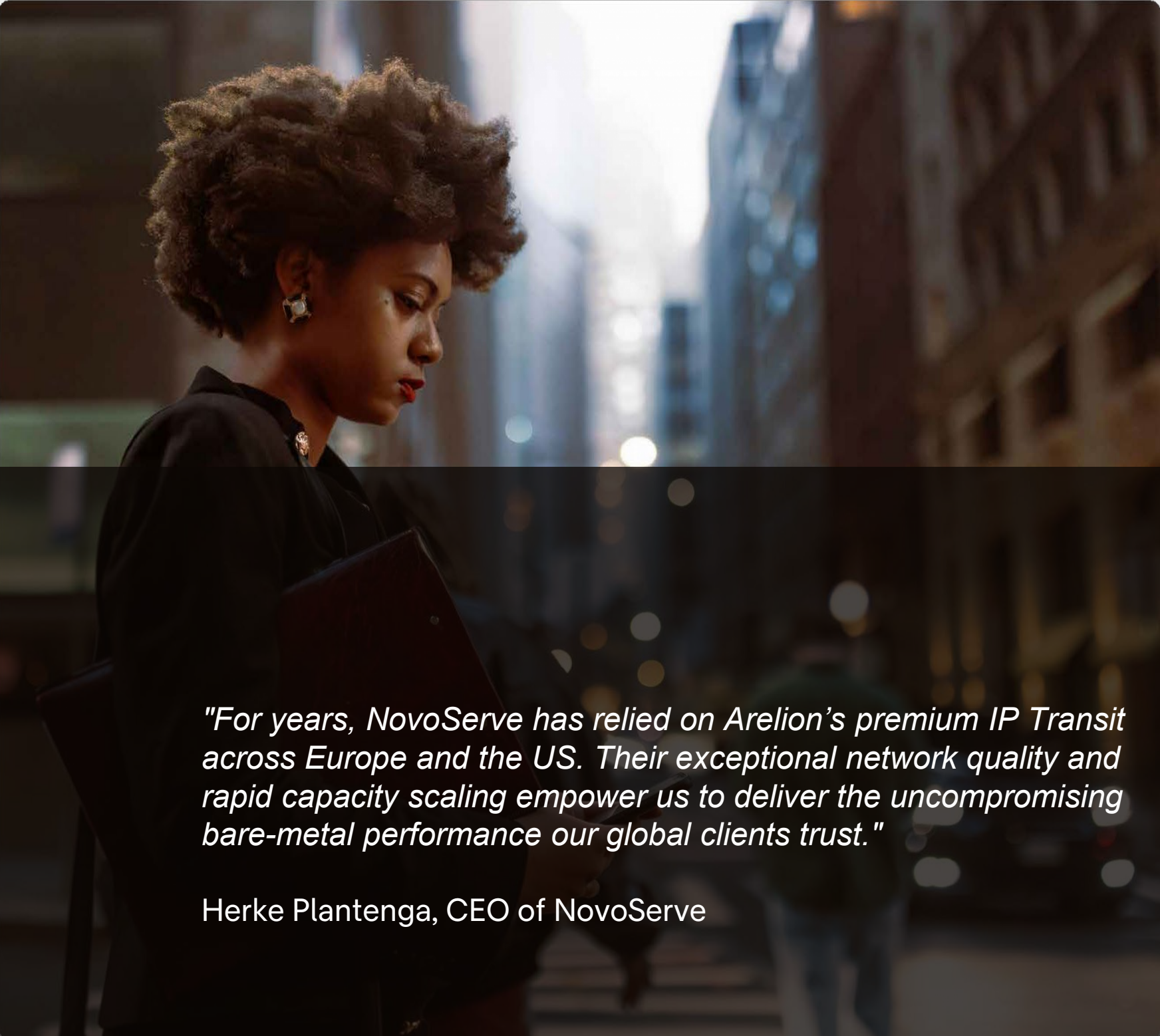
IT, Sales, Supply Chain Management

Business value driver:

Scalability, business efficiency, network reliability and flexibility. Centralized control and seamless upgrade without interruptions.

Solution elements:

IP Transit



"For years, NovoServe has relied on Arelion's premium IP Transit across Europe and the US. Their exceptional network quality and rapid capacity scaling empower us to deliver the uncompromising bare-metal performance our global clients trust."

Herke Plantenga, CEO of NovoServe