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# WHY THIS ARTICLE MATTERS



## Cloud Services Fueling Formula 1 Results

*This may be Zadara's first foray in sports, but its vast network of MSP partners around the globe speaks volumes.*

We are always seeking cool news hooks and Zadara provided us with the ideal story platform: F1. We leveraged Zadara's marketing sponsorship for landing impactful coverage.



**Zadara** is a cloud services provider that is simplifying operational complexity through automated end-to-end infrastructure provisioning of compute, storage and network resources. Zadara operates worldwide, including clouds in hundreds of data centers at public- and private-cloud partners, with an expert team that provides services and support.