



EQUINIX CASE STUDY

ServedBy the Net



Leveraging an Interconnection Oriented Architecture™ strategy deployed on Platform Equinix™ helped ServedBy the Net increase its global presence and gain 100x cloud interconnection performance to serve up fast and reliable virtualized IaaS solutions to its growing customer base.

“Working with Equinix has given us the colocation and interconnection pillars we need to successfully expand the coverage of our IaaS virtualization solution.”

Joshua Breeds, Founder, ServedBy the Net

Business Results

- Expanded its global footprint to meet the needs of a growing customer base
- Gained a 100x performance improvement in network bandwidth along with lower latency
- Seamlessly integrated multiple IaaS platforms into a unified, consistent cloud ecosystem infrastructure
- Created a high-performance, secure and reliable virtualized IaaS infrastructure
- Leveraged a data center and interconnection platform with 99.9999% average uptime for high availability and disaster recovery

Executive overview

ServedBy the Net, headquartered in Seattle, WA, provides cloud infrastructure services through many regional sites. The company was already established as an Equinix client in International Business Exchange™ (IBX®) SE2 and SE3, but wanted to expand delivery of its vCoNEx™ Cloud-to-Any Networks and Infrastructure as a Service (IaaS) solutions to its customers on a broader national and global scale to grow its business. It also needed to deliver consistent, high-performance, low-latency interconnection between its customers and IaaS partners to ensure a reliable, high-availability and disaster recovery application environment. Expanding to Equinix data centers in Ashburn, VA and London gave the company the global presence it needed and the performance, security and reliability its customers required.

Customer overview

ServedBy the Net specializes in virtualized IaaS solutions and services from many leading cloud providers (e.g., Amazon Web Services, Microsoft Azure and VMware vCloud Air). Its vCoNEx represents a portfolio of enterprise-grade cloud interconnection and private network services enabled by the company's network partners. ServedBy the Net cloud ecosystem infrastructure is based on the VMware vSphere® server virtualization platform for building cloud infrastructures and providing a reliable, scalable and on-demand virtual infrastructure that is necessary to meet IaaS needs for current and future customers.

The approach/solution

By leveraging an Interconnection Oriented Architecture™ (IOA™) strategy deployed on Platform Equinix in Ashburn and London, ServedBy the Net shortened the distance between its customers and the IaaS cloud ecosystem and gained direct access to its network partners' 100 gigabit connections via the Equinix Cloud Exchange™. Equinix Cloud Exchange provides virtualized, direct and secure connections to cloud services and to digital service partners that are essential to serving clients with new innovative solutions in 21 key metros throughout EMEA, the Americas and Asia-Pacific.

Equinix Cloud Exchange empowered ServedBy the Net to dramatically increase network bandwidth performance by 100x and significantly lowered the latency between its IaaS interconnection infrastructure, cloud partners and customers. Additionally, the company can now provision high-speed, virtualized connections between its customers and multiple cloud partners on demand.

Platform Equinix enabled the company to provide a high-performance, cost-effective, virtualized compute infrastructure to customers needing to perform graphical computations and financial modeling. As a result, one stock trading firm reduced its market analysis from 26 hours to 4 hours using a hybrid cloud.



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Value realized

By expanding its IaaS cloud ecosystem on Platform Equinix, ServedBy the Net can pass on the value it gains to its customers. A great example of passing the value on to a customer is with SubTerra Inc., a global company specializing in civil, mining, geotechnical, and environmental engineering. The company offers managed instrumentation monitoring for a variety of government and enterprise agencies, including monitoring of environmental factors that reflect the health of critical infrastructure.

SubTerra leveraged vCoNEX on Platform Equinix to reduce latency and increase the performance and scalability of its wireless and satellite data communications between its remote, mobile monitoring devices and its cloud-based, emergency alerting system. SubTerra selected Verizon Wireless® as the private network service carrier for its fleet of mobile devices. By relying on vCoNEX infrastructure and Verizon Wireless's private network on Platform Equinix (physically secure platform with greater than 99.99999% uptime), SubTerra gained fast, secure and low-latency communications with resilient high availability and disaster recovery for its mission-critical, highly-specialized applications.

Key takeaways

ServedBy the Net has accelerated global cloud enablement for itself and its customers through integrated solutions with multiple IaaS platforms (e.g., AWS, Microsoft Azure or VMware vCloud Air) on an expanded, cohesive, virtualized cloud access and interconnection infrastructure. Today the company is experiencing significant business benefits including:

- High-performance, scalable and cost-effective access to multiple cloud platforms for any application or workload
- Consistent global application performance with high-bandwidth and low-latency virtualized connectivity for fast provisioning
- Quick and simple deployment of hybrid and multi-clouds within a more resource-efficient virtualized cloud infrastructure (compute, storage, network, power, etc.)
- Robust cloud-based backup and disaster recovery for mission-critical applications
- Secure, private interconnection to protect the transfer of sensitive data between on-premises and private or public cloud infrastructures
- Global expansion that enables the company to extend its IaaS infrastructure to better support the increasing demand for seamless, more simplified enterprise cloud migration and integration

“Equinix makes the whole cloud migration process easier, and its reliability gives us the consistency required to provide our customers and partners with a unified, virtualized cloud ecosystem.”

Joshua Breeds, Founder, ServedBy the Net

About ServedBy the Net

ServedBy the Net is a managed cloud service provider specializing in IaaS. The company enhances its customers' existing IT infrastructure and provides the essential tools necessary for success in the cloud. The ServedBy the Net cloud ecosystem delivers network services—using best-in-class technologies—via its interconnection partners. It provides the reliable, scalable, and on-demand virtual infrastructure to meet today's and future enterprise IaaS needs. ServedBy the Net has VMware IaaS Powered Status in the VMware vCloud Air Network.

Learn more at: servedby.net

About Equinix

Equinix Inc. (Nasdaq: EQIX) connects more than 8,000 companies directly to their customers and partners inside the world's most networked data centers. Today, enterprise, cloud, networking, digital media and financial services companies leverage the Equinix interconnection platform in 40+ strategic markets across the Americas, EMEA and Asia-Pacific.

By connecting directly to their strategic partners and end users, customers are forming dynamic ecosystems inside Equinix. These interconnected ecosystems enable companies to optimize the performance of their content and applications and protect their vital digital assets.