



Solution

CloudSigma realized that by partnering with a data center company with extensive reach, and high performance and reliability standards, it could simplify its expansion and continue to be agile enough to respond to changes in its business. Upon completing a thorough analysis, CloudSigma chose Equinix as its partner.

Given Equinix's broad geographic reach, with over 145 data centers spread across 40 top business markets on five continents, colocating with them would immediately make CloudSigma a global player in the cloud marketplace. CloudSigma could easily establish a presence close to any targeted industry center. And it could go in with a light or heavy footprint, because Equinix offered the flexibility to rapidly scale when conditions changed.

CloudSigma knew Equinix's industry leading reputation for reliability and high quality service was founded upon rigorous standards applied globally. Equinix had also successfully built industry ecosystems for exacting markets, such as financial services. The benefits of working with Equinix were substantial, and it was reassuring that whatever data center needs it had worldwide, CloudSigma would be dealing with just one company.

"As the person responsible for operating the business, anything that makes my life easier is a good thing," said Robert Jenkins, CloudSigma's Chief Executive Officer. "With Equinix, I deal with one service desk, one sales representative, one set of terms and conditions, no matter where we're doing business."

CloudSigma initially decided to colocate at Equinix's International Business Exchange™ (IBX®) data center in Zurich to increase access into European financial markets. Soon after, it moved into Equinix's massive campus just outside Washington, D.C., one of the most densely networked locations in the world. It then deployed in Silicon Valley to position itself amid a high concentration of technology startups, which often lean on cloud infrastructure services to reduce the need for up-front capital. Colocating in Silicon Valley also put CloudSigma close to Los Angeles, enabling the company to meet the heavy computing needs of their film industry clients, who process huge digital media files over dedicated circuits. CloudSigma's most recent expansion is in Miami, an ideal location to address the burgeoning demand for cloud services in the Latin American market.

Throughout these expansions, CloudSigma's time to market has been cut in half from 90 days to 6 weeks, which is accelerating its deployment schedule. CloudSigma is now considering expansion with Equinix into Asia-Pacific markets.

Benefits and Business Results

Not only does working with Equinix make sense operationally for CloudSigma, it also gives them the ability to connect to the 8,000+ firms already inside Equinix data centers, opening up a huge pool of potential customers and partners. CloudSigma is now able to offer these companies a powerful hybrid cloud solution, enabling Equinix customers to seamlessly extend their environments into the CloudSigma cloud offering. In addition, CloudSigma and Equinix worked together to develop "Private Patch" technology to establish a secure, high performance direct connection between customers' private networks and CloudSigma's cloud services.

In the financial services ecosystem, CloudSigma's presence in key data centers quickly paid off when it started doing business with Deutsche Börse, one of the world's leading financial exchange organizations and a long-time Equinix customer. This partnership enabled Deutsche Börse to set up a hybrid cloud and freely operate identical apps and assignments between its public and private clouds.

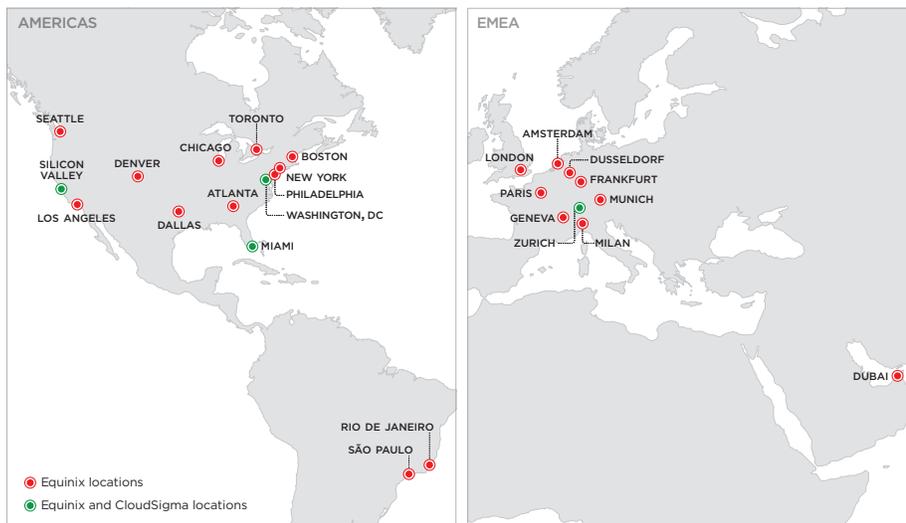
“CloudSigma gave us immediate access to both a development environment and a production deployment environment with little effort and no capital expenditure. They allowed us to focus our energies on functionality and marketing, and not capacity,” said Stephen Watling, Vice President of Technical Operations, Deutsche Börse Systems.

“By combining a powerful third party cloud provider and a global data center provider like Equinix we can easily grow our Virtualized Private Simulation client base and quickly and inexpensively expand our product portfolio,” Watling said.

Business Results

- Increased sales by capitalizing on access to Equinix’s ecosystems
- Reduced time to market by 50%
- Simplified administration with centralized contracts and a single global account manager
- Ensured service reliability by colcoating in facilities with industry-leading 99.99999% uptime
- Gained the flexibility to deploy a small or large footprint, as needed at each site, and scale as required to meet SLAs

Equinix and CloudSigma Locations — ZH4, DC6 and SV5 IBX Data Centers



“Our deal with Equinix has already helped us win new business. We believe it will continue to propel growth by increasing our global visibility and bringing us closer to the market leaders inside Equinix.”

Robert Jenkins, Chief Executive Officer, CloudSigma



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About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.