

# EQUINIX CUSTOMER SUCCESS STORY: APTIRA



Flexibility and customization – the key to success for Aptira and Equinix

## Executive Overview

Fast connections and effective Internet traffic monitoring has allowed Aptira to provide its customers with high quality managed services and public and private cloud. It relies on Equinix services to run its managed hosting operations, and its fast-growing services business.

## The Customer

Founded in 2009, Aptira is an Australian-based managed hosting, managed services and cloud infrastructure provider. It delivers an innovative approach to cloud computing and infrastructure technology management, creating bespoke solutions for each of its customers.

The company is a leading authority in the open source cloud computing market and is the regional technology leader for OpenStack cloud software. The company designs and manages private and hybrid cloud environments for businesses. It positions its services as a powerful and compelling alternative to large cloud computing providers, offering both public and private cloud solutions to businesses. It adopts an innovative approach aimed at providing the best solution for each of its customers so that they can focus on their core business while Aptira manages the migration and management of technology infrastructures.

## Business Challenge

As the company continues to grow its business and expand its range of services offered, it required a data center that can handle the increased traffic and manage Aptira's operations. This in turn enables the company to provide top tier, low latency, and reliable cloud services. After a rigorous qualification process it selected Equinix's SY3 Sydney International Business Exchange (IBX) data center to house its main operations.

## Solution and Value Realized

Equinix runs Aptira's VMWare managed infrastructure deployments, which provides Aptira with the stability to provide those services to its customers. Equinix enables Aptira to manage hosted OpenStack deployments, which provides a strong point of difference in the market, as many businesses prefer the open source cloud model, delivering flexibility and cost advantages. The Equinix Sydney data center provided a level of comfort to Aptira in its early days as it sought to establish a reputation for reliability.

Stable Architecture - Aptira has benefited greatly from using the Equinix suite of data center services, as it has enabled Aptira to grow its customer base quickly, and provide quality hosting and connectivity services.

## Business Impact

Simple and Lean Cloud Management

Fast and Reliable Connectivity

Easy Internet Traffic Monitoring

Access to AWS Direct Connect

Enabled fast growth of customer base

Created a niche in its sector by being able to provide customized services

Ability to offer seamless increases in capacity on demand

Ease of rollout into other regions

Enabled Aptira to provide quality hosting and connectivity services



“As an innovative leader in our space, we have been looking to provide disruptive technology to the market and Equinix helps us achieve that,” said Tristan Goode, CEO of Aptira. “Aptira has carved out a strong niche in the market by offering contained on-premise cloud services for businesses seeking a customized approach. Aptira can meet the specific needs of its customers, which includes sudden spikes in bandwidth usage and the need for increased capacity. We have numerous deployments with digital advertising agencies which require high volume, short burst, promotional-based capacity. We rely on Equinix to avoid any outages and to ensure our customers can scale their requirements quickly.”

**Fast Connections** - Aptira secures high performance and cost effective network connectivity by deploying the Equinix Connect service. The service provides fixed or burstable bandwidth and delivers reliable connectivity and easy management.

**Unrivalled Service** - In tandem with Equinix, Aptira has created a solid foundation for its managed services and cloud business. Its hosting and technology infrastructure services are running smoothly and Equinix’s Internet Exchange peering services means its customers are assured of fast data services.

## Why Equinix

“Being housed in Equinix provides us with a solidly stable infrastructure base,” Goode said. “It was critical in our establishment period that we were comfortable with the infrastructure services. Within the Platform Equinix environment, both interconnecting with partners and customers, as well as having AWS Direct Connect available, have been key offerings for Aptira.”

“The Equinix Interconnection service is well populated and we really take advantage of the ecosystem model that they use when designing solutions for our customers. We have also found that the company is easy to deal with and is perfect for providing monitored Internet traffic as we wished to employ our engineers in more of a research capacity rather than running a network. We no longer need to worry about traffic routing. We just have to manage and focus our internal IT network.”

Equinix provides the full suite of connectivity and network management services. This full-suite approach also extended to the management of routing traffic and security issues such as denial-of-service monitoring.

In his role as a technology executive, Goode keeps a close eye on other data center providers, but he has yet to find a comparable alternative in the Australian market that offers the level of service and quality of Equinix.

## The Future

Goode said he expects Aptira’s cloud computing offerings to be further enhanced and the Equinix Direct Connect service will allow it to provide advanced public cloud services to new and existing customers. He is confident Equinix will enable Aptira to provide a unique offering in the cloud computing market. That will include a concerted move to provide a networked virtual platform to its customers, merging the best elements of OpenStack and VMware technology.

**“Australia is one of the most virtualized nations in the world and we plan to take advantage of this,”**

Goode said.

## About Aptira

Aptira is the leading provider of enterprise OpenStack™ in APAC, providing private and hybrid cloud solutions and technology consultancy, delivering high-level solutions to meet the most demanding technology specifications. The company works with a wide range of organisations in finance, retail, utilities and government and manages complex hosting scenarios for rich media producers, specialising in massively scalable open source cloud frameworks. Aptira is acknowledged as the prime motivator of the OpenStack community in Australia and India. Visit [aptira.com](http://aptira.com) or follow them on twitter at [@aptira](https://twitter.com/apтира).

## About Equinix

Equinix, Inc. (Nasdaq: EQIX), connects more than 4,000 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 30 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 digitalAssets.

Learn more at [www.equinix.com](http://www.equinix.com)

### Equinix Americas

+1.650.598.6000  
[info@equinix.com](mailto:info@equinix.com)

### Equinix EMEA

+44.845.373.2900  
[info@eu.equinix.com](mailto:info@eu.equinix.com)

### Equinix Asia-Pacific

+852.2970.7788  
[info@ap.equinix.com](mailto:info@ap.equinix.com)