

# CONSUMER SERVICES

## CORESITE'S SOLUTION

Leading consumer services on demand platform chooses CoreSite colocation and connectivity solutions to introduce a hybrid colocation and cloud strategy for flexibility and more options in service development and delivery



### CONSUMER SERVICES CASE STUDY **AT A GLANCE**

#### CHALLENGE

- Ensuring capacity when and where it's needed
- Reducing operating costs without impacting service or new product development
- Devising a flexible infrastructure for maximum efficiency, redundancy, and minimal latency
- Enable rapid testing and development while improving production efficiency

#### SOLUTION

The consumer services company is using CoreSite colocation solutions, AWS Direct Connect, Google Cloud Platform, and traditional connectivity carriers. The multifaceted infrastructure

provides low-latency connectivity, redundancy to protect against data loss, and support current and future growth in a scalable, high-performance environment.

#### RESULTS

- Achieved a multi-cloud, mixed infrastructure strategy blending a collocated production environment with cloud-based test/dev and failover capabilities
- Reduced latency by leveraging direct private cloud connections and edge computing via CoreSite facilities
- Maximized ROI by analyzing which applications and workloads to run via colocation and in specific clouds
- Reduced cloud costs by deleting data no longer in use rather than moving and continuing to store it

# MIX AND MATCH



*With CoreSite, the company can operate more efficiently, scale faster, and control costs by managing all operations from within the same footprint. CoreSite's nationwide network of physical facilities and direct connection capabilities with preferred cloud providers from within each facility replace the limited capacity on-ramps they'd previously employed, achieving operating flexibility and business agility it previously never had.*

## THE CHALLENGE

### Gaining flexibility and agility to support market domination

Whether it's what they watch on TV, the restaurant they go to, or the way they get there, today's consumers want choices.

For one high-profile consumer services company, providing choice is the crux of its business. The company's platform offers consumers on-demand access to services wherever they are, via mobile app or desktop browser. Yet, as its services grew in popularity—now ubiquitous across the US and globally—company leaders realized that they too needed more choices and options for supporting and maintaining their growing organization.

In particular, the company wanted to ensure its compute and network infrastructure had the capacity to scale with the business, in part from a rapidly expanding customer base and from the company's need to develop and test new features and functions. Beyond scale, the organization also needed greater redundancy to ensure zero loss of data, as well as the flexibility to move workloads around for maximum performance, minimal limitations and cost management.

### RESISTING THE PULL OF AN ALL-CLOUD INFRASTRUCTURE

For years, the company had sustained a successful dual data center strategy, hosting production through two data center vendors on opposite coasts who failed over

to one another for redundancy. However, like many consumer services organizations, the draw of moving all but a fraction of its operation to the cloud grew stronger as leaders set targeted gains in performance, scale, and cost control.

Wisely, the company's executive leadership wanted to explore the business impact of an all-cloud infrastructure strategy, running a comprehensive side-by-side comparison of all hardware, software, and implementation factors at a 5MW power load as a baseline. The results were unexpected, concluding that while some applications and systems would be better run in a cloud environment, cloud did not offer significant cost savings and the company would benefit more by employing a hybrid approach of cloud and premise-based collocated infrastructure.

As leaders further evaluated their options, they strategized deploying one collocated data center and multiple clouds in each region to gain the on-demand capacity it needed while supporting a full failure of any availability zone without losing data. To accomplish that objective, they needed a data center partner with available space for physical buildout, access to cloud on-ramps and networks, and the expertise to pull it all together.

## THE SOLUTION

### Engineering a new hybrid colocation and multi-cloud strategy

As a longtime CoreSite customer, the company was already familiar with the data center provider's configurable data center

deployments and expert staff to support the design and delivery of the company's evolving strategy.

Yet, it was CoreSite's proximity to large and concentrated user bases in major markets and strategic, low-risk edge locations—essential to reducing latency and improving both internal operations and the end user experience—and mix of traditional colocation and cloud connectivity solutions that contributed to the advantages of using CoreSite.

With CoreSite, the company can operate more efficiently, scale faster, and control costs by managing all operations from within the same footprint. CoreSite's nationwide network of physical facilities and direct connection capabilities with preferred cloud providers from within each facility replace the limited capacity on-ramps they'd previously employed, achieving operating flexibility and business agility it previously never had.

The company is now implementing a collocated data center and each of an AWS and Google cloud in various geographic regions around the country—an inventive hybrid colocation and multi-cloud approach. Each region also includes multiple availability zones, creating a new architecture that enables the company to run its primary production in a collocated environment and reserve cloud deployments for testing select application types—artificial intelligence, machine learning, and other experimental solutions—or as region-specific failover options.

## CUSTOMER EXPERIENCE AND BENEFITS

### Charting a new course for now and for the future

The uniqueness of the company's hybrid infrastructure strategy it co-engineered with CoreSite has enhanced the organization's competitiveness and profitability at the most fundamental levels.

Unlike its previous infrastructure, the company has complete control over its data and applications, freely moving workloads to or from a specific cloud to maximize efficiency and eliminate vendor lock-in. More importantly, since the company writes data to three separate availability zones, it can micromanage its cloud costs by simply deleting data that's no longer of use because it's already been mirrored in its collocated environment and can be revisited at any time, if needed.

As a leader in its industry, the company continuously looks for new and inventive ways to deliver a greater experience for its customers while dutifully serving the needs of its business. Partnering with CoreSite, the organization has both the physical facilities and direct access to the cloud resources it needs to build a high-performance, scalable, and agile hybrid infrastructure to stay one step ahead of its competition and right in step with its customers' expectations.



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