COMPUTER SOFTWARE

Innovative software solutions company leverages Equinix and AWS to deliver data-driven business insights, and accelerates its operational efficiency and improves revenue growth

iguazio

"Our unique partnership with Equinix enables customers to place the iguazio data platform at the edge of the cloud so their applications can analyze data close to its sources, such as IoT and mobile devices, while at the same time connecting to any cloud vendor and leveraging the cloud's elastic nature. It's about the power of strategic locations and global presence, and there is no better place to do this than Equinix."

Steven Lund, Vice President, Business Development, iguazio

Executive overview

iguazio empowers its global customers to manage data intelligently and gain actionable business insights for greater operational efficiency and faster revenue growth. iguazio wanted to offer customers a hybrid/multicloud solution that would enable the efficient consumption of cloud computing from multiple cloud service providers (CSPs), while accessing advanced data services running on iguazio at Equinix.

By working out of Equinix International Business Exchange™ (IBX®) data centers, iguazio has been able to leverage fast connectivity to CSPs and deliver its secure, real-time Unified Data Platform for continuous analytics and event-driven applications. Equinix provided iguazio with proximate, direct and secure access to Amazon Web Services (AWS) and to a rich partner and enterprise ecosystem for the Singapore-based, ride-hailing company Grab. Grab is one of multiple Internet of Things (IoT) customers within a variety of industries that iguazio's hybrid/multicloud solution enables. iguazio was able to optimize and accelerate its turnkey, Data Platform as a Service (DPaaS) for on-premises and hybrid cloud environments thanks to the global presence of Equinix, which allowed for both proof-of-concept (POC) and production infrastructures. As a result, iguazio proved it could simplify Grab's data pipeline, accelerate performance and reduce the cost of AWS data services, winning Grab as a marquee customer.

Customer Profile

History
Founded in 2014, iguazio is pioneering a fresh approach to the data management challenges faced by today's enterprises. The iguazio Unified Data Platform provides a new turnkey data stack to support continuous analytics and event-driven applications. The company is led by serial entrepreneurs and a diverse team of seasoned innovators in the U.S., Singapore and Israel.

Customers
Since iguazio specializes in big data, storage, cloud, data management, object storage and software-defined storage, its customers operate in a wide range of industries, including financial services, IoT and cyber security.

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Business challenge

When iguazio came to Equinix, it was looking to globally expand its business by bringing enhanced performance, security, high availability and ease of use to its customers' big data and cloud-native applications. Its vision for achieving this was to deliver a unified, hybrid cloud solution at Equinix that would allow customers to run cloud computing with fast connectivity to data services using AWS Direct Connect and Equinix interconnection solutions.

The company set up a hybrid cloud POC infrastructure at the Equinix Solution Validation Center in Ashburn, VA, to test its unique turnkey data stack solution with AWS. iguazio validated that it could greatly reduce its data modeling time to insight when directly and securely accessing latency-sensitive data from AWS's Elastic Map Reduce (EMR Spark Cluster). In addition, iguazio integrated with other AWS data stores to enhance Grab's performance, such as object storage residing in Amazon Simple Storage (S3), streaming data from Kinesis, data warehousing from Redshift and key-value from DynamoDB.

Solution

iguazio partnered with Equinix to gain greater efficiencies in performance and operations for its enterprise customers by utilizing the Solution Validation Center and Global Solutions Enablement teams. By leveraging an Interconnection Oriented Architecture™ (IOA™) strategy, deployed on Platform Equinix™, iguazio successfully validated the performance of its DPaaS solution using the Equinix Performance Hub™ and Data Hub™.

The Equinix/iguazio open API, vendor-agnostic environment allows iguazio to place its Unified Data Platform at the edge, closer to its data sources and customers, while connecting to any cloud provider. By supporting multiple APIs, data sources and types, big data applications/ analytics and cloud services, iguazio addresses a broader range of customer requirements and captures more business opportunities.

At the Solution Validation Center in the Ashburn IBX data center, iguazio validated its value proposition to Grab by demonstrating a more modern data architecture in order to provide real-time reporting and analytics. Grab's data pipeline is more efficient with iguazio, allowing Grab engineers to focus on core business needs and adding new service offerings to increase revenues. Grab's reports for metrics, such as customer churn, unique bookings and driver availability, went from hourly batch jobs to real-time results.

Grab was able to meet its high-performance needs with iguazio by leveraging the secure, private, low-latency connectivity to AWS by using AWS Direct Connect at Equinix. Grab was able to leverage the following important operational and revenue-generating efficiencies from iguazio's accelerated Unified Data Platform:

- Driver incentives to determine driver bonuses in real time by analyzing and increasing driver effectiveness, the number of runs during peak driving times and rider satisfaction

- Maximized driver profits while reducing passenger wait times by optimizing the driver decision-making process using advanced, real-time supply and demand heat maps

- Optimized surge pricing by correlating passenger demand data with external data sources, such as news, weather and social media

"Partnering with Equinix enables our customers to work with any cloud vendor, solution or location they choose. It provides us with the freedom to run with multiple service providers, on-premises, in the cloud or as a hybrid architecture out at the edge, anywhere in the world."

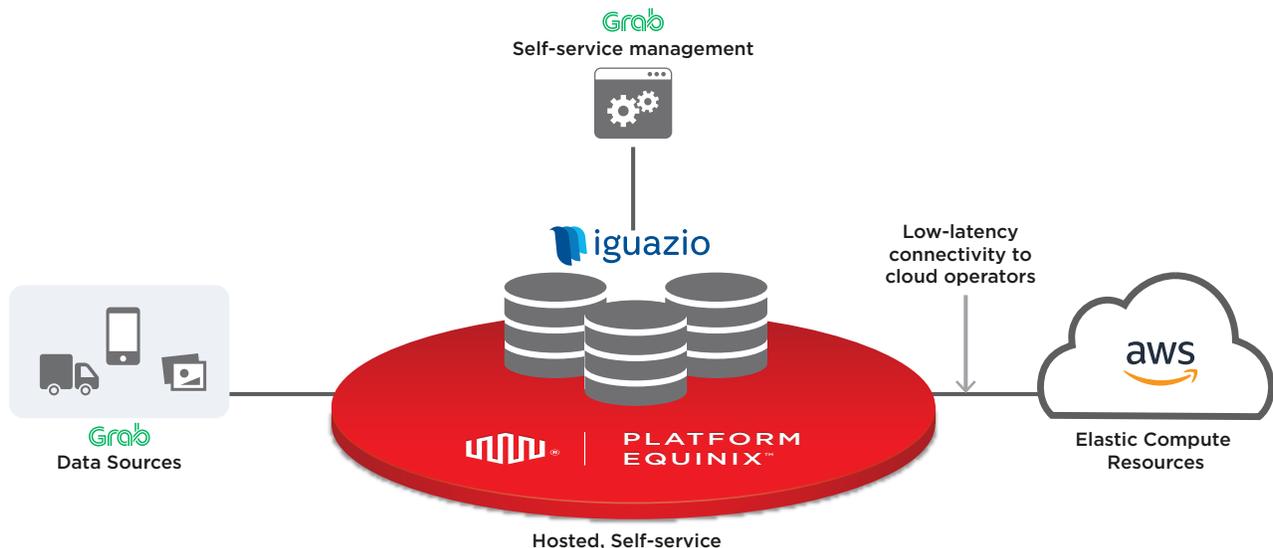Steven Lund, Vice President, Business Development, iguazio

The Equinix/iguazio/AWS infrastructure is a true hybrid/multicloud environment, offering compute in the cloud and data services close to the data source (see diagram below). It spans on-premises, cloud compute and storage data services, opening the door for customers like Grab, which required the flexibility to "burst up" its compute capacity for analyzing large stored data sets. This allows iguazio and its customers to save on large capital expenditures with the ability to scale its compute capacity that may often sit idle and unused.

In addition, a private cloud deployment with Equinix Data Hub enables iguazio's dense, high-performance platform to be located closer to its customers' data sources across the global Equinix IBX data center footprint. This interconnection-first approach enables iguazio to gain unparalleled access to a dense network ecosystem, allowing the best possible path to be taken between data sources and the iguazio platform. Since Equinix IBX data centers boast an industry-leading track record of >99.9999%, it delivers the redundancy that iguazio and its customers need for vital business continuity and disaster recovery.

Business results

- Provides customers with an efficient and cost-effective unified data and analytics platform for faster time to insight, easier deployment, simplified operations, greater security and full data redundancy

- Accelerates customers' ability to quickly move from POC to production via greater data and application scalability (up to 10 petabytes)

- Obtains greater operational efficiency via a reduced Amazon Elastic MapReduce (EMR) footprint and lower total cost of ownership

Multicloud Data Services on iguazio at Equinix

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iguazio's value to Grab

- Empowers engineers to focus on enhancing the ride-hailing application instead of managing the data pipeline via increased operational and data engineering efficiency

- Achieves faster time to market at lower costs for new services

- Accelerates real-time response to data-driven insights to enable greater revenue-generating improvements in its surge pricing

Value realized

Equinix empowers iguazio to optimize its Unified Data Platform in a hybrid IT infrastructure, accelerating its customer time to value with greater operational efficiencies and revenue growth. With Equinix, iguazio gains a dense network, cloud and enterprise ecosystem that provides greater opportunities to extend its partner value chain and access potential enterprise customers worldwide. The results for iguazio and its customers have been outstanding, and include:

- High-performance, edge-based data processing and analytics that speed up data-driven insights to customers in multiple industries (e.g., financial services, IoT, industrial manufacturing, transportation, healthcare and media)

- A "multicloud" offering with a flexible vendor choice of cloud, network and other service and hardware providers, including big data and analytics vendor solutions

- Scalable, continuous analytics running in real time on multiple data stream types and sources

- Fully redundant, geographically distributed Equinix data center locations, with built-in high availability and reliability (99.9999% uptime) for greater business continuity and redundancy

Equinix Solution Validation Centers™ are comprehensive, state-of-the-art facilities for testing and implementing data center, IT infrastructure, network and cloud rollouts. We help companies reduce risks in production-scale deployment and maximize their return on investment.

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 44 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.

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