EQUINIX AND NETAPP CASE STUDY

Hybrid IT infrastructure and storage solution

Global cloud services provider leverages Equinix and NetApp to increase the quality of service (QoS) for its global customers and results in storage savings of 75%

Business Results

- Reduced the cost of its storage platform by 75%

- Expedited time to market for ASE solutions and NPS as a Service offerings

- Automated its provisioning portal to enable users to turn up NPS as a Service in <6 minutes

- Accelerated customer onboarding with less cost

- Enabled customers to move and manage data on demand

- Gained faster access to vital cloud services

- Improved data management and compliance, performance, scalability and resilience

Executive overview

Australian-based ASE provides end-to-end cloud-based solutions and managed services on hybrid infrastructures. Powered by Equinix and NetApp, its comprehensive solution enables ASE to deliver and scale business operations for its global customers. With a strong focus on the media and entertainment industry and the transition to digital content workflows, the company expanded its operations to Equinix International Business Exchange™ (IBX®) data centers in Los Angeles (LA) and New York City (NY) to service large media markets. The joint solution placed ASE geographically closer to its U.S. customers, empowering the company to deliver a greater quality of experience (QoE) at a significantly lower cost.

Business challenges

ASE required a globally consistent, secure and reliable hybrid IT infrastructure closest to its users, and the ability to provide low-latency interconnection to its new partners and customers in U.S. markets. It also wanted to offer its NetApp Private Storage (NPS) solution to users as an automated, cloud-based service to accelerate storage access and reduce costs for its customers.

The solution

Founder and CEO Andrew Sjoquist reported that his confidence in Equinix to consistently "keep the lights on" and maintain physical security and reliability were the top reasons to expand NetApp's ONTAP® data management software and storage infrastructure to the U.S. on Platform Equinix™. However, the Equinix interconnection-first approach at the digital edge—closest to critical partners and customers—also played a significant role in his decision.

By leveraging an Interconnection Oriented Architecture™ (IOA™) strategy, ASE established end-to-end interconnection between its Equinix Australian and U.S. data centers. The Equinix carrier-neutral platform enabled ASE to harness the high-bandwidth capacity of Southern Cross Cable (submarine sea cable network) between two countries with a carrier partner also colocated inside Equinix LA and NY data centers.

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> "Equinix has enabled us to build a new NetApp Private Storage-as-a-Service for our customers worldwide with the same level of assurity and QoS reliability we have come to expect. ASE can now deliver agile solutions by leveraging technology that offers customers increased benefits without the enterprise cost."
>
> Andrew Sjoquist, CEO, ASE

ASE quickly brought its automated Cloud Offerings as a Service to the U.S. market by implementing Equinix Cloud Exchange™ (ECX) and Data Hub™ interconnection solutions, in conjunction with NetApp StorageGRID Webscale and ONTAP data management solution. ECX provided ASE with one-to-many, direct and secure remote connections to Amazon Web Services (AWS) and Microsoft Azure cloud services. Data Hub brought the NetApp object storage repository closer to the cloud services, enabling greater collaboration and performance on content workflows and back end data analytics for media content across pre- and post-production users.

Considered a global data fabric solution, the hybrid, multicloud infrastructure enabled ASE to reduce the cost of its storage platform, gain faster access to vital cloud services, and improve the performance, scalability and resiliency in its international storage network.

Value realized
The company replicated its Australia-based approach to designing, architecting and managing its service platform in the U.S. Equinix data centers, and can now efficiently and effectively provision connectivity for customers to NPS services in less than six minutes at 75% less cost.

ASE's new hybrid solution and storage infrastructure design also means customers can move data quickly and easily between cloud providers and users since its data resides so close to both. ASE's automated provisioning portal across data management solutions enables ASE to spin-up user access to private NetApp storage in less than six minutes.

Key take-aways
The new capabilities, built on Platform Equinix, enabled ASE to offer the following benefits to its customers:

- Increased application availability and performance, while reducing the overall storage system footprint and cost. For example, a customer consolidated four racks of on-premises resources into a single cabinet, along with its storage being delivered as a more efficient and cost-effective cloud service

- Expanded data protection capabilities by reducing recovery time objective (RTO) and recovery point objective (RPO) times from hours to minutes. Customers can now replicate their data—either locally to ASE or between ASE locations—increasing data protection and simplifying data management. For example, an ASE customer is now able to achieve an RTO and RPO of sub-15 minutes versus several days or more than a week, including hardware replacement timelines

About ASE
ASE is a global leader in cloud services providing its partners with technological solutions designed to make a company's digital performance more efficient, deliver greater value, and able to meet future demand.

For more information visit: **www.aseit.com.au.**

About NetApp
NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation and optimize their operations.

For more information visit: **www.NetApp.com.** #DataDriven ASE Case Study: **www.netapp.com/us/company/ customer-stories/ase.aspx**

- Improved the integration of customer application workflows into a hybrid-based solution. By interconnecting workloads to more cost-effective and scalable cloud compute resources, without charging extra for media content ingress and egress, ASE customers can now move multiple terabytes of storage in and out of the cloud and save up to 75% on storage costs

- Enabled multi-site data repositories, giving global media and entertainment companies worldwide access to their content. This also allows them to automatically move and manage content via an industry-standard, global name space for storing, accessing and replicating storage worldwide. This capability ensures more reliable data backup, disaster recovery and resiliency

The unique collaboration between Equinix and NetApp gave ASE an end-to-end, hybrid IT infrastructure and storage solution. The combined platforms enabled ASE to move to a more agile, cost-effective operational business model, rather than consistently spending more on capital equipment and expensive data center overhead. According to Charles Finkelstein, Global Cloud Business Development, NetApp, "We've run into multiple customer situations where their preferred solution is to have their high-performance storage in Equinix. They are excellent to work with."

The Equinix and NetApp partnership allowed ASE to deliver greater QoS to its customers at less cost. In particular, the company can now offer more scalable cloud compute and storage services to the top media and entertainment companies on both U.S. coasts.

"Leveraging the combined Equinix and NetApp platforms gets us closer to our customers and localizes our hybrid offering and storage services, while always maintaining a scalable, reliable and high-performing QoS. So, you get the best of both worlds."

Andrew Sjoquist, CEO, ASE

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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