



# EQUINIX CUSTOMER CASE STUDY

## ARCES NETWORK



Premier managed services provider counts on network choices, quality of service and operational expertise as foundation for its success.

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Adrian Goins, President and CEO, Arces Network

### Results

Room to scale to support short-term growth and 10X increase in traffic

Best-of-breed IBX facilities and interconnection choices to satisfy client needs

Provides on-site expertise to enable remote deployments and troubleshooting

### The Situation

When you manage mission-critical services and infrastructure for the top global businesses, you had better deliver stellar quality and top-notch expertise. That’s what you get with Arces, which offers a range of managed services, monitoring, response and support for cloud computing and virtualization environments. Since 2005, Arces has relied on Equinix to provide the quality data centers and wealth of network choice that its customers expect. The relationship proved especially valuable when Sesame Workshop—a long-time Arces client and the non-profit educational organization behind Sesame Street—approached Arces about supporting a short-term, online event.

### The Challenge

In honor of the 40th anniversary of Sesame Workshop and its television shows, including Sesame Street and The Electric Company, Google planned to rotate Sesame-inspired Google logos on every Google home page around the world on November 4, 2009. Sesame Workshop had informed Arces a few months in advance about the event. However, it reached out in late October to update Arces: Google intended to run the campaign for seven days instead of one. Sesame Workshop wanted to be sure that its site would continue to perform under the amount of traffic the campaign could generate. “We had 10 days to help Sesame Workshop prepare for an unexpected volume of traffic,” explains Adrian Goins, CEO of Arces.

### The Solution

When Sesame Workshop contacted Arces about the change in plans, it was thinking through its choices, including upgrading existing servers and installing new ones. As a not-for-profit, the company needed to weigh all its options. Since Arces manages all aspects of the Sesame Workshop site—including architecture, security, backups, and high-availability clustering—it was natural to turn to Arces for guidance. “While we had to evaluate a few scenarios, we knew we wouldn’t have to worry about facility-related issues because we had already installed Sesame Workshop in an Equinix data center,” says Goins.



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## Why Equinix

### Choosing a Standout

When Sesame Workshop first became an Arces customer in 2004, it wasn't long before Arces moved the organization's servers into an Equinix data center. "As we were ramping up our business, we were looking for a data center operator that was carrier-neutral, vendor-neutral, and best of breed. Equinix stood out in all categories then and still does," says Goins.

### Satisfying the Need for Flexibility

As a managed service provider, Arces needs to satisfy a range of client requests for a fixed monthly fee. Equinix provides the options that help Arces deliver on its commitment. "Equinix can address our short-term needs in a quality manner without fail and at a price that makes sense. I don't have that level of confidence with other data center operators. In fact, there's no way we would be able to quickly deploy additional racks, get the needed cross-connects, ensure top-notch security, and cost-effectively tap into the necessary power, cooling, and other ancillary components," continues Goins.

That said, Arces has built up the Sesame Workshop infrastructure over the years and was confident that it would hold up to the traffic load. "The Sesame Workshop site experienced a 10x increase in traffic during the week of the campaign, without any interruption in service. We couldn't have done it without Equinix," explains Goins.

### Deploying Remote Infrastructure with Confidence

As part of its managed services, Arces monitors its clients' infrastructure remotely. While Arces has a full view into its clients' server environments, it could take up to 90 minutes to dispatch a technician to a site for troubleshooting. "We know we can count on the Equinix Smart Hands™ service if we need assistance. Everything we run for our clients is critical, but because an experienced Equinix technician will respond to our request in a heartbeat, I feel comfortable with these remote deployments," continues Goins.

### Partnering for Success

Due to the nature of its business, Arces is an expert when it comes to technology options and is fanatical about delivering top-notch services. Yet because it's not practical for Arces to control every element related to the services it delivers, it needs to make careful partnering choices.

"It's easy to downplay the significance of data centers because they seem like a commodity. But it's critical that a company's infrastructure resides in secure facilities built upon quality hardware and software, offering a variety of connectivity options, and staffed by talented personnel. Equinix stands above the crowd in all of these regards, and is the linchpin in our ability to deliver quality managed services," concludes Goins.

### About Arces

Arces Network provides premier managed services, ensuring the availability of its global customers' data centers, office environments and IT infrastructure. The company focuses on proactive support built on advanced monitoring insight and automated event handling. Arces has offices in the United States (New York City) and Europe (Krakow, Poland). For more information about why Arces customers rely on Arces to deliver their mission critical IT, go to [www.arces.net](http://www.arces.net).

### 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.

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

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