



EQUINIX & EQUIFAX CASE STUDY

Gaining a competitive advantage through interconnection



A global financial information company deploys on Platform Equinix®, and improves its customer service and competitive advantage by reducing the time to make data center changes by 90%

Business Results

- Reduced time to deploy hardware changes in the data center by more than 90%
- Improved scalability and ability to respond quickly to short-term changes on demand
- Consolidated data center infrastructure by 75%
- Boosted competitive advantage with other cloud-hosted competitors
- Reduced expensive outsourcing costs

Executive overview

Equifax relies on its core IT systems to provide financial information to customers throughout the world. In Europe, its outsourcing agreement was slow and cumbersome, which meant changes could take up to six months. By moving to Equinix as its colocation partner, Equifax was able to massively accelerate its ability to respond to customer demand and new requests, while saving on outsourcing costs. These savings will pay for the new infrastructure within five years.

Business opportunity

In Europe, Equifax had previously outsourced its main IT environment, but became aware that the outsourcing agreement was becoming costly and slow. The agreement included an over-complicated service model and multiple partners with a provider that was slow to make changes. Equifax decided to refresh its core infrastructure with a completely new automated architecture, in a new colocation facility. The change aimed to remove the constraints of the outsourcing agreement, improve agility and increase automation.

Solution

Equifax engineers designed a new IT infrastructure plan for its global data centers. The company directed each region to individually implement the plan and determine the location to host the new systems. For Europe, Equifax put out a request for proposal (RFP) to replace its current outsourcing provider. After a thorough RFP process, Equinix was selected as its new colocation partner.

“Choosing Equinix was the result of a comprehensive RFP process involving some of the largest colocation data center providers in the UK,” said Tim Gentry, Technology Architect, Equifax. “Equinix came out on top based on quality of facilities, response speed, customer service, redundancy in power and cooling, the global scale of its ecosystem, and security—including its existing IL3 certification,” said Gentry.

Because of the partnership, Equifax was able to consolidate and reduce the number of its European data centers. The company deployed 24 high-density racks in the Equinix London LD6 International Business Exchange™ (IBX®) data center, and these are to be used to run all the company’s core systems and customer connections for Europe. In addition, the company now has a presence in the Equinix Washington, D.C. data centers: DC5 and DC6.



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“With our previous outsourcing agreement, it took up to six weeks for new infrastructure to be installed into the legacy data center. With Equinix, we can order equipment, then log into the Equinix portal to book in the delivery, send someone down to meet the delivery and get it installed into our racks—all within three days.”

Tim Gentry, Technology Architect, Equifax

Value realized

By moving to Equinix, Equifax transformed the speed at which it can make changes, helping to remain competitive with cloud-based competitors. Gentry explained, “We compete with people who can provision services in Amazon Web Services (AWS) very quickly, and who can develop a solution in days that would have taken us at least six weeks.”

Previously, it would have taken Equifax longer to onboard clients. Now that it has an interconnection-first strategy with Equinix, it has the power to compete effectively due to increased agility to respond quickly to short-term changes on demand. Gentry commented, “When we get a business request or see a surge in demand is coming up, we can look at the metrics coming out of our monitoring and add the necessary compute power within a few days. That means we can improve the level of service to our customers, and avoid potentially missing SLAs due to capacity shortfalls.”

Another valuable factor for Equifax is the unique Equinix business ecosystem. Currently, it contains more than 9,500 companies that enable access to the right partners that compete at the digital edge—or closest to end users. Equifax is identifying which of its current customers are interconnected at Equinix to save money by removing expensive WAN connections and replacing them with a simple cross connect.

For the future, Equifax plans to increase its rack space by 30%–50% over two years. It is also considering adding cloud to its mix of capabilities, potentially for computer augmentation. Gentry commented, “That’s one of the benefits of choosing Equinix—we know it has major cloud providers within its ecosystem.”

Key take-aways

By consolidating its new system into Equinix data centers and refreshing its core IT infrastructure in Europe, Equifax will substantially improve its agility and responsiveness to client requests. Overall, Equinix helped to improve responsiveness, simplify management and decrease its time to deploy data center hardware from six weeks down to just three days.

“Equinix is professional, flexible and friendly. The company goes out of its way to help us, and enabled us to complete our infrastructure build-out a month ahead of schedule,” said Gentry. “We wanted the best, and with a multimillion-dollar infrastructure investment, we didn’t want to cut any corners.”

About Equifax

Equifax is a global information solutions company that uses unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions.

Headquartered in Atlanta, GA, Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor’s (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs 10,100 employees worldwide.

www.equifax.com

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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