

PRIVATE NETWORK & CLOUD SOLUTION





Ad-Tech company looking for collaborative
provider to extend their global reach



CASE STUDY

AD TECH **GLOBAL PRIVATE CLOUD**

FULLY MANAGED PRIVATE CLOUD IN A DEDICATED ENVIRONMENT WITH OPTIONS FOR HYBRID CLOUD

	<p>FULLY DEDICATED NETWORK REQUIREMENTS</p>
	<p>ENTERPRISE-GRADE HYBRID CLOUD WITH CORE FUNCTIONALITY IN PRIVATE CLOUD AND ABILITY TO EXTEND INTO AWS</p>
	<p>EXPERTISE OF ENGINEERS AND SOLUTION FLEXIBILITY</p>
	<p>GLOBAL REACH TO SINGAPORE, TOKYO, SHANGHAI, AND ASHBURN, VIRGINIA</p>

// SOLUTION DESCRIPTION: FULL STACK ENTERPRISE PRIVATE CLOUD // SIZE OF DEPLOYMENT: GROWTH FROM 1 RACK TO 35 RACKS // GLOBAL REACH: 1 LOCATION TO 4 LOCATIONS // RELATIONSHIP: 5 YEARS AND COUNTING

CASE STUDYAD TECH **GLOBAL PRIVATE CLOUD****INDUSTRY OVERVIEW**

Digital advertising is a rapidly expanding industry. Because search results are increasingly easy to quantify and adjustments can be made in real time, companies are now required to constantly modify their ads to drive more traffic to their sites. With every new social media channel or search engine comes another opportunity to bid on digital ad space. The increasing demand for real-time bidding in online advertising means a growing need for improved connectivity and network capabilities for the companies in the digital advertising space.

PROBLEM

Prior to the start of their relationship with Unitas Global, which began in 2012, the company was a digital advertising startup looking for Enterprise Private Cloud services in Singapore. The company was using Amazon and another cloud provider at the time.

As they grew, so did the company's need for more support from their cloud provider. The company aspired to increase their connectivity performance and offload infrastructure support of their current AWS and private cloud spend, while working with a more collaborative provider to help them achieve their global goals. The company knew that they would soon require dedicated private cloud environments in several worldwide locations, in addition to Singapore, and that AWS services would no longer fit their growing needs.

The company wanted to be in an Equinix data center facility with fully managed services in a dedicated environment with options for Hybrid cloud.

The company's requirements:

- Fully dedicated network environments.
- Enterprise-grade hybrid cloud with core functionality in private cloud and ability to extend into AWS
- Expertise of engineers and solution flexibility

THE UNITAS SOLUTION

Unitas worked quickly to get the company deployed in their new market. The robust connectivity provided by Equinix, a valued Unitas Global partner, coupled with Unitas Global's full stack Enterprise Private Cloud and managed services ensured a smooth deployment.

After a successful migration in Singapore, the company chose Unitas to lead three additional deployments around the world including Tokyo, Shanghai, & Ashburn.

THE RESULTS

After successfully migrating their cloud to Unitas Global, the company now enjoys an approximate 50% savings from Amazon, including transit fees, with better performance. The company has improved connectivity across Asia and the U.S., and with Unitas Global's hybrid capabilities, the company can extend into AWS public cloud whenever they should require it.



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