

SUPPORTING THE SUCCESS OF NIMBUZZ

Nimbuzz!

What Interxion delivered

- Best-in-class equipment housing with the ability to scale and reconfigure space as required
- Access to around 65 carriers/ISPs and NL-IX and AMS-IX Internet Exchanges
- A range of other optional services, including Hands & Eyes and monitoring
- 100% green power
- Guaranteed power availability up to 99.999% with N+1 backup generators and cooling and 2N UPS
- High-power-density configurations for all servers
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- ISO 27001-certified information security management systems

Nimbuzz, the new-generation mobile communication service, had reliability issues with their original data centre provider. They turned to Interxion and never looked back.

The Challenge

Launched in 2008, Nimbuzz's ambition is to become the largest global communications platform for seamless IP-based communication among mobile devices and social media platforms. However, in the early days, Nimbuzz had issues with the reliability of their data centre provider.

"We are an always-on global service with 23 million customers, and as such we cannot afford outages at any time of the day or night, which we were experiencing previously. We were also contemplating our VoIP launch, which only increases our need for reliability" said Evert Jaap Lugt, founder and CEO. "We had no choice but to find a more reliable provider."

// *A short review of the Dutch market showed that Interxion had an excellent reputation for reliability, flexibility and customer service, as well as an exceptional choice of connectivity and the latest future-proof and energy-efficient infrastructure, so we went with them.*

Evert Jaap Lugt
Founder and CEO

About Nimbuzz

Nimbuzz is the new generation mobile communication service, combining messaging, (geo) presence and VoIP.

The multi-award-winning Nimbuzz application enables people to enjoy free & low cost mobile calls, free instant messaging, social networking and other rich communication features, using the Internet capabilities of their mobile device. From one contact list users can call, chat, message and more, with all their friends in one place. Headquartered in the Netherlands, Nimbuzz also has offices in USA, India, Argentina and Brazil.

www.nimbuzz.com

About Interxion

Interxion (NYSE: INXN) is a leading provider of carrier and cloud-neutral colocation data centre services in Europe, serving a wide range of customers through over 45 data centres in 11 European countries. Interxion's uniformly designed, energy efficient data centres offer customers extensive security and uptime for their mission-critical applications. With over 700 connectivity providers, 21 European Internet exchanges, and most leading cloud and digital media platforms across its footprint, Interxion has created connectivity, cloud, content and finance hubs that foster growing customer communities of interest. For more information, please visit www.interxion.com

The Solution

"A short review of the Dutch market showed that Interxion had an excellent reputation for reliability, flexibility and customer service, as well as an exceptional choice of connectivity and the latest future-proof and energy-efficient infrastructure, so we went with them," said Lugt.

The Nimbuzz servers were installed in the Interxion AMS5 data centre in Schiphol-Rijk, near Amsterdam. Opened in 2009, this facility provides 2N UPS redundancy and N+1 backup generators, and gives access to around 65 carriers and ISPs as well as the AMS-IX and NL-IX Internet Exchanges. While providing high-density power configurations to customers as standard, it also features numerous energy-efficient design and operation measures and runs on a mixture of wind, biomass and hydroelectric-generated energy.

"We are a smart, lightweight solution provider with a long-term vision - flexibility, efficiency, and minimising environmental impact matter to us," said Lugt. "We are also located very close to the data centre, which means we can check on our equipment quickly and easily and keep travel time down."

"Once we were set up in AMS5, we immediately noticed significant improvements in service and performance levels and we have had zero issues so far," said Lugt. "Now we and our users understand what best-in-class means in terms of application performance." Today, over 55,000 global users a day are signing up to the Nimbuzz application.

"Progress has been fast, but there are still a few billion more phones out there that do not use Nimbuzz," said Lugt. "We will continue to add the latest features to our product to draw more people in, and to enable this we look forward to a long and fruitful partnership with Interxion."



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Cofounder: Uptime Institute EMEA chapter. **Founding member:** European Data Centre Association. **Patron:** European Internet Exchange Association. **Member:** The Green Grid, with role on Advisory Council and Technical Committee. **Contributor:** EC Joint Research Centre on Sustainability. **Member:** EuroCloud.

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