

## MAGNET ATTRACTS CUSTOMERS, INTERXION HELPS THEM STICK



### What Interxion delivered

- Onward access to multiple telecoms carriers, ISPs and connectivity providers
- High levels of customer service with proactive response
- Competitive pricing
- High levels of physical and technical security at the data centre facility
- Guaranteed power availability – crucial to helping Magnet reduce risk of downtime and maintain service levels
- High levels of physical and technical security at the data centre site

Business telecoms and broadband provider Magnet.ie needed a data centre operator offering onward connectivity in a well-managed hosting facility. Above all, it sought the security of a partner capable of matching the scale of its own growth plans, giving the reassurance that it could meet all commitments to its customers into the future.

### The Challenge

Magnet.ie has a diverse portfolio that covers enterprise business customers through to small and medium sized firms. It is one of the four nominated providers for the Irish Government's fixed voice services framework with customers including the Health Service Executive and Cork City Council.

Magnet.ie operates its own private data centre but this has no hosting space. The company needed a resilient data centre to locate a point of presence connected to the INEX, Ireland's internet peering point.

"Because of the diverse range of services we offer to various sectors, it's important to have our servers located in different geographical areas. We have IP TV services, hosted PBX services and email services that our customers need to be able to access, 24x7x365. In order to mitigate risk in one data centre, we obviously replicate that in others," explains James Carty, Product and Pre-sales Manager with Magnet Networks.

## About Magnet

Formed in 2004, Magnet Networks (Magnet.ie) is a leading Irish-based telecoms and broadband provider to business, residential and public sector customers. It is Ireland's largest fibre to the home (FTTH) provider and also offers voice and data services.

[www.magnet.ie/business](http://www.magnet.ie/business)

## 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](http://www.interxion.com)

## The Solution

When the company was evaluating data centre providers around Dublin, Interxion's offer quickly stood out. The relationship now spans more than five years; Interxion provides Magnet.ie with server space, power and IP transit facilities.

Magnet.ie uses Interxion's Dub 1 data centre to interconnect with many large corporate customers who in some cases also have their servers hosted at the same time. Magnet.ie provides Layer 2 LAN extensions to customers via a cross-connect that Interxion facilitates. In addition, Magnet.ie's own fibre backbone runs through Interxion's site.

More than simply a place to locate equipment, Interxion is seen as a crucial support in helping Magnet.ie grow its cloud-based services such as its hosted PBX environment for voice customers. "We see more and more services moving to the cloud, and Interxion plays a key role in that," says Canty.

The services provided by Interxion let Magnet.ie improve services to their own customer base. "We see it as helping us to drive our revenue – not just the cheapest and fastest speed but the best and most reliable connections. It's primarily to do with uptime- when we offer our services, we offer an SLA with a number of elements and part of that is on the back of the SLA that Interxion offers us."

Canty describes Interxion's customer service as "excellent" and praises the company's proactive approach to account management which ensures that any requests are handled efficiently. "The relationship is really good. Sometimes we get requests where we need to get a cross-connect quicker than a service level agreement may specify, and Interxion are thankfully very accommodating in this regard."

Interxion provides Magnet.ie with the confidence that its needs will be met into the future – allowing Magnet.ie to stand over its own commitments to customers for ever-increasing bandwidth requirements or new services. "This is no issue for Interxion. There is no doubt in our mind that they have the scale and capacity to cope with that," says Canty.

"I would definitely describe them as up there with the best in class: they are leaders in the data centre environment".

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James Canty  
Product and Pre-sales Manager with Magnet Networks



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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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