



FLEXIBLE INFRASTRUCTURE ACCELERATES LEADING EUROPEAN BREWERY'S CLOUD MIGRATION JOURNEY

Challenges:

- Accelerate the CapEx to OpEx switch
- De-risk cloud migration
- Achieve commercial independence from IT service providers

Solutions:

- Close proprietary data centres, moving to a hybrid IT infrastructure combining cloud and data colocation
- Separate service from physical kit by contracting a third-party data centre provider

Results:

- Realised cost savings earlier in cloud migration journey
- Lowered risk of app migration through phased testing
- Established stronger position for negotiations with service providers through access to colocation community

One world-leading European brewer operates 75 breweries across Europe and Asia and skyrocketed to a multibillion-dollar business in recent years. Rapid expansion across the globe required the brewery to rethink its IT estate. To modernise and decrease operational costs, the company set out to close its proprietary data centres; however, it was not ready to move everything to the cloud completely.

Head in the Clouds

Operating nearly 100 breweries across two continents to consistently brew and ship more than a dozen different beers globally takes a lot of work. It also produces a huge amount of data. Storing all that data in proprietary data centres is expensive, requiring real estate, power, temperature control, and physical security, not to mention the fact that companies also have to independently seek and pay for access to the partners needed to advance their business.

It's not an ideal arrangement for any growing business, which is why many companies in every industry are migrating to the cloud. But, a full and immediate shift to the cloud is a risky proposition. What if you select the wrong cloud provider? What if vital applications don't function in the cloud and it's too late to move them back to physical servers? What if storage costs are significantly higher in the cloud than anticipated? There's no "undo" button for this type of large migration, which can take years to get right.

One international brewery worked with Interxion to accelerate and minimise the risks of their cloud migration journey. By colocating the applications and data they were not yet ready to move to the cloud in an Interxion data centre, this customer retained the flexibility and freedom to choose the pace, scale and scope of their cloud migration.

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 more than 50 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



Shortening a Multi-Year Journey

Once the brewery made the decision to shut down their proprietary data centre and move to the cloud, it quickly became clear that a hybrid IT infrastructure would be the best solution. Certain applications and data would still need to live on physical hardware, but keeping that hardware in the company's proprietary data centres during the transition would have meant having to support a costly capital expense.

The solution was to find flexible space to accommodate the brewery's physical hardware. Interxion was the answer.

Colocation through Interxion allowed the company to test various applications on the cloud and easily move them back to physical hardware if need be. They could also gradually reduce the amount of data stored on physical hardware throughout the process.

This flexible approach cushioned the company from a costly and complex journey that takes most companies years to complete. As a result, the business accelerated the point at which they began to experience savings from their cloud migration, shaving years off their journey to the CapEx to OpEx switch.

Separation of Service and Kit

Colocating within an Interxion facility also provided an important additional benefit to the brewery: commercial independence from their IT service provider.

Like many enterprises, the brewery contracted a third-party IT service provider to manage their infrastructure. As a result, important IT decisions on matters like cloud service providers and physical kit were sometimes limited by the capabilities and contract terms with their service provider.

Separating the companies that provided the service and the hardware allowed the brewery the commercial independence necessary for competitive negotiation. It also meant more freedom for the brewery, because they were empowered to take full advantage of the service possibilities available to companies that colocate with Interxion.

Interxion data centres offer direct connections to all major cloud providers and internet exchanges. For example, if the brewery decided that it made more sense to run certain applications in Microsoft Azure and others in Amazon Web Services, they would have the flexibility to use both, without the limitations from an existing IT service agreement.

Ultimately, colocation through Interxion unlocked new possibilities. Instead of being an onerous and burdensome project, the brewery's cloud migration journey was defined by flexibility, freedom of choice, and significant operational savings. Just the way it should be.



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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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