

Arxus broadens hybrid cloud market using Cloud Connect

Arxus is part of the Cronos Groep, the largest IT service provider in Belgium. A specialist in cloud infrastructure, applications and enablement solutions, Arxus helps customers of all sizes, in all industries, make a successful journey to the cloud.

To meet the complex requirements many customers have, Arxus builds customised hybrid cloud solutions — allowing, for example, the integration of a legacy ERP system running in a private cloud with an e-commerce platform in a public cloud. In the past, Arxus used internet-based VPN connections to connect the public and private clouds in a hybrid solution. All too often, however, high latency and bandwidth limitations had a negative effect on application performance.

"To enhance the hybrid cloud proposition, we needed to establish direct connectivity between private and public clouds," says Erlend Schenkels, Managing Partner at Arxus. "A lot of our customers use Microsoft Azure, so finding a convenient way to access ExpressRoute was a priority."

Schenkels and his colleagues discussed their requirement with a number of connectivity providers, but the solutions put forward were too expensive or inflexible. "We were surprised but delighted when our data centre provider, Interxion, proposed the best solution in the form of Cloud Connect," says Schenkels.

"Cloud Connect has been really well thought out and implemented. Pricing is predictable and reasonable; and the high degree of automation means we can add a new customer in a matter of minutes using the self-service portal."

**Erlend Schenkels, Managing Partner,
Arxus**

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 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

Self-service + automation = speed to market

Arxus has been an Interxion customer since 2011, colocating at the Brussels campus. "We moved to Interxion primarily because of its carrier neutrality," says Schenkels. "At our previous telco-operated colocation data centre, it was very expensive to bring in other carriers, but that's not the case at Interxion. The added bonus was that Interxion's facilities are of much higher quality."

Quickly won over by Interxion's Cloud Connect service, Arxus became one of its first customers. Cloud Connect lets Arxus bypass the internet and directly connect a customer's private cloud to Microsoft Azure. A self-service portal and standard price list mean that, when Arxus wants to provision a new customer, they can do everything themselves: they don't have to request a quote, wait for Interxion to assemble a project team, or sign a new agreement.

"Cloud Connect has been really well thought out and implemented," says Schenkels. "Pricing is predictable and reasonable; and the high degree of automation means we can add a new customer in a matter of minutes, so there are no delays to customer projects."

Public cloud benefits reach more customers

Cloud Connect enables Arxus to help more customers take advantage of the flexibility and scalability of public cloud-based solutions. As well as better reliability and consistent performance, the direct physical connection between private and public clouds provides the high level of security many customers need.

When a less secure internet-based VPN was the only connectivity option, internal policy or external accreditation requirements prevented some customers from using public-cloud platforms. "With Cloud Connect data doesn't traverse the public internet, so more organisations are confident about integrating public cloud into their IT infrastructure," explains Schenkels.

In other cases, government regulations require organisations to keep their data in Belgium. Arxus helps customers meet that obligation by storing their data in a private cloud, and making it accessible from public cloud services via Cloud Connect.

Connecting to multiple public clouds

Arxus customers are already benefiting from hybrid cloud solutions incorporating Cloud Connect. High levels of interest among its customers base mean the company expects to see growth in take-up in the near future.

"One of the best things about Cloud Connect is that it's a multi-cloud solution," says Schenkels. "Today we're using it for ExpressRoute connectivity to Microsoft Azure, but tomorrow we could use it to connect customers to Amazon Web Services via AWS Direct Connect."

In the meantime, Arxus is running a Microsoft Azure Stack proof of concept at Interxion, to ensure it will be ready to incorporate it into hybrid solutions once the product is fully launched. "It's exciting that so many possibilities are opening up, and we're looking forward to exploring them with Interxion," says Schenkels.



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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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