



AUTOMOTIVE SUPPLIER AUTONEUM CHOOSES CARRIER-NEUTRAL DATA CENTRE

autoneum

Challenge:

- Ensure real-time data processing
- Reduce network costs and complexity
- Ensure efficiency, reliability and compliance with quality standards

Solution:

- Colocation at Interxion's data centre in Zurich

Results:

- Direct connection to the Microsoft Azure Cloud via ExpressRoute
- Maximum availability, data and system stability, performance and quality in operation
- Highest security through certified data centre and operating standards

A car consists of about 10,000 individual parts. Most of those parts do not come from the well-known automaker brands themselves, but from suppliers. One supplier, Autoneum, specialises in acoustic and thermal insulation, producing parts like engine enclosures, front wall insulation, wheel arch linings and heat shields. Suppliers like Autoneum ensure that cars reliably run on these thousands of perfectly coordinated parts, ensuring that no matter where a car may be traveling, the parts inside it provide a low-noise environment across different surfaces.

Making real-time data processing look easy

The calculations required to correctly simulate, predict and positively influence the in-car audio experience are complex. Nevertheless, Autoneum has succeeded in developing an online configurator, "Acoustic Garage," where anyone can play as their own vehicle acousticians. With the tool, users can cycle through dozens of parameters (fabrics, vehicles, engine types, etc) to test individual noise protection packages. The most impressive part: the results are available immediately. This user-friendly, tailored experience is made possible today because of a cleverly designed IT infrastructure with much more computing power than a single PC can provide.

However, this was not always the case, said Georg Kvas, Head Digital Workplace & Security Services at Autoneum.

"In the first few years after becoming independent, Autoneum still used the computer centre on the former Rieter premises," he explained. In fact, this was an external data centre and Autoneum paid for its use. But it lacked many of the advantages Georg expected from a provider specialising in data centre services.

"In order for the user to be able to work with Acoustic Garage at home or in the office without delay and receive his sound file immediately, our tool has to process data in real time," Georg said. Unable to achieve this with his current IT environment, Georg started looking for an alternative solution.

About Autoneum

Autoneum is an internationally active Swiss automotive supplier with headquarters in Winterthur, Switzerland. It is one of the leading manufacturers of acoustic and heat protection for vehicles. The company supplies most of the world's automotive manufacturers. Autoneum currently operates 55 production facilities, employs around 13,000 people worldwide and has a turnover of € 2.14 billion in 2019. Further information can be found at www.autoneum.com

About Interxion

Interxion: A Digital Realty Company, is a leading provider of carrier- and cloud-neutral data centre services across EMEA. With more than 700 connectivity providers in over 100 data centres across 11 European countries, Interxion provides communities of connectivity, cloud, and content hubs. As part of Digital Realty, customers now have access to 47 metros across six continents. For more information, please visit www.interxion.com

The Zurich connection

When Georg started looking for a colocation services partner, he had several requirements in mind.

"A Tier 3 data centre, including the associated reliability and efficiency in operation, redundant power supply and proof of standards such as ISO 27001, was important to us," Georg said.

Autoneum also favoured a carrier and cloud neutrality model. These are data centres that are not tied to any particular provider and therefore offer a wide variety of possible partnerships.

The Interxion Switzerland data centre, with 250 or so servers distributed across various fire compartments, provided the right solution.

"With us, customers like Autoneum find everything they need to operate their servers efficiently and securely," said Matthew Conway, Senior Account Manager and International Business Manager at Interxion Switzerland. "This includes a secure building as well as a fail-safe power supply and the appropriate air conditioning".

The real-time, tailored capabilities in Autoneum Garage are "only possible because we have connected our Microsoft Azure Cloud in Amsterdam via the ExpressRoute virtual private cloud connection to our databases at Interxion in Zurich," said Georg.

Compliance is also now simpler than ever. "Thanks to the cooperation with Interxion, assessments, whether conducted by ourselves or with partners such as KPMG, are no problem," he added. "We also easily meet the automotive industry's information security standard, TISAX."

Superior performance, happy partnership

What didn't play a role in the original plans, however, because the relevant requirements did not exist to the same extent at the time, is the high level of connectivity available in Interxion's colocation data centres. "We can buy bandwidth from various carriers at a low price, which is also immediately available when needed," says Georg.

In addition, Autoneum also benefits from being connected to the various clouds that make it possible to provide applications like the Acoustic Garage in the first place. "Without our external data centre, we would never have the performance necessary to offer such a tool in a meaningful way," he added.

As Interxion is represented in 13 metro regions across Europe with more than 50 carrier- and cloud-neutral data centres, Autoneum is also prepared for future developments. It is conceivable, for example, that Frankfurt will play an even more important role in Autoneum's IT strategy in the future. In Frankfurt, Autoneum has the core of its global private network - also in a data centre operated by Interxion.

It all adds up to bright future for Interxion and Autoneum, a partnership that Georg said he appreciates: "As a customer, you feel you are in good hands, the personal support and service is above average".



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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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