interxion™

WELL-CONNECTED DATA CENTRE HUBS HELP SOFTLAYER ACCELERATE EUROPEAN EXPANSION

SOFTLAYER®

Challenge

To scale across Europe easily, reliably and rapidly while avoiding additional capital expenditures

To find a data centre partner with proximity, redundancy and low-latency in Eastern Europe

To deliver high standards of service, consistent with the company's established U.S. reputation

Solution

Interxion's Frankfurt data centre provided a perfectly placed hub for low-latency connectivity, scalable power and space and proximity to Eastern Europe

Benefits

The robust, high-performance, low-latency platform with access to more than 190 directed connected service providers and DE-CIX

A faster, more economical route to expansion enabled shorter time-to-revenue on new business engagements, which exceeded expectations during the first three months of operation.

Access to Frankfurt's vibrant financial, content and cloud communities, providing trading opportunities many complementary companies with potentially mutual business interests.

The largest privately-owned hosting company in the world, SoftLayer earned a reputation among its US customers for being able to quickly scale new reliable network capabilities. Maintaining that reputation was crucial as the company looked toward further European expansion, which is why SoftLayer chose Interxion to deliver robust, high-performance, low-latency connectivity in its target markets.

Strong connectivity underpins SoftLayer's business model. The company sells hosting to resellers and integrators, who in turn expect robust connectivity to deliver mission-critical applications and services to their own customers. To provide that level of service, SoftLayer works with data centre partners with existing hubs in target markets, minimizing capital expenditure and speeding time-to-market.

This model worked to great success in the United States and then in SoftLayer's initial expansion to Western Europe, where London and Amsterdam data centres powered its business.

"Connectivity is critical for our customers, together with that paramount element that guarantees quality of service and gives them the peace of mind to sell confidently to their customers—low latency," said Sean Charnock, SVP Business Development and Alliances and co-founder at SoftLayer.

When the time came to move further into Eastern Europe, SoftLayer faced a latency "void," lacking a partner that could support its business model. Technical delays or protracted set-up times could hamper its sales effort. So, the search began for a partner that could provide support in multiple areas, from strong connectivity to market expertise.

About SoftLayer

Founded in 2005, SoftLayer is the largest privately owned hosting company in the world. The company provides global, on-demand, data centre and hosting services from world-class data centres in Amsterdam, Dallas, Houston, San Jose, Seattle, Singapore, and Washington D.C. It offers enterprises access, control, security, and scalability. SoftLayer is headquartered in Dallas, Texas
www.softlayer.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 40 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 600 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**

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Sean Charnock
SoftLayer

Finding the Right Partner

SoftLayer's business model is successful because it is built for speed and reliability. Customers don't have to wait to find connectivity in a new market, and when they're up and running, they can trust that their customers will receive the best quality of service. It was important that the company's Eastern Europe data centre could deliver an experience consistent with that expectation.

"We needed a data centre that had both the capacity and the capabilities to underpin the business model we present to our clients," Charnock said. "We wanted someone who would enable us to just switch on and be in operation from day one, someone who could move just as fast as we do."

Interxion's Frankfurt campus checked every box, providing the connectivity, service and modular capacity for SoftLayer to scale rapidly. As Europe's busiest data centre hub, Frankfurt is a meeting point for more than 190 internet carriers. That gives SoftLayer total control over its choice of connectivity providers, plus plenty of failsafe solutions for business continuity.

Collocation in Frankfurt offers a number of community benefits, too. The city is a hub for finance, content and cloud, providing SoftLayer customers with unlimited opportunities to trade with complementary companies that share mutual business interests. The facility also houses the Deutscher Commercial Internet Exchange (DE-CIX), one of the largest Internet exchange points in the world.

"Interxion Frankfurt has a great mesh of IP carriers that offers network capacity we can rely on to service the needs of our customers," Charnock said.

Looking Ahead to Long-Term Growth

The Frankfurt data centre yielded immediate benefits to SoftLayer's technology strategy.

"Interxion's Frankfurt operation is now a core backbone feature for us," Charnock explained. "Perhaps most importantly, there's great peace of mind, knowing that all that's taken care of. We can focus on building business and developing relationships, without getting caught up in the technical side of things."

From a business perspective, a partnership with Interxion gave SoftLayer the flexibility to scale their business rapidly with minimal capital expense. In the first three months of the engagement, SoftLayer exceeded its sales expectations, closing more new business for hosting services than it anticipated. Charnock credits that growth to the successful partnership.

"The experience with Interxion, from sales to provisioning to deployment, has been above expectations and really lets us focus on our customers," Charnock said. "They provided quick information, easy contracts and, of course, lots of space."

SoftLayer has made further inroads into Eastern Europe and continues to consult Interxion for support in its next stage of growth, including Stockholm, Paris and Moscow.

"They'll have opportunities to develop business with us in the future," Charnock said.