

## BLUE YONDER RELIES ON INTERXION'S EXCELLENT CONNECTIVITY



### The Challenge

- Extending their WAN solution using a reliable, fail-safe, high-performance and flexible connection to different carriers
- Connecting to a cloud platform that is available globally

### The Solution

- Using Interxion's colocation services at the Frankfurt site with a direct link to the central Internet hub DE-CIX.
- Using the Interxion Cloud Connect Service to link via a private ExpressRoute connection to the globally-available cloud platform Microsoft Azure.

### The Result

- High level of speed and stability for extensive analysis processes
- Flexible scalability and efficient costs by using multiple carriers
- Secure, high-performance access to Microsoft Azure supported by SLAs
- Expandability for international growth and a global presence

High-performance, flexible and efficient connectivity to carriers and the cloud

Founded by the former CERN researcher Prof. Michael Feindt, Blue Yonder provides Artificial Intelligence (AI) solutions for retailers. This allows traders like Otto, dm, and Morrisons to increase customer value and quickly achieve higher profits. In order to do this, the company, based in Karlsruhe since 2008, uses scientifically based and innovative algorithms and machine learning. Blue Yonder's cloud-based cloud platform automates asset allocation and pricing decisions and delivers accurate forecasts. Blue Yonder's work has received multiple awards, including the 2017 IGD Award for Supply Chain Innovation.

"Our aim is to increase the value of data and to optimise processes", says Jan Karstens, CTO at Blue Yonder GmbH. "AI-based solutions enable our clients to tap into the value provided by the digitalisation of business processes. This is because they make it possible to look into the future, so that they can control machines in real time and accurately forecast both future customer behaviour and trends."

## About Blue Yonder

Blue Yonder makes it possible for retailers to reshape their core processes in a fundamental way. By integrating AI into the supply chain and merchandising processes, traders can respond much faster to the challenges of the dynamic market, and thereby increase both their revenue and their margins.

Read more at: [www.blue-yonder.com](http://www.blue-yonder.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 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](http://www.interxion.com)

## Working with Interxion

"To further optimise what we offer, we were on the lookout for a colocation provider offering high-performance and carrier-neutral connectivity in order to extend our WAN solution", explains Jan Karstens. "We found this with Interxion. We were persuaded to use this specialist in cutting-edge data centre services because of its presence as the central hub for DE-CIX in Frankfurt. This means that we can connect our clients directly to various carriers and meet strict service level agreements. Interxion offers the low latency and high-performance connectivity essential for commercial applications."

With Interxion as their connectivity hub, Blue Yonder ensures high data throughput for cloud-based AI solutions. The company has also been using Interxion's Cloud Connect Service since 2017 in order to connect to the globally-available Microsoft Azure cloud platform. Blue Yonder uses this platform to provide retailers with automated daily decisions on product pricing and goods management.

Speedy analysis processes, such as dynamic pricing, current price comparisons or efficient warehousing, are essential for retailers. For example, forecasts can be made about which product will sell out shortly and fully calculate the value chain. The results of these calculations can then trigger reorders automatically.

"Interxion convinced us not only from a technical standpoint, but also on a personal level", sums up Jan Karstens. "We have an extremely good and cooperative partnership, including at the management level. We were particularly impressed by the fact that the service department was able to rectify a hardware failure within ten minutes. We had never experienced anything like it with a larger provider. That is why we also put our trust in Interxion for a further expansion of our WAN solution for enterprise clients, as well as for a secure and high-performance cloud environment, since in the future we will continue to expand our international cloud offerings."

// *Interxion offers high-performance, carrier-neutral connectivity for the expansion of our WAN concept. This makes it possible for us to connect our clients' locations directly with different carriers and meet strict requirements for service level agreements. By using the Interxion Cloud Connect service, we also receive a private and secure high-performance connection to Microsoft Azure Cloud.*

Jan Karstens, CTO, Blue Yonder GmbH



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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. **Member:** Federal Association for Information Technology, Telecommunications and New Media (BITKOM e.V.) **Contributor:** EC Joint Research Centre on Sustainability. **Member:** EuroCloud.

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