

INTERXION'S FLEXIBLE BUSINESS MODEL UNDERPINS NEXELLENT GROWTH IN CLOUD COMPUTING



Challenge

- Respond rapidly to demands for new models of IT consumption
- Maintain highest levels of security, particularly for financial and insurance sectors
- Deliver high standards of service and availability

Solution

- Scalable space, services and fee structures, facilitating market agility and optimising the customer experience
- Trained security staff operating 24x7 to provide secure infrastructure for mission-critical IT systems
- Interxion's Zurich data centre offers information management systems that meet the independent standards of ISO 27001 and FINMA

Result

- Eight years of innovation and growth through a close working relationship with Interxion
- Consistent annual turnover growth of 30-35%, supported by the scalability of Interxion's Zurich data centre
- Expansion from a single client at inception, to over 300 customers globally, thanks to close proximity to customers and suppliers

When nexellent set up business in Zurich in 2004, they not only needed to find a data centre with the high-performance connectivity necessary to offer colocation services to the financial sector, they also wanted a partner who could meet the exacting standards of the Swiss Financial Market Supervisory Authority (FINMA).

nexellent chose Interxion as the partner to grow with and rely on. They've never looked back.

The formula for success

In coming to Interxion, nexellent has a formula that's adapted as it has grown and is as good a match today as it was at the outset. In the beginning, nexellent faced the challenge of meeting its customers' needs for very high-speed, low-latency connectivity and coverage without having to invest substantially in hardware and infrastructure. With a relatively small customer base to start with, nexellent began with a single rack in Interxion's Zurich data centre. The management team knew that as the business grew they could take on more space in response to customer demand – a flexible solution backed by a low-risk financial model.

Today, nexellent occupies 120 racks, serving 350 customers comprising 80% Swiss-based customers with the remainder from the USA, UK, Dubai and South Africa. The Interxion model continues to minimise nexellent's risk, enabling the company to take its own 'pay-as-you-grow' solutions to market.

Interxion's Zurich data centre is the largest of its type in Switzerland, offering more than 4,500m² of equipped space. nexellent has taken full advantage of flexible capacity as it has grown, and today occupies nearly 10% of this space – a reflection of its wide customer base and consistent success.

About nexellent

Founded in 2004, nexellent specialises in designing and operating ICT structures through a modular system of high quality services, from rental of computer space to the complete outsourcing of a customer's IT needs. nexellent customers have the highest requirements for security and availability. nexellent is headquartered in Zurich, Switzerland.

www.nexellent.ch

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 45 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

Mutual commitment

As customers continue to demand new models of IT consumption, the nexellent proposition has expanded accordingly. Today, the company offers a range of services – including infrastructure, software and platform 'as a service' solutions – giving customers instant access to computing resource with usage-based pricing, high-speed connectivity and guaranteed security. As a provider of private clouds, nexellent delivers services that enable its customers to scale up as markets grow, or demand fluctuates. These services are delivered using vBlock infrastructure within the Interxion data centre to provide the flexibility that underpins the company's rapid growth, running consistently at around 30-35% per year. With each new customer acquisition or expansion in its services, nexellent has turned to Interxion for space and support. The two companies have worked in harmony for eight years.

"We're committed to Interxion", says Enrico Goldhahn, product manager at nexellent. "Installing our high-density equipment into their environment is a manifestation of this confidence. Interxion has always been our first layer, our base, providing exactly the sort of infrastructure our services depend on and that our clients depend on. Interxion also provides the scalable business model that is so essential to our growth. It enables us to seize opportunities as they arise, without lengthy planning and provisioning. Interxion is our business model. It's the place to be."

Close contact builds business

"Many of our customers are also in the Zurich data centre", says Stefan Peter, managing partner and co-founder of nexellent. "Indeed, some of them have become customers specifically because of this proximity. Low latency is one thing, but being in contact with a customer's operation, first-hand, and meeting interested parties where there's a lot of cross-over in commercial interests, adds another benefit entirely."

Due to its expertise in the financial sector, nexellent focussed on Zurich, a recognised hub for the world's financial community. The Interxion data centre is carrier and cloud-neutral, facilitating direct access to over 40 carriers and ISPs as well as SwissIX, the Swiss Internet Exchange, and SIX Swiss, the largest Swiss stock exchange.

Such access not only offers a wide choice of connectivity services and tariffs but is also the foundation for a vibrant, closely connected community. By hosting trading systems in Zurich, Interxion enables nexellent to benefit from low-latency Swiss trading. This is provided via a link to the high-speed interface of SIX Swiss through high-performance fibre optic cables.

Data security

Interxion's Zurich data centre also complies with FINMA standards, as well as the independent standards of ISO 27001 for Information Security and Business Continuity. This independently validated reassurance of best practice at the data centre enables nexellent to conform to its clients' high standards for data security.

"Interxion doesn't just offer a secure, high-performance environment for flexible computing requirements; it offers a world of opportunity," says Stefan Peter, Managing Partner, Nexellent.

// *Customers get a classic dual-site solution with, for instance, Interxion housing their racks and Nessus providing backup services.*

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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.

Interxion is compliant with the internationally recognised ISO/IEC 27001 (537141) certification for Information Security Management and ISO 22301 (BCMS 560099) for Business Continuity Management across all our European operations. © Copyright 2018 Interxion. CS-CL-HQ-NEXELLENT-HQ-eng-4/18