

SEAMLESS GLOBAL COLOCATION ASSURES GPU CLOUD PERFORMANCE AND SCALABILITY



WHAT PAPERSPACE DOES...

Paperspace is a GPU-accelerated cloud platform for enterprises, startups and individuals. The platform uses the fastest streaming technology available to power demanding applications — such as machine learning, gaming, VFX and VDI — in any web browser.

www.paperspace.com

US-based startup Paperspace is a pioneer in public cloud, being one of the first providers to offer a GPU-accelerated cloud platform. "A cloud-based GPU lets you use the cloud as your own computer to perform complex compute jobs very quickly," explains Dan Kobran, co-founder of Paperspace. "That's why it's perfect for demanding applications like machine learning, rendering, VDI and cloud gaming."

The Challenge

Of course, being a pioneer brings its own challenges. Extreme power density and cooling demands. The requirement for reliable backbone access to ensure low-latency connectivity. The need to expand infrastructure fast to meet surging customer demand in a wide range of verticals. "A startup like Paperspace can grow by a rack a week," says Rick Stenberg, co-founder of IT consultancy COLOpeople. "It's not every data centre that can support that rate of expansion and provide the power and cooling to keep everything running."

Certainly, Paperspace has no inclination to build and manage its own data centres to meet those demands, preferring to focus on developing its GPU cloud. Instead, it operates a pure colocation model, relying on COLOpeople for advice, consultancy and support to make the right colocation choices.

"There aren't many data points for what we're doing," says Kobran. "So it's important for us to work with a knowledgeable consultant like COLOpeople, that keeps its finger on the pulse of the colocation data centre market."

COLOpeople maintains a close relationship with Paperspace, aiming to anticipate their colocation needs. "We only work with the best data centres in the world," says Stenberg. "That means CoreSite in the US and Interxion in Europe."

// *Like CoreSite, Interxion is a premium provider that's eminently capable of keeping pace with GPU cloud's performance and connectivity requirements, and Paperspace's need for easy scalability.*

Rick Stenberg, Co-founder, COLOpeople

What Interxion delivered

- Highly connected, scalable data centre in Amsterdam
- Low-latency connectivity to key European markets
- Secured power supply
- Minimum N+1 cooling per room; sophisticated water cooling
- 99.999% uptime
- Five layers of physical security and 24-hour dedicated support, with controlled customer access 24/7

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

The Solution

Since starting out with half a rack at CoreSite's New York City facility, Paperspace has expanded to fill a cage of its own at CoreSite' in New Jersey. To enhance US-wide coverage, it also colocates at CoreSite in Santa Clara.

Now Paperspace is set to expand global, with reducing latency for non-US customers as the major driver. First step: Europe. "COLOpeople's advice on where to colocate in the US has proved excellent, so when we started planning our move into Europe, we knew we could trust their recommendation," says Kobran.

Stenberg proposed Interxion as a good fit. "Like CoreSite, Interxion is a premium provider that's eminently capable of keeping pace with GPU cloud's performance and connectivity requirements, and Paperspace's need for easy scalability," says Stenberg. "What's more, CoreSite and Interxion have a strategic data center alliance that lets them meet customers' global needs consistently and seamlessly."

Paperspace colocates at Interxion's Amsterdam campus, for great connectivity, low latency and affordable power. "We handled all the racking and configuration remotely," says Kobran. "The Interxion remote hands service was incredible, and made everything go smoothly."

Within a month of going live, Paperspace was already serving European customers out of Amsterdam. Monitoring by Paperspace indicates that application performance has increased (compared with accessing the US-based service from Europe). Feedback shows that the improvement is delighting Paperspace's European customers, including a cloud gaming company which depends on low-latency connectivity to optimise its users' experience.

To date, no-one from Paperspace has set foot in the Amsterdam data centre. "That's exactly how we want it to be," confirms Kobran. "Our aim is to rely on experts to run the entire data centre process, and Interxion and CoreSite are doing a brilliant job."

About CoreSite

CoreSite Realty Corporation delivers secure, reliable, high-performance data center and interconnection solutions to a growing customer community across eight key North American markets. More than 1,200 of the world's leading enterprises, network operators, cloud providers, and supporting service providers choose CoreSite to connect, protect and optimize their performance-sensitive data, applications and computing workloads.

About COLOpeople

COLOpeople helps organizations find and manage quality data centers and cloud providers. An outsourced IT solutions firm, COLOpeople helps customers navigate the complex search, negotiation, and deployment process, supporting customers every step of the way to ensure they get the right solution at the right price. Founded in 2010, COLOpeople is a one-stop-shop for for cloud, IP, colocation, managed or dedicated servers, and other mission-critical solutions.

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Dan Kobran, Co-founder, Paperspace



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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 certification for Information Security Management and ISO 22301 for Business Continuity Management across all our European operations.
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