

interxion™

CONNECTING FOR SUCCESS

5 STORIES OF CLOUD
ACCELERATION





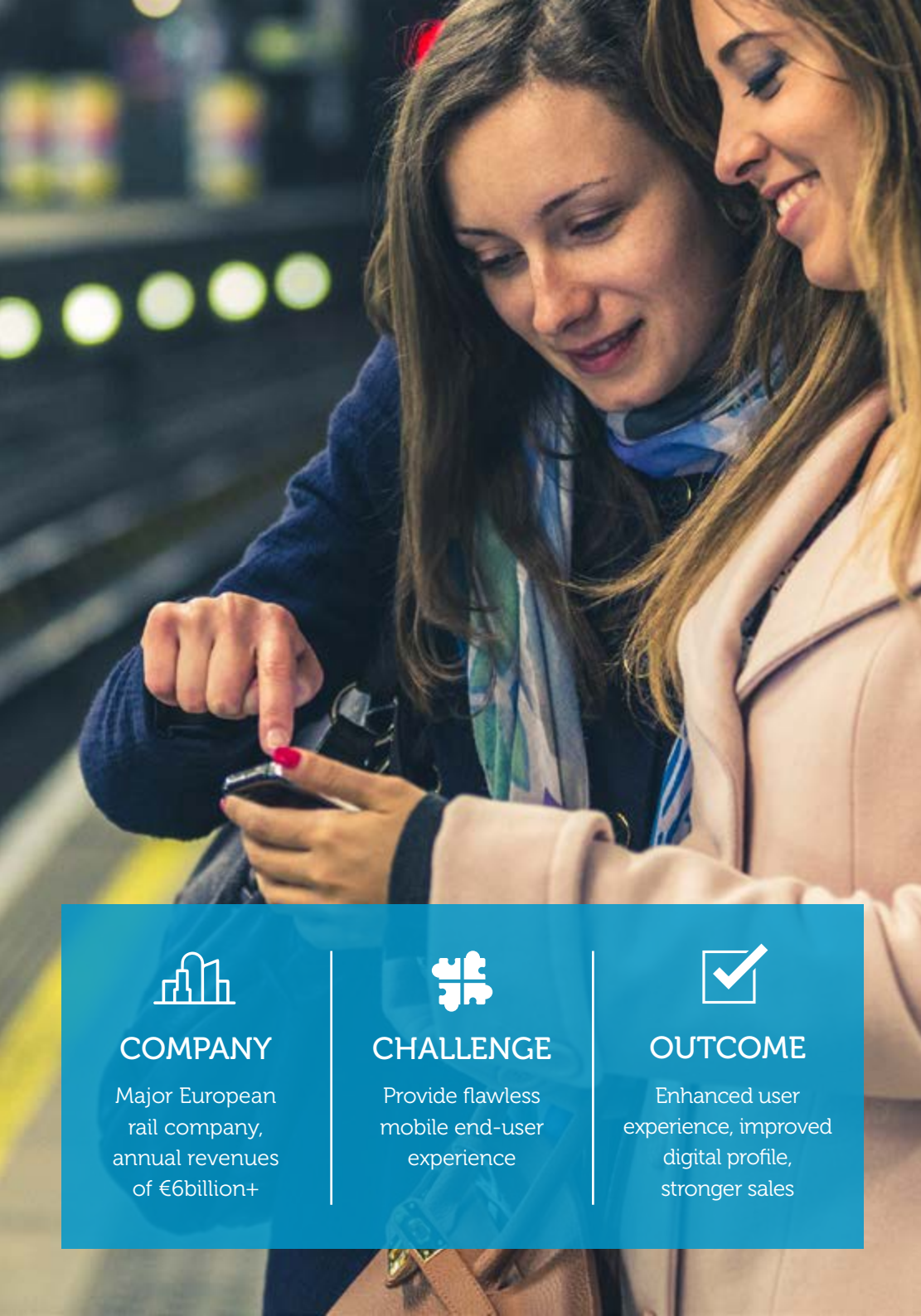
FROM RAIL NETWORKS TO BREWERIES, ACROSS GEOGRAPHIES AND CULTURES...

Across vertical sectors and companies of all sizes, cloud is making a significant difference to growth, success and sustainability.

In a world of high velocity change and disruption where customer demands are becoming increasingly sophisticated, greater flexibility and scalability are must-haves. To survive and thrive, companies need to evolve and adapt if they want to keep up with new technologies, market trends and competition.

One of the keys unlocking growth potential and new opportunities is an agile cloud strategy. Today, the companies pulling ahead of the pack are the ones who are embracing the smart, future-focused use of cloud. But while cloud has been accelerating innovation and creativity, the infrastructure that supports it has been lagging. Enterprises are finally starting to realise that connectivity and agility need to be prioritised as a critically strategic business objective.

Here are five customer success stories offering insight and inspiration, showing how Interxion has enabled enterprises across geographies and industries to improve customer experience, increase cost-efficiency, and accelerate successful digital transformation.



EUROPEAN TRAIN OPERATOR'S HYBRID IT ENVIRONMENT ELEVATES USER EXPERIENCE

Customers today expect flawless experience when booking travel tickets. To keep pace with both customer demands and with competitors, a major European Rail company turned to Interxion to find a cost efficient, scalable solution that would enable them to offer a seamless customer experience and implement lower latency connectivity to AWS.

Poor user experience caused by the app or website downtime affect brand image and has a direct impact on revenue. As a result, the rail company needed a reliable and robust solution that would enable it to provide a flawless mobile experience.

Results

Partnering with Interxion enabled the rail company to move critical infrastructure closer to the internet exchange and establish a better connection with AWS. This translated into significantly improved performance, lower latency and decreased networking costs.



COMPANY

Major European rail company, annual revenues of €6billion+



CHALLENGE

Provide flawless mobile end-user experience



OUTCOME

Enhanced user experience, improved digital profile, stronger sales



Enhanced user experience on mobile app



Minimised latency through a seamless connection between data on-prem and cloud



Increased IT reliability and performance

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"The Interxion team helps us to accomplish our projects more quickly. It's like we're all on the same team."

– Yann Danou, Director of Information Systems, ASSU 2000



COMPANY

Leading insurance group in France



CHALLENGE

Improve user experience, reliability and security, and minimise costs



OUTCOME

70% cost reductions, improved response times, independence from ISPs

INSURANCE LEADER MAKES A CLAIM FOR HUGE COST REDUCTIONS

ASSU 2000 is a leading French insurance group trusted by over 320,000 customers. E-commerce plays a central role within the group's business model. To heighten reliability and security, minimise costs, and improve the user experience, it needed to revolutionise the way in which it interacted with Internet Service Providers and customers.

When collocating a selection of core web servers within the Interxion campus in Paris, ASSU 2000 was able to access over 80 local internet service providers and form a direct connection with these traders in just three days. A similar operation would have taken several weeks if done in the company's own data centre. The costs of connecting with these ISPs has also dramatically reduced, enabling the insurer to invest its resources towards other strategic priorities.

Results

ASSU 2000 has been able to reduce its network costs by up to 70% while multiplying capacity by 10 to deliver a much-improved customer experience. It now enjoys Super-fast internet speeds subject to SLA commitments, 99.999% availability guaranteed, and has a future-proofed network environment.



70% cost reduction



Access to 80+ ISPs



99.999% availability guaranteed

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EUROPEAN BREWERY TOASTS SUCCESS THANKS TO DATA CENTRE CONNECTIVITY

A world-leading European brewer distributing a portfolio of drinks worth upwards of €50 billion globally wanted to embrace cloud flexibility to increase operational efficiency, minimise costs, and improve flexibility and scalability. But crucially, it wanted the freedom of vendor-neutrality to avoid continually repositioning architecture, technology, connectivity, and location.

To gain this freedom, it needed to de-couple from stringent data centre and internet service provider contracts and instead embrace a carrier-neutral data centre where its own hardware and infrastructure could be used, but where connectivity to managed services was also possible.

Results

Today, the brewer is better suited for its future business needs and delivers the best performance at competitive costs. As well as enabling them to decrease costs and increase efficiency, Interxion has given it the speed and agility to quickly adapt to new trends and thus stay ahead of the competition.



COMPANY

World-leading European brewer (€50 billion+ globally)



CHALLENGE

De-risk cloud migration and avoid vendor lock-in



OUTCOME

Commercial independence from ISPs, future-proofed network environment



Commercial independence from ISPs



Cost savings with cloud migration



Future-proofed digital infrastructure

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WITH COLOCATION, SUMUP DELIVERS FASTER, AND SECURE MOBILE PAYMENTS

SumUp, Europe's leading Mobile Point of Sale (mPOS) provider, empowers small businesses across 31 countries to accept purchases on their smartphones or stand-alone readers. Their devices are game-changers for merchants, helping them get paid by customers who don't carry cash. But a great customer experience depends on payments that are secure and completed in seconds, otherwise customers get frustrated and lose trust.

SumUp partnered with Interxion to significantly reduce their transactional roundtrip latency, as the company worked to expand their European footprint. Placing their hardware in a colocation data centre, which housed the HSM, internet exchange, and cloud access point, reduced the distance between the initial transaction and sped up the payment process, while guaranteeing compliance.

Results

Expanded European connection top notch security and speed established SumUp as the leading mPOS provider in Europe. Access to first-class internet exchanges, cloud providers, and best in class security through Interxion's colocation centres positioned SumUp for superior customer experience and international growth.



COMPANY

Europe's leading Mobile Point of Sale (mPOS) provider



CHALLENGE

Deliver fast and secure card transactions across 31 countries



OUTCOME

Compliance with regulation and reduced latency



Significantly reduced roundtrip latency in each transaction

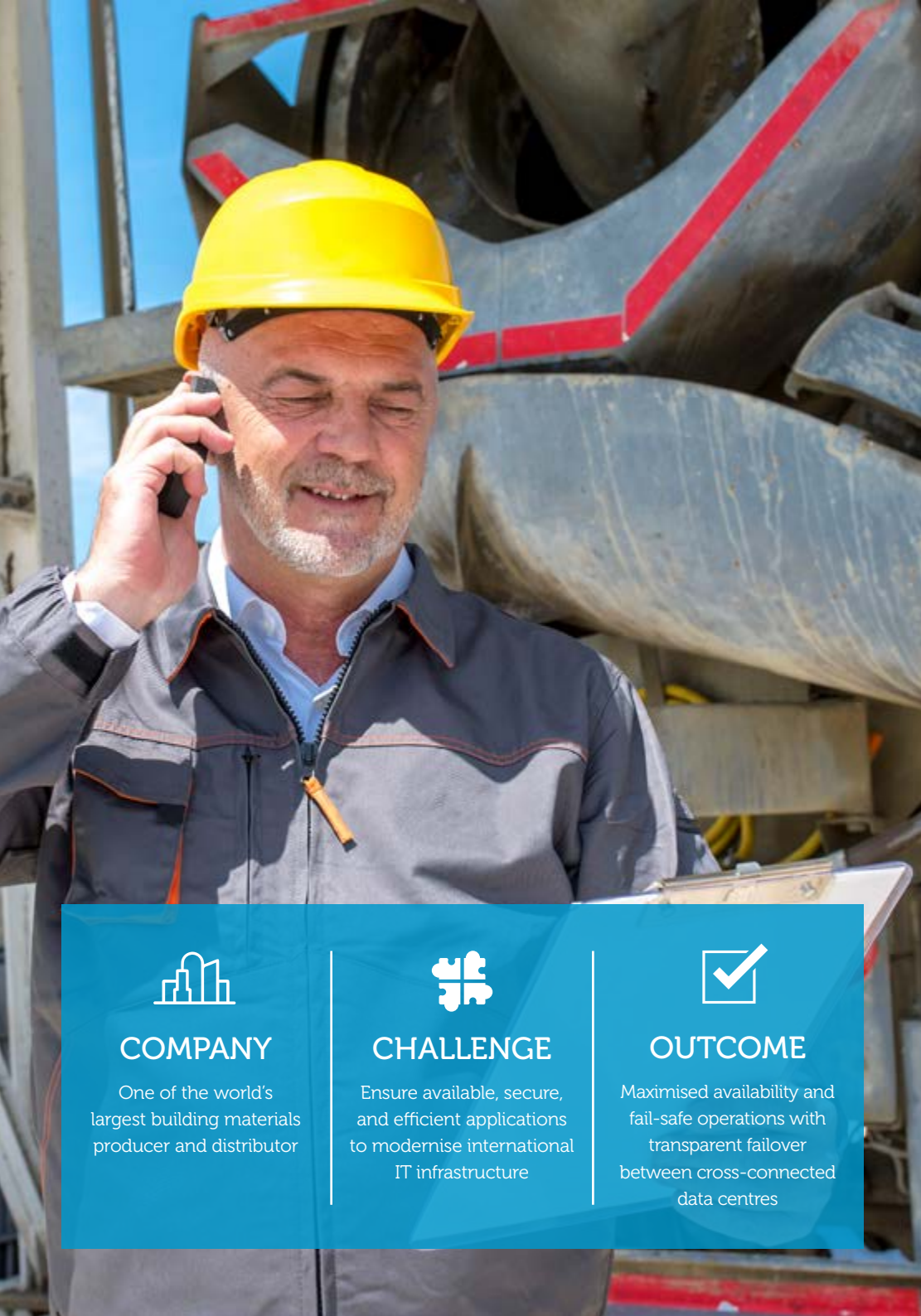


Expanded connectivity across Europe



Complied with payment security regulations

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COLOCATION SET HEIDELBERGCEMENT ON STRATEGIC PATH FOR THE FUTURE

HeidelbergCement, one of the world's largest building materials companies leading in aggregates, cement and ready-mixed concrete, operates 3,000 sites across 60 countries.

The company's operations require alignment across its dozens of sites to ensure sharp allocation of resources. Not only is cement production challenging, transporting it around the world also requires smart and fast planning otherwise the company would incur additional costs.

HeidelbergCement partnered with Interxion to develop a fail-safe, real-time IT infrastructure that would ensure that its international production and distribution is optimised at all times.

"The data centre at Interxion will become the essential springboard for realising our growth strategy, meaning we always have a reliable partner at our side".

Results

HeidelbergCement sites across the globe can connect to the closest Interxion data centre, spanning 11 countries, allowing the company to run applications via Interxion's cross-connects much faster than if connecting only to the company's data centres. Applications vital to the corporate process, such as the central ERP, email and office systems, all run non-stop at the colocation centre.



COMPANY

One of the world's largest building materials producer and distributor



CHALLENGE

Ensure available, secure, and efficient applications to modernise international IT infrastructure



OUTCOME

Maximised availability and fail-safe operations with transparent failover between cross-connected data centres



Maximised availability and fail-safe operations



Security, performance, quality, and long-term business evolution



Modern international IT infrastructure

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interxion™

Get in touch with our team if you are interested in accelerating your **digital transformation** and upgrading your **connectivity**.



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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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