

EQUINIX CUSTOMER SUCCESS STORY MASSILLY



ENTERPRISE

Choosing global telecom and IT services provider BT and Equinix allows metal packaging specialist Massilly to combine high-performance cloud infrastructure with managed services to realize greater security, increased productivity and reduced cost.

“Thanks to BT, a tailor-made solution that responds to our requirements has been devised, bringing BT, Equinix and our traditional telecoms operator’s services together. Within three months, our new infrastructure had been deployed and was up and running, without any impact on our operations in all of our European countries.”

Jean Baptiste Bernard, Deputy Chief Financial Officer, Massilly

Overview/Executive Summary

From its humble beginnings as a manufacturer of tin cans and lids, Massilly has evolved into a global enterprise specialising in producing hundreds of millions of metal packaging pieces. As they neared the end of the contracted term with their current managed services provider, Massilly identified two key needs: one, they wanted to continue outsourcing their IT infrastructure so that they could continue to focus on core activities, and two, they also wanted to address changing requirements. The proposal they ultimately adopted—representing an alliance of BT and Equinix capabilities—capably addresses both goals, and provides Massilly with the best features, footprints in hundreds of Equinix data centres around the world, and a reliable and lasting solution.

Business Challenge

The company, a global manufacturer founded more than a century ago, has always outsourced the IT architecture for its powerful global operations, preferring to focus on their successful core activities. Realising that their current managed services contract was coming to an end, Massilly identified an opportunity to not only continue its arrangements for outsourcing administration of its equipment (such as its server cluster and work stations across all sites in France), but to also realise an ultimate goal of consolidating its infrastructure by protecting it against any potential risks, thereby achieving greater security, increased productivity and lower costs.



Customer Profile

History

Founded in 1911, the Massilly Group specialises in producing metal packaging of all kinds as well as providing associated services such as capping systems, technical and chemical analyses and industry-related training.

Customers

The group has annual revenues of more than €300m and employs over 1,200 people in more than 25 subsidiaries, operating exclusively in the metal packaging markets.

Headquarters

Burgundy, France
<http://www.massilly.com/>



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Solution

Massilly opted for the global solution proposed by BT, which combines its own innovative and high-performance cloud infrastructure services with managed services, enabling it to provide a superior service from start to finish. On top of its experience in facilities management for companies of a similar size to Massilly, BT is also widely available locally to its clients. Based primarily in Lyon, close to industrial group Massilly, its operations employ more than 200 people.

BT counts on the high availability and the security offered by the Equinix data centres, not only to support its own hosting requirements—notably for servers, storage, telecoms and cloud infrastructure platforms—in order to deliver its solutions as a service, but it also incorporates Equinix data centre capabilities to benefit all of its clients' requirements.

The PA4 data centre in Pantin, Paris—where Equinix already accommodates all of BT's equipment—is also the facility that has hosted Massilly's infrastructure since August 2014. The brand new machines purchased by BT for Massilly include additional features designed specifically to support cloud computing with a premium quality of service at a reduced cost.

Expected Benefits and Business Results

As Bruno Boucq, Deputy General Manager of Business Services at BT, put it: "We were looking for a partner that could offer data centres consistent with our highly demanding requirements: reliable installations, excellent operability and the capacity to grow rapidly. We have found exactly that with Equinix, and together we can develop a true synergy."

To that effect, BT found that all of the locations throughout France ably demonstrated the Equinix commitment to unparalleled quality for services and infrastructure, especially the Equinix PA4 site in Pantin.

This newer data centre location—which occupies a total area of 16,000 m²—provides BT and Equinix customers like Massilly with scalable, secure, redundant, state-of-the-art, high-availability interconnections, which is why BT is confident that it can develop its multiple service and technology integration activities by consolidating them at the Equinix data centres.

As far as Boucq is concerned: "Equinix has designed and implemented a model that allows infrastructure to be deployed extremely rapidly thanks to a standardisation of its installations for its clients' requirements." This industrial approach has been just the ticket for ensuring this operation's success.

"We wanted our machines to be flexible, secure and consolidated, so they would be more efficient and better protected," stressed Jean Baptiste Bernard, Massilly's Deputy Chief Financial Officer, "and this has now come true." The fact that BT and Equinix also have an international presence means that the Burgundy-based company can look forward to more success with any future global expansion.

About BT

With operations in more than 170 countries, BT is one of the leading global suppliers of IT system and communication solutions and services. Part of the BT Group, BT offers telecom and IT infrastructure services, local, national and international telecommunications and broadband and value-added products and services. Its BT Global Services division provides a wide range of services including consultation, communications, security, facilities management and mobility. BT France forms part of this division, serving 7,000 large global companies in nearly 140 countries. To find out more, visit www.bt.com/fr

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centres. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at Equinix.com

Equinix Americas

Main: +1.650.598.6000
Email: info@equinix.com

Equinix EMEA

Main: +31.20.754.0305
Email: info@eu.equinix.com

Equinix Asia-Pacific

Main: +852.2970.7788
Email: info@ap.equinix.com