

EQUINIX CUSTOMER SUCCESS STORY CONTENTBRIDGE

MEDIA AND ENTERTAINMENT

Equinix empowers a leading provider of digital supply chain solutions to transform its industry's business model via a scalable and robust interconnection solution.

"Thanks to Equinix, we have access to an amazing data center with direct interconnection to all of the major cloud service providers. We were able to consolidate our operational footprint by relocating our client services team within the same highly secure facility as our servers and cloud interconnect. This relationship also clears a path for ContentBridge to rapidly achieve global reach."

Doug Reinart, COO, ContentBridge

Overview/Executive summary

ContentBridge provides automated supply chain solutions to the entertainment industry. The company enables studios, distributors and aggregators to deliver movie, television, short-form and music content to digital media retailers more efficiently than traditional postproduction operations. It was growing at an extremely fast pace and urgently needed a data center solution that would allow them to expand and scale globally, offered seamless access to cloud and network service providers (CSPs, NSPs)—as well as Microsoft Azure—and enabled rapid content delivery. By choosing Equinix, ContentBridge instantly achieved seamless access to thousands of CSPs and NSPs, billions of endpoints, and leading cloud providers like Azure. Plus, they now have industry-leading scalability and expansion capabilities, and remarkably fast delivery to multiple content delivery networks (CDNs).

Business challenge

The company was rapidly outgrowing its existing data center and "owned infrastructure" strategy, and international business volumes were growing quickly. Server maintenance and uptime were major issues, as were reliability, scale and global reach. Driven by these factors, ContentBridge soon recognized the opportunity to create the first truly cloud-based digital content distribution solution by leveraging platform and infrastructure providers such as Microsoft Azure and Google Cloud Platform.

In order to achieve this vision, ContentBridge needed an interconnection partner that would provide top-tier data center facilities, an extensive global presence, direct interconnect access to major cloud service providers, and an infrastructure built for distributed scale and security. It also required the ability to house client service teams within the same facility.

Competing solutions

ContentBridge's existing colocation provider was unable to match the interconnection options with leading cloud service providers and other benefits that Equinix data centers offered. In particular, the incumbent provider could not house a managed service team under the same roof as its equipment infrastructure. Equinix proved the best (and only) choice for everything ContentBridge intended to accomplish.

Customer profile

About

ContentBridge is a leading provider of digital supply chain solutions for the media and entertainment industry. Through their direct involvement with major studios, independent distributors, and leading consumer services like iTunes and Netflix, they have developed automation software and best practices for efficiently managing and distributing digital content among business partners. ContentBridge is an approved encoding vendor for major digital retailers worldwide.

Customers

Fortune 1000 companies, major studios, major digital retailers, independent producers and distributors.

Headquarters

Marina del Rey, CA
ContentBridge.tv



EQUINIX

WHERE OPPORTUNITY CONNECTS

Equinix.com

Solution

ContentBridge implemented an Interconnection Oriented Architecture™ (IOA™)—approach on Platform Equinix®, the global platform for content creation and distribution, to address their demanding business requirements. This interconnection-first strategy integrates content creation and distribution around the world, bringing IT resources to the digital edge, where the physical and virtual worlds meet. The Equinix Media Cloud Ecosystem for Entertainment on Platform Equinix gives the company a robust and flexible foundation to build and scale on demand. Equinix Cloud Exchange™ Fabric, a multicloud “switchboard,” enables seamless access to top cloud providers, including leading vendors such as Amazon Web Services, Google Cloud Platform and Microsoft Azure. And the IT team oversees it all, 24/7/365, thanks to IBXflex™ office and storage solutions, which instantly gives them a mission-critical operation center. IBXflex offers non-cage space within, or in close proximity to, an Equinix International Business Exchange™ (IBX®) data center, which can be used to store equipment and replacement parts, safely and securely.

Expected benefits and business results

ContentBridge believes that its relationship with Equinix will enable a fundamental transformation in digital content distribution, allowing it to activate and effectively scale its digital edge through advanced technology tools and services.

By establishing Equinix as the “point of orchestration” for owned infrastructure and leading cloud providers, ContentBridge will be capable of offering the lowest cost, most secure and highest performing digital supply chain solution for the entertainment industry. The company can eliminate an aging, proprietary and costly-to-maintain hardware infrastructure, create a more reliable and secure link between its client services team and its “factory,” and improve responsiveness by consolidating operations under one roof. Ultimately, the relationship with Equinix will allow ContentBridge to bring advanced digital supply chain solutions directly to the content, wherever the content owner chooses to maintain the digital library.

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world’s leading businesses to their customers, employees and partners inside the most interconnected data centers. In 48 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](https://www.equinix.com)

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