



EQUINIX CUSTOMER CASE STUDY

COTENDO



Cotendo Quadruples Customer Base and Goes Mobile with Help of Platform Equinix.

“In the last two years, Cotendo was able to grow from 100 customers to more than 400, and launch several products including a suite of mobile acceleration services. We owe a lot of that growth to Platform Equinix. The standardization and consistency of the Equinix IBX data centers and the connections Equinix offers to our target customers and vendor ecosystem enables us to aggressively and reliably grow our customer base and service footprint in all major growth regions.”

Michael Kuperman, Vice President of Operations for Cotendo

Results

Enables rapid scaling without downtime

Consistency, standardization, and the proximity to customers ensures rapid deployment

Provides ecosystem for developing partnerships and strategic relationships

Security infrastructure and compliance enables growth in ecommerce sector

The Business Challenge

Cotendo is an emerging leader in cloud-based acceleration technologies, offering an integrated suite of Web and Mobile Acceleration Services. Delivered from more than thirty global distributed points of presence (POPs), Cotendo focuses on Value Added Services (VAS) within the CDN and web acceleration markets. The company's ability to rapidly deliver high-quality web and mobile content acceleration requires that content be adapted for individual device capabilities, such as screen size, network connection profile and geographic location of the end-users. Constantly evolving devices, network technologies such as 4G, 3G and WiFi, varying network conditions, and the mix of web and native applications add to the complexity of working within this environment. Cotendo has built its success on its ability to be a first-mover within this rapidly evolving marketplace. To ensure it can continue to build and scale its service, the company must quickly grow within its existing geographies, expand into new areas in a timely manner, and ensure that they are in the locations that are strategically selected for peering and connection opportunities. The company seeks partners that can enable this quick deployment in key markets, as well as provide industry expertise and connections to potential customers. In addition, it is critical to ensure the safety and security of their facilities as they expedite customer deployment. Crucial to the success of Cotendo's Mobile Acceleration Suite is also the proximity to mobile operators, mobile roaming data exchanges (GRX) and mobile applications.

The Solution

Partnering with Equinix allows Cotendo to accomplish all these complex business needs. The unparalleled presence of mobile networks, wired networks, telcos, ISPs and customers along with an extremely proven data center practice allows Cotendo to scale while preserving service integrity and focusing on Cotendo's core business – providing critical acceleration services to leading brands, ranging from large enterprise companies like Bayer, to the internet's largest players and emerging stars such as Answers.com, Meebo and Digg.

Why Equinix

Security

The world's leading wired and mobile networks, carriers and ISPs have all established strategic points of presence (PoP) sites within Equinix International Business Exchange™ (IBX®) data centers across the globe. This extensive network provides Cotendo the ability



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to quickly and seamlessly cross-connect with carrier partners and customers, thus saving a significant amount of time in the set-up and deployment of their services on a global scale.

A key market segment for Cotendo is ecommerce. For online retailer customers, transaction security and PCI compliance are of the utmost importance. The successful track record and security industry expertise from Equinix provides peace-of-mind to potential customers' security auditors and eliminates the lengthy and costly audit process. "By partnering with Equinix, we save our customers' audit teams significant amount of time and expense," said Kuperman.

Scalability

Equinix's extensive global footprint supports Cotendo's rapid growth plans worldwide. Located in 33 markets around the globe, all Equinix IBX data centers are fully standards-compliant (SAS70, ISO) and offer the same consistency of reliability, security and operational excellence. This unique combination of reduced time to deployment, proximity to key markets and consistent customer experience has made it easy for Cotendo to scale operations to meet and exceed their growth targets. "As we enter new geographies, Equinix saves us a lot of time by ensuring consistency, standardization, and the assurance that they are near our customers."

The Equinix Ecosystem

Equinix provides a specialized ecosystem of more than 500 content providers for direct connection to partners, including the leading social media and ad networks. Being in the performance business, it is critical for Cotendo to be able to physically connect to or be within a nanosecond of their customers. The broad reach and extensive ecosystem within Platform Equinix enables them to do this without the need for additional infrastructure, and at the same time reducing latency.

"Our job is to make our customers' web and mobile applications work as fast and secure as possible. By being in Platform Equinix, we know we can do that."

Due to its deep relationships with mobile carriers, the Equinix ecosystem also provides significant deployment advantages. According to Kuperman, "When we are deploying with Equinix, we no longer have to deal with three or four different vendors. Everything is in the same ecosystem. With Equinix, a deployment is a 30-day process – it's so easy I can do it in my sleep. With other data centers, I typically need to plan for a 3-4 month deployment."

Platform Equinix not only connects Cotendo to the right customer and partners, but also to the right exchanges. Cotendo is operating in a mobile world and looks to leverage the efficiencies of the Global Roaming Exchange (GRX). The GRX provides a platform for mobile data providers to efficiently exchange GPRS roaming traffic with multiple other providers through a single connection.

GRX Peering at Equinix (GPE) is offered on a resilient, fully-managed, Ethernet-based switching platform designed specifically for exchange of mobile Internet traffic. The switching platform has a redundant architecture designed to ensure uptime.

Through its global network, secure environment and broad ecosystem of potential partners, Platform Equinix helps Cotendo ensure success for itself and its customers today, and as the industry continues to evolve.

About Cotendo

An innovator of cloud-based acceleration technologies, Cotendo offers an integrated suite of Web and Mobile Acceleration Services from its 30 global distributed point of presence (POPs). Cotendo's single-platform software was built from the ground up. It includes acceleration services for dynamic Web applications, static and dynamic Web content, SSL, Advanced DNS, Adaptive Image Compression performance monitoring, and automatic failover as well as real-time reports and analytics. Cotendo also offers a distributed cloud application environment called Cloudlet that allows content providers and enterprises to make logic and data decisions at the edge, closest to the end users. Cotendo's superior performance and functionality enable clients to maximize monetization and productivity of their Web and mobile assets.

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 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.

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