

# EQUINIX CUSTOMER SUCCESS STORY

## ELLIE MAE



APPLICATION SOFTWARE

## Equinix enables a leading American mortgage SaaS collaboration app provider to expand its customer and partner networks

“Ellie Mae is continually looking for ways to improve the performance of our SaaS collaboration solutions for our customers. Since a key component of performance is the network, Ellie Mae is leveraging multiple offerings from Equinix to improve our overall network performance. Equinix’s innovative interconnection options allow us to eliminate latency for our customers so that they can process more loans more efficiently.”

Satheesh Ravala, VP of Cloud Infrastructure

### Overview/Executive Summary

The demand for mortgage processing outsourcing and automation services in America has steadily been on the rise, and is expected to increase between 15 to 25% over the next decade. Ellie Mae is at the forefront of this trend, and has grown rapidly since their inception thanks to their innovative collaboration apps. Their focus is to improve customer Quality of Experience (QoE) by providing secure, scalable, low latency interconnection options to its network of partners and customers. Unfortunately, their existing infrastructure was no longer able to support these mission-critical requirements, which is why they turned to Equinix.

### Business Challenge

Ellie Mae’s flagship offering, Encompass 360, is an all-in-one, fully integrated SaaS collaboration application solution that covers the entire mortgage loan lifecycle. It provides customers (known as “partners”) with unparalleled efficiencies that seamlessly adapt to industry and regulatory changes, a huge competitive advantage. As Ellie Mae’s customer base grew, it became more difficult for the company to connect with its larger customers over public IP or via private lines. Public IP proved to be latency intolerant, offered an inconsistent user experience and had fluctuating costs that ultimately became cost prohibitive. Private lines solved these issues but set up times took weeks, if not months, and did not enable partners to quickly scale up or down during peak times.

Ellie Mae required a flexible and neutral platform to connect its operations to a vast ecosystem of financial institutions, cloud service providers and network service providers — all while significantly improving the overall QoE of the company’s services.

# EllieMae®

### Customer Profile

#### History

Ellie Mae is a public software company founded in 1997. Its mission is to help lenders achieve compliance, quality and efficiency by automating mortgage processes and applications via powerful collaboration apps.

#### Customers

Ellie Mae processes approximately 25% of all mortgage applications in the U.S. and serves over 166,000 mortgage professionals.

#### Headquarters

Pleasanton, California  
EllieMae.com



EQUINIX

WHERE OPPORTUNITY CONNECTS

Equinix.com



## Solution

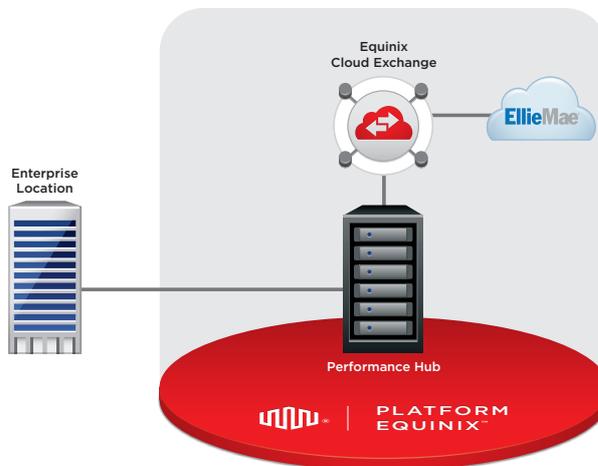
To address these challenges, Ellie Mae leveraged **Platform Equinix™**, an ever-evolving portfolio of building block solutions, and intelligent services, unlocking capabilities across the world's most strategically located and interconnected data centers, for better ways to interconnect new and existing collaboration app customers. Specifically, Platform Equinix is helping Ellie Mae migrate its SaaS collaboration application (known as Encompass 360) to the cloud, peer with Tier-1 service providers and optimize its internet connectivity/traffic engineering more cost effectively. By upgrading its data center interconnectivity, Ellie Mae is able to provide private connectivity options for its customers and partners to improve user experience and security.

Through **Equinix Performance Hub™** and **Cloud Exchange™**, two of the core building blocks of Platform Equinix and an **Interconnection Oriented Architecture™ (IOA™)**, Ellie Mae is able to have an extension node of their network within an **Equinix International Business Exchange™ (IBX®)** data center. This gives Ellie Mae direct access to a rich ecosystem of network and cloud service providers, as well as business partner networks. In addition, Ellie Mae is able to upgrade its network edge hardware, implement scalable direct connect and decommission costly legacy hardware and the company's unreliable WAN.

## Expected Benefits and Business Results

Thanks to Equinix, mortgage industry companies can directly peer with Ellie Mae. This offers new and existing partners an exceptional digital experience in addition to the following competitive advantages:

- **Remarkably fast time-to-market** – The peering model enables Ellie Mae's products and API's to be delivered through a single interconnection fabric. That translates to a short time-to-market window — days instead of months — to get new products to customers.
- **High availability, low latency** – Cloud Exchange allows every partner Encompass 360 transaction to have the same high availability and latency as on-premises collaboration applications.
- **Superior cost avoidance** – Partner network access is at the edge, negating the need for private circuits, a VPN infrastructure or ongoing last mile maintenance. Plus, new product deployments are simple and seamless since customers are "already there". All of which represents a huge cost advantage over traditional connection solutions.
- **Unprecedented security** – All Ellie Mae traffic over Cloud Exchange flows across a secure private network without the unpredictable variations in delivery common to the public internet.



## 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.

Learn more at [Equinix.com](http://Equinix.com)

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