



EQUINIX CUSTOMER SUCCESS STORY – FRONT PORCH DIGITAL



The world's leading content storage management (CSM) solution provider moved to Platform Equinix to enable its innovative cloud-based solutions in Europe.

“We chose to implement our cloud-based solutions in Equinix’s LD5 data center because it provides the right resources in the right location. Platform Equinix also offers a ready-made digital ecosystem in a secure, cloud-friendly environment where customers can rest easy in the knowledge that their content is both secure and accessible.”

Mike Knaisch, Front Porch Digital President and CEO

Results

- High-power-density space for virtualization, with an exceptionally broad choice of network service providers to provide resilient cloud connectivity and industry-leading availability for customer-critical content
- Industry-leading levels of data and physical security
- Unmatched digital content management and distribution capabilities for the most demanding traffic scenarios
- A mature global ecosystem of network, cloud and other specialist service providers, instantly accessible via the Equinix Marketplace
- Readily available international footprint covering target markets with consistent services levels, manageable via a single point of contact

With more than 500 customers including media’s most influential global brands, Front Porch Digital is a global leader in content storage management solutions and digital migration. Operating on-site and in the cloud, the company’s purpose-built software uses the latest technologies to deliver truly flexible and scalable media workflows, while ensuring optimal performance and the highest levels of security.

Front Porch Digital product offerings are encompassed by DIVASolutions, an integrated workflow to Migrate, Manage and Market media. LYNX is the first solution in the industry to embrace the cloud for enterprise-scale CSM and a major opportunity for media organisations to connect with users and build revenue streams.

The Business Challenge

Based in Colorado, but with a global outlook, Front Porch Digital was looking for an EMEA infrastructure provider:

“We needed an EMEA hub for our operations to grow the market for our new cloud based portfolio of CSM solutions; London was clearly the most promising location with a major concentration of online video platform providers, broadcasters and content owners as well as existing customers,” says Mike Knaisch, President and CEO

“Our key concern in data center selection was the quality of facilities – in terms of security, reliability, professionalism of staff, standards compliance, and network connectivity - and we also needed seamless geographical market reach to allow our business to grow. A passive infrastructure provider was not the answer. Ideally, we wanted a proactive partner who could help us grow our business with leading broadcasters, online video platforms, system integrators, and content owners – an experienced operator with a mature ecosystem we could leverage.”



The Solution

The answer was Equinix's LD5 International Business Exchange™ (IBX®) data center in London.

Equinix provided high-power-density, highly secure space with a thriving digital media customer ecosystem and a wide range of connectivity providers. Office facilities were available for customer meetings, and an international framework agreement ensured the ability to scale up across other Equinix facilities in EMEA and beyond.

Why Equinix

A Secure Space in the Cloud

"Our LYNX platform is the first enterprise CSM solution in the content and digital media industry to embrace the cloud. Our first concern was security, and here Equinix excelled. Put simply, Equinix stood head and shoulders above all others," says Mike Knaisch.

Quality Operations

The quality of the data center is key to Front Porch Digital's market proposition. To manage costs as effectively as possible, their customers must feel comfortable collocating in their data center environment, to minimise connectivity costs, improve latencies, and ensure security by keeping cross-connects in-house.

Exceptional Connectivity

Platform Equinix provides Front Porch Digital with the network connectivity and availability demanded by customers. The content and digital media industry is booming — a recent IHS Report shows that approximately 63 percent of households in Western Europe subscribe to broadband services and are increasingly accessing online video platforms from a wide variety of connected devices.

World-leading Content Ecosystem

With over 300 cloud providers, 500 IT service providers, and 900 networks as potential technology partners, Equinix provides a rich ecosystem within which Front Porch Digital can achieve its business potential quickly and cost-effectively.

Equinix's LD5 IBX offers access to leading broadcasters, online video platforms, system integrators, and content owners, and also provides a venue where Front Porch Digital can invite clients with the right level of security and performance, plus meeting rooms, and office space for them and their customers as required.

"We were very impressed with the vibrant content and digital media ecosystem within Equinix, which we are planning to take advantage of by connecting more widely to both existing customers and other potential business partners. This move represents a major opportunity for media organizations to connect with users and build additional revenue streams," says Knaisch

Enhanced Market Access

"Equinix not only understands our business, but can really help accelerate our growth by facilitating access to a broader market," he continues.

Selection of new suppliers and partners is simple to manage and implement using the Equinix Marketplace online portal; just search by service type and/or location then contact potential partners or providers direct.

Geography for Growth

Access to key markets is a given with Equinix. Over the years, Equinix has developed a global platform of over 100 network-rich IBX™ data centers, operating across 38 markets in 13 countries and five continents.

"The Platform Equinix digital ecosystem will be key to accelerating growth of LYNX services, and we are extremely confident in their ability to deliver equally high service levels with a single point of contact across the continent," says Knaisch.

About Front Porch Digital

Front Porch Digital is the global leader in solutions for migrating, managing, and monetizing media content. Operating on-site and in the cloud, the company's purpose-built software employs the latest technologies to deliver truly flexible and scalable media workflows. Solutions delivered by Front Porch Digital appropriately manage large and complex media files and workflows while ensuring optimal performance and utmost security.

www.fpdigital.com

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects businesses with partners and customers around the world through a global platform of high performance data centers, containing dynamic ecosystems and the broadest choice of networks. Platform Equinix connects more than 4,000 enterprises, cloud, digital content and financial companies including more than 900 network service providers to help them grow their businesses, improve application performance and protect their vital digital assets. Equinix operates in 38 strategic markets across the Americas, EMEA and Asia-Pacific and continually invests in expanding its platform to power customer growth.

For further information please visit www.equinix.com