



EQUINIX CUSTOMER SUCCESS STORY – GAMMA



Equinix Marketplace™ opens up customer opportunities for Gamma

Results

Up to 400 potential customers and around 80 carriers in the Slough, UK campus all accessible via Equinix Marketplace.

Access to a mature global ecosystem of over 4,000 Equinix customers via the Equinix Marketplace.

Accelerated rollout and integration of solutions for co-located customers.

Improved solution performance, resilience and cost-effectiveness.

“Working with Equinix is helping us to win customers for two main reasons: first, access to a community of prospects through the Equinix Marketplace. Secondly, the cost optimisation, reliability and flexibility of the Equinix data centre facilities allow us to offer a best-in-class IP voice solution to our customers.”

Andy Chalkley, Head of Data Centres & Service Providers, Gamma

The Challenge

An increasing number of businesses are replacing their legacy phone systems with a Voice over IP (VoIP) solution – saving money, while improving flexibility, scalability and reliability. There is an increasing trend towards hosted VoIP, with analysts predicting that the number of seats worldwide will double over the next four years.

Gamma provides hosted VoIP and SIP trunking to UK businesses. The company’s priority was to find a best-in-class data centre co-location provider. Gamma viewed this as a strategic decision which would help the company to generate revenue from its data centre investment. Gamma wanted to tap into the growth of VoIP services, creating commercial networks with suppliers inside the data centre through inexpensive cross-connects.

The Solution

Equinix was an ideal data centre co-location provider to meet Gamma’s need for best-in-class facilities as well as to help generate new business and to deliver a technically superior service to its customers. Gamma made the strategic decision to locate its VoIP platform, with a Point of Presence (PoP) in Equinix’s LD4/5 International Business Exchange™ (IBX®), at the Slough, UK, data centre campus.





Why Equinix

Marketplace creates opportunities

For Gamma, choosing to work with Equinix was not just about its high quality data centre. Gamma also gained a valuable new channel to win customers: the Equinix Marketplace™. This online tool connects nearly 400 potential suppliers, partners and customers located in the Equinix Slough data centre, as well as 4,000 worldwide.

“One of the best aspects we’ve found about Equinix is the channel to market it provides,” said Andy Chalkley, Head of Data Centres & Service Providers at Gamma. “Equinix recognises the opportunity, particularly in the enterprise space we’re aiming at. It understands how providing access via the Marketplace is good for suppliers and customers. This fits neatly with what we’re doing.”

Marketplace helps end-users to build an efficient supply chain by enabling them to find reliable, high quality partners and suppliers who are already inside the data centre. The supply chain becomes much simpler as each party is just a cross-connect away, reducing latency, reducing cost and improving the service delivery. Marketplace is organised so that companies are not pestered by suppliers, but can browse possible vendors and contact them if they wish so the leads are genuine and hot. Gamma is also taking advantage of marketing support from Equinix that helps it to promote its services to other companies in the data centre.

“We’re using the Equinix Marketplace portal as a shop front to attract more customers – it’s predominantly an inbound tool,” explained Chalkley. “We can’t directly contact prospects, but the storefront gives us visibility and profile.”

Gamma set up its Marketplace profile in 30 minutes. In the three months it has been live, Gamma has received five direct contacts, two of which have developed into active business opportunities.

“A virtual desktop integrator approached us, and a travel agent looking to move from onsite hosting to Equinix. Neither of these opportunities would have come about without Marketplace. We have kit being trialed in the former, and plan to follow up with the latter in Q2,” said Chalkley.

Higher performance solutions

“We’re seeing a growing trend of enterprise customers migrating their IP infrastructure into a co-location site – both for voice and data,” said Chalkley. “With voice co-located with Equinix, customers get the conventional VoIP benefits of reduced costs, increased flexibility and new functionality, as well as the scalability and reliability of a top-class data centre.”

If a customer already has network equipment hosted in the Equinix data centre, Gamma can easily add the voice equipment and software required to add VoIP capabilities. With voice and data infrastructures in the same data centre, it becomes easy to integrate voice with other hosted applications such as CRM or email.

“The migration of voice has lagged behind data, but our customers can strengthen the business case of moving to co-location by adding voice, as the costs are shared with the data infrastructure,” added Chalkley. “With VoIP hosted in a co-location facility, everything is backed up and resilient – which is a key part in how we pitch Gamma’s services to customers.”



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New revenue streams

Equinix Marketplace also helps Gamma to sell its other managed services, as Chalkley explained, “It’s not just voice: for example, we were contacted through the Marketplace by a company that’s interested in Gamma helping to provide a virtual desktop infrastructure solution.”

By locating its PoP in the Equinix data centre, Gamma has gained access to around 80 carriers. As well as improving the service to customers, this provides another possible route to market, as carriers without their own voice services can resell Gamma’s VoIP solution.

Competitive advantage

By working with a supplier, such as Gamma, that is already located in the same data centre, customers can connect to new services easily, quickly and cost-effectively. Performance is excellent due to the direct connection within the data centre – with low latency, high bandwidth and a better user experience. The cost is kept low as no external links are required.

By connecting to the Gamma network in Equinix rather than a connection to the customer premises, the number of router hops is cut, reducing the overall latency of the connectivity and ensuring improved reduction of Packet Loss.

From Gamma’s point of view, these end user benefits enable it to be more competitive, and to increase its differentiation compared to other VoIP suppliers outside the Equinix data centre.

“We can offer a better overall service and support is easy,” said Chalkley. “All reinforced by the resilience, robustness and backup facilities of the Equinix IBX.”

In one example, Gamma helped a London Borough Council to move from its existing PBXs to a hosted unified communications solution. The new solution is co-located in the Equinix data centre, along with the council’s application servers, and connected to the Gamma SIP trunking network at multiple points. In total the council was able to port 14,000 direct dial in numbers (DDIs) while keeping a 0207 prefix (favoured by its residents). The solution enables the council to support home workers easily by integrating voice with the remote desktop service that is also hosted at the data centre. It has reduced the council’s cost per channel by more than 50 per cent.

Swift, agile and responsive

“Working with Equinix has been a good experience – it’s a high end provider with an excellent pedigree,” said Chalkley. “There’s a good fit, and the company is swift, agile and responsive.”

“As well as the reliability and technical performance of Equinix’s data centre, Gamma values the support and relationship provided by its people. Equinix has a good account management team that looks after us well. We can meet with the people who matter, and they are receptive to new ideas,” concluded Chalkley.

“Overall, Equinix is an excellent co-location partner. There is a great opportunity to work together to exploit the demand for IP-based voice services in the enterprise market.”



About Gamma

Gamma (www.gamma.co.uk) is a next generation network operator that creates simplified communications and software services for business. With a broad range of fixed voice, mobile and data services designed specifically to take to market through channel partners, Gamma leads on network strength, products that are easy to use and provision and quality through automation.

Switching in excess of 800 million minutes a month and serving over 650 channel partners, Gamma is one of the UK’s largest providers of voice services and related applications carrying eight per cent of the UK’s fixed telephony.



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About Equinix

Equinix, Inc. (Nasdaq: EQIX), connects more than 4,000 companies directly to their customers and partners inside the world's most networked data centers. Today, enterprise, cloud, networking, digital media and financial services companies leverage the Equinix interconnection platform in 30 strategic markets across the Americas, EMEA and Asia-Pacific.

By connecting directly to their strategic partners and end users, customers are forming dynamic ecosystems inside Equinix. These interconnected ecosystems enable companies to optimize the performance of their content and applications and protect their vital digital assets.