



# EQUINIX CUSTOMER CASE STUDY SEVEN NETWORKS



Equinix delivers reliability, robust connectivity solutions, direct access to a dynamic mobile ecosystem, and a reputation for excellence.

“Equinix is a critical part of the equation for ensuring we can run a profitable business while pursuing new market opportunities.”

David Ratner, COO, SEVEN Networks

## The Situation

SEVEN Networks helps carriers and handset manufacturers deliver a Real Life, Real Time™ mobile experience through its push-based software platform and applications that deliver data to devices in a way that is network efficient. In the rapidly evolving mobile industry, SEVEN needs to be flexible, adapt quickly to changes, and scale to satisfy growing consumer demand for real-time data and personalization. That's why it uses Equinix's interconnection solutions and its global platform of high availability data centers that house a critical mass of the mobile industry's leading platforms, networks and technology providers.

## Scaling the Mobile Internet

Enables new solutions through direct connectivity to mobile ecosystem partners

Decreased operating costs by accessing robust connectivity at attractive prices

Able to quickly provision bandwidth for rapid scaling

Avoids the public Internet and taps into cross connects for improved throughput and better security

Provides partners and customers with confidence in uptime and quality

Provides differentiated, high-performance service to end users by optimizing network performance through direct connectivity

<p><b>GLOBAL DATA CENTERS</b> 145+ Data Centers 40 Metros 100% Renewable Power Pledge Interconnect to markets anywhere</p>	<p><b>INTERCONNECTION SOLUTIONS</b> 180,000+<sup>1</sup> Cross Connects Go direct to the clouds, people, places that matter to you</p>	<p><b>BUSINESS ECOSYSTEMS</b> 8,000+ Companies 155+ of Fortune 500 Access the right partners to re-architect IT and compete as a digital business</p>	<p><b>PROVEN EXPERTISE</b> 99.99999% Uptime Record Professional strategy and partner advisory services Be always up and running with access to the help you need to transform</p>
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The global interconnection platform for the world's leading businesses.

1. Noted numbers are Equinix Q2 2016 only and do not include acquisitions of Teledy and B3-ink.

**What is Platform Equinix?**  
Equinix connects businesses with partners and customers around the world through a global platform of high performance data centers, containing dynamic partner ecosystems and the broadest choice of networks.

## The Solution

As SEVEN expanded, it established business relationships with mobile operators, major ISPs, mobile applications, and social networks. It needed a way to connect directly to these value-chain partners to enhance the performance, reliability and security of its applications and services, from SEVEN Mobile Applications, to Push Notifications and Open Channel.

After assessing the offerings of its former hosting provider and three other companies, SEVEN chose Equinix. Equinix was the clear choice due to the depth of networks and partners available for direct connectivity, the range of services offered—including the world's largest peering exchange—and its strong global reputation. According to David Ratner, COO for SEVEN, “Equinix provides more opportunities for peering. Plus, when you work with top operators worldwide, you need someone with credibility in that environment.”

Moreover, because Equinix focuses on core infrastructure services and enabling direct connectivity, it's a perfect match for SEVEN. “Others push all sorts of services, such as storage and backup. But we've built those capabilities into our architecture. We want a partner that excels in the areas where we need help,” continues Ratner.



EQUINIX

WHERE OPPORTUNITY CONNECTS

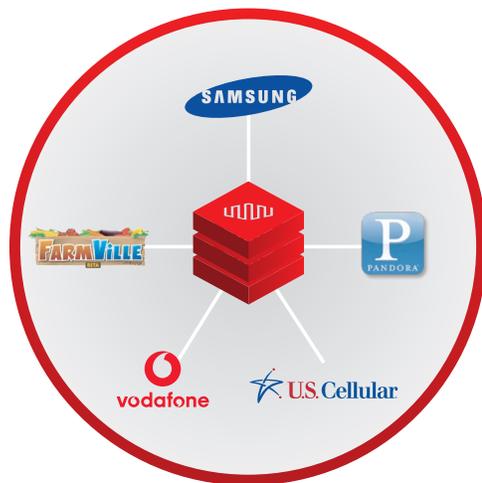
Equinix.com



## Why Equinix

### Satisfying Demands for Quality and Reliability

SEVEN provides software for mobile handsets and enhances the mobile experience. In order to provide a superior experience it needs a partner that provides connectivity and infrastructure as well as expertise in supporting complex, multi-platform solutions. Moreover, as mobile operators serve increasingly advanced users, many of whom rely on their handsets for mission-critical services, SEVEN is feeling growing pressure to exceed more aggressive service-level expectations and fulfill contractual agreements. "Uptime and data quality are key for us to sign on new opportunities, and with Equinix, we can confidently provide that. Our mobile network operator (MNO) partners are impressed when they tour an Equinix facility," says Ratner.



### Growing the Business Cost Effectively

To date, SEVEN's technology actively synchronizes data and applications on mobile devices for over eight million accounts, and its network supports more than six billion email transactions per month. As SEVEN pursues further, profitable growth, it needs to efficiently scale its infrastructure and reach. Its solutions include SEVEN Mobile Apps, SEVEN Push Notifications and SEVEN Open Channel. The ability to rapidly add server hardware and new deployments across Equinix's global platform, as well as tap into new peering relationships via the Equinix Internet Exchange, will help SEVEN grow rapidly.

"Scaling efficiently is critical to our future success. With Equinix, we get high-grade connectivity at attractive prices. Just as important, we can access bandwidth and install services quickly to launch services for new customers," explains Ratner.

### Reaping the Benefits of Direct Interconnection

In addition to connecting with top-tier carriers, SEVEN peers with a variety of ISPs, and social networks. In fact, peering relationships are critical to its business and central to its solution architecture. Connectivity to application providers such as Microsoft and drives a significant amount of traffic in and out of SEVEN's network. Public peering on the Internet Exchange or private peering via cross connect offers several benefits. "Cross connecting saves us money, enables better security by requiring fewer network hops, and empowers us to be better Internet citizens by sending private traffic instead of using public bandwidth," says Ratner.

### Maintaining Profitability over the Long Haul

By having all members of its value chain—such as MNOs, and internet service providers—within Equinix's data centers, SEVEN avoids the public Internet and accesses more reliable bandwidth and connectivity. "The Equinix Internet Exchange is a cost-effective alternative to purchasing Internet access. In fact, Equinix is a critical part of the equation for ensuring we can run a profitable business while pursuing new market opportunities," concludes Ratner.

### About SEVEN Networks

Founded in 2000, SEVEN Networks helps carriers and handset manufacturers deliver a Real Life, Real Time™ mobile experience through its push-based software platform and applications that deliver data to devices in a way that is network efficient. Its SEVEN Open Channel™ is a breakthrough mobile traffic optimization software solution that cuts the dataconsumption of smartphones and mobile devices by up to 70 percent. SEVEN's flagship application, push email, and its underlying platform are in production in 14 languages across the five continents, and support more than 800 device models across eight operating systems. More information is at [www.seven.com](http://www.seven.com).

### 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)

#### Equinix Americas

Main: +1.650.598.6000  
Email: [info@equinix.com](mailto:info@equinix.com)

#### Equinix EMEA

Main: +31.20.754.0305  
Email: [info@eu.equinix.com](mailto:info@eu.equinix.com)

#### Equinix Asia-Pacific

Main: +852.2970.7788  
Email: [info@ap.equinix.com](mailto:info@ap.equinix.com)